



**2009  
Scholarship  
Winners  
(see pgs. 4-5)**



**Association  
News  
(see p. 2-4)**



**Surf's Up  
WRMCA  
(see p. 6)**



# WRMCA SCOOP

**2nd Quarter • June, 2009 • <http://www.wrmca.com> • 800.242.6298**

## **WDNR CHANGES THE CONCRETE PRODUCTS OPERATIONS PERMIT - AGAIN!**

**BY MITCH MARIOTTI, CENTRAL READY-MIXED (VCNA PRAIRIE, INC.)  
OES COMMITTEE CHAIR**

Effective April 1, 2009, the Wisconsin Department of Natural Resources (WDNR) implemented changes to the Concrete Products Operations (CPO) permit held by many WRMCA members. The CPO permit is an industry specific dry weather "discharge" permit, separate from your WDNR issued "storm water" permit. (Does water leave your plant property during dry weather? If so, then you need a CPO permit!) The WDNR storm water permit is now more than 3 years over-due for renewal. We would expect similar, perhaps even more puzzling, changes to be made to the renewed storm water permit.

The changes are significant and were largely unexpected due to the aforementioned lag time with the storm water permit. We anticipate that it will be some time before the WDNR figures out exactly what compliance with this new permit is going to look like. However, the OES Committee is on task working to distill these changes and keep the WRMCA membership informed and "in-the-loop" with WDNR compliance expectations. In fact, the specific changes to the permit are quite complex, and are likely too much to attempt to explain in this newsletter. If you have any specific questions regarding the CPO permit, please contact WRMCA.

Very clearly, these permit changes were driven at the federal level. OES committee members have learned that there are similar changes to storm water and discharge permits all across the country. Similar changes were also made to the WDNR non-metallic mining permit. Perhaps the most significantly changed storm water permit in the region is right across the border to the south. Illinois has, apparently, tried to elevate its general industrial storm water permit perhaps several generations into the future.

Now down to the nuts and bolts of the issue. The permit changes themselves have everything to do with federal "watershed based" regulations that have been on the books for the better part of the last decade. However, within weeks of the latest presidential election, these regulations have taken on new significance. Watershed based permitting takes storm water and discharge permitting to the next level, from "one-size-fits-all" permitting schemes to more "watershed specific" permitting schemes. Simply put, your storm water and discharge compliance will no longer be based simply on the standard storm water or CPO permits. These permits will serve as a bare minimum compliance requirement for "non-impaired" watersheds. Now, however, your CPO and storm water permits will incorporate specific provisions based upon the "watershed" to which your plant discharges storm water or process water. If the watershed is determined by U.S. EPA to be "impaired" (read that as "polluted") for any specific pollutant, that watershed will have additional permitting restrictions imposed. What is a "watershed"? Very simply, it is the water body, (lake, river, stream, etc.) to which any storm water or process water leaving your facility will drain.

Needless to say, there is much to learn regarding these new watershed based permits. The OES Committee will help you understand these changes. Stay tuned for a significant educational effort by the OES committee over the coming months. As soon as we nail down WDNR on the vague provisions of this new permit, we will begin the OES Committee educational efforts.

In the interim, know that the WRMCA OES Committee is going to partner with the Wisconsin Transportation Builders Association (WTBA) and several other involved trade associations to work with the WDNR to clarify a number of issues with the permit. In fact, this coalition of trade associations is going to make every effort to establish an alliance with the WDNR, similar to our OSHA alliance. WRMCA is going to attempt to apply a little political pressure in the right places to make this happen. It is hoped that such an alliance would allow WRMCA and associated trade associations to become a part of the permit writing process, and that we could avoid such permitting surprises in the future. The trade association coalition is expected to meet in July to formulate a plan to approach WDNR. A meeting with the WDNR would be expected shortly thereafter.

Stay tuned to the WRMCA OES Committee for progress updates.

# ASSOCIATION NEWS

## WRMCA 9th Annual Ready Mix Golf Outing Blitz

### Mark Your Calendar for June 25, 2009



It is that time of year again to get your clubs out to golf for a worthy cause. The WRMCA Scholarship and Education Committee invites you to participate in the 9th annual Ready-Mix Blitz Scholarship Golf Outing. The event will take place at Wild Rock Golf Club in Wisconsin Dells. Registration for golf includes a Wild Rock golf shirt, lunch, GPS system on every cart, electronic scoring on the carts, and dinner.

A room rate of \$130 is available at the Wilderness and includes up to 4 guests and entrance to the ALL water parks. Be sure to mention the WRMCA room block discount when calling 1-800-867-9453.

A Friday Replay Rate of \$75.00 on the Wild Rock Golf Course is available; please contact Kim Novak, [knovak@wormca.com](mailto:knovak@wormca.com), to register. To view the golf course, go to [www.wildrockgolf.com](http://www.wildrockgolf.com).

Hole sponsorship is available; sponsorship includes your company name displayed at the tee box. The scholarship committee is in need of volunteers to help out with par 3 activities. All funds that are raised will go toward the WRMCA Education fund.

Registration is at 10:30 am and the shotgun starts at 12:00 pm. Dinner will be served at 6:00 pm.

A registration form can be downloaded from the events page found at the member home page at [www.wormca.com](http://www.wormca.com). Contact Kim at [knovak@wormca.com](mailto:knovak@wormca.com) with questions.

## Focus Your Political Resources:

### Contribute to the WRMCA Conduit 2009

Help support legislators supporting the ready-mixed concrete industry by contributing to the WRMCA conduit today! Each WRMCA Conduit contribution you make is deposited into your personal WRMCA conduit account. You personally authorize every withdrawal before a donation is made in your name. To contribute, please go to the WRMCA website at [www.wormca.com](http://www.wormca.com) and click on WRMCA "Focus Your Political Resources" WRMCA conduit.

A special thank you to those who have contributed to the WRMCA conduit for 2009:

**Platinum Contributors - \$1,000+** - Gary Benjamin, Champion Concrete, Howard Neeck, Alan Schmitz, Schmitz Ready Mix, Steve Verrette, Verrette Materials, and William Verrette, Champion Concrete

**Gold Contributors - \$500-\$999** - Kurt Croell, Croell Redi-Mix and Nicholas Rivecca, Sonag Ready Mix

**Silver Contributor - \$250-499** - Pat Bauer, WRMCA, Tim Kieler, Kowalski Kieler, Greg Knorr, Wisconsin Valley Concrete, and Harry North, Wisconsin Valley Concrete

### Farm Technology Days Volunteers Needed

The 2009 Farm Technology Days will be held July 21-23 at the Crave Brothers Farm in Waterloo.



The WRMCA booth will feature the Chutes and Ladders game that has been such a success the last three years. Volunteers are needed for four hour shifts throughout the event.

Contact Cherish at [cschwenn@wormca.com](mailto:cschwenn@wormca.com) to sign up.

### WRMCA Educational Resource Available

WRMCA offers a critical informational piece for homeowners and contractors - *Are You Meeting The Six Requirements For Quality Exterior Concrete Flatwork*. The brochure provide tips on how to properly place concrete and care for the concrete after it has been placed.

The brochure can be viewed on the WRMCA web site. Or it is available for purchase in packs of 25 for \$30, order forms are available in the bookstore section of the web site. Please contact [cschwenn@wormca.com](mailto:cschwenn@wormca.com) for more information.

# ASSOCIATION NEWS

## *Call to Entries for 30<sup>th</sup> Annual Concrete Design Awards*

The Wisconsin Ready Mixed Concrete Association has issued a call for entries to the 30<sup>th</sup> Annual Concrete Design Awards.

The awards are a part of a prestigious program showcasing best uses of ready-mixed concrete in Wisconsin and Michigan's Upper Peninsula (UP). The Wisconsin Ready Mixed Concrete Association (WRMCA), GeoTest, Sika Corporation, and the Wisconsin Chapter of ACI International are cosponsoring the annual award program. Award winners are determined by a distinguished panel of Wisconsin/UP educators and construction professionals.

Projects that have been completed in 2007, 2008, or 2009 are eligible to enter. Engineers, architects, contractors, project owners, developers, and producers are encouraged to apply. The ready-mixed concrete producer must be a member of the Wisconsin Ready Mixed Concrete Association.

The deadline to enter is **Friday, December 4, 2009**. The **Excellence Imagined** themed Concrete Design Award Ceremony will take place on Friday, March 5, 2010 at the Chula Vista Resort in Wisconsin Dells.

The Call to Entries brochure has been mailed and is available to download from the web. For questions, please contact Cherish at [cschwenn@wormca.com](mailto:cschwenn@wormca.com).

## **2009 ACI Certification Volunteer Thank You**

Special thanks to the following volunteers at the 2009 ACI Concrete Field Testing Technician – Grade 1 Certification courses:

Doug Acker, Euclid Chemical Company, Jeff Anderson, Geo Test, Inc., Andrea Breen, Lafarge North America, Joe Clendenen, Holcim (U.S.), Inc., Matt Flynn, Holcim (U.S.), Inc., Brandon Guenterberg, Okauchee Redi-Mix, Inc., Dave Linhart, Otto Jacobs Company, LLC, Matt Madderom, BASF Admixtures, Sergio Martinez, Central Ready Mix, Inc., Mike Meyer, Jackson Concrete, Shane Savin, GeoTest, Inc., Greg Schmidt, GeoTest, Inc., Erik Skowronek, Lafarge North America, Ed Troxell, Sonag Ready Mix, Roger Volden, Holcim (U.S.) Inc., and Scott Zignego, Zignego Ready Mix, Inc.

Thank you also to the following members for hosting the certifications:

Carew Concrete & Supply, Co., Central Ready Mix, HNI Risk Services, Northeast Technical College, Todd's Redi-Mix, and Wingra Redi-Mix.

## **Technical Trouble Shooting Kit**

A trouble shooting kit has been created that contains several items for use in troubleshooting concrete problems as discussed in past Technical Committee meetings.

Included is a summary of points from the Six Requirements Brochure and ACI 318 and ACI 302 and CIP's from NRMCA; Comm 21 from the Wisconsin Administrative Code; the South Dakota Research Brief from professor Sutter of Michigan Tech; the WRMCA Statement of Responsibilities; the Six Requirements Brochure; and a Diagnostics Check List to use as a guide in troubleshooting.

We are not allowed to place the actual ACI and NRMCA documents on the web site per their restrictions which is why I have put a summary of the comparisons in the Kit.

The trouble shooting kit is located under the Members Only section under Technical Committee.

All items are for member use in resolving concrete issues. While you may choose not to use them they are available to you. Check them out and see what is available. For questions, please contact Pat Bauer at [pbauer@wormca.com](mailto:pbauer@wormca.com).

# 2009 SCHOLARSHIP ESSAY WINNER

## Round Three

by Tyler Guenterberg

I was born into the concrete industry on January 31, 1991. My father, owner and operator of a redi-mix plant, raised me well to continue the family tradition of working in the concrete industry. I will be the third generation of my family to operate a redi-mix plant and have been aspiring toward this goal since I was thirteen years old. Over the past five years I have worked for Okauchee Redi-Mix Inc. during the summer. The past two summers I have worked full time gaining experience feeding the plant, being a yardman, and becoming the main batch man at our plant.

Over those five years, I have obtained much knowledge from my parents, brother, and the senior employees. Working in the concrete industry has created a positive outgoing work ethic in me that wants to get things done. I have learned a great deal from hands-on life experiences that cannot be acquired by reading a textbook. I am ready to tackle any problem/dilemma on the fly that may occur during the day, so that business can continue running smoothly. My experiences in the concrete industry have ultimately made me a mature responsible man ready to achieve great heights.

I want to go into the concrete industry to promote a quality product with integrity, and also deliver it to the customer with respect. Customers are more than just faceless names in a computer or Rolodex; in time they become friends that rely on you. When you can develop a long-term positive working relationship with people they will trust in your product and value your opinion, which makes you more credible to share proper concrete techniques with them.

I realize that the concrete industry is a booming industry, and will continue to be in the future. Concrete is a necessity for growth, and I have the drive to be a part of this consumer-hungry industry. With the advances in admixtures, different kinds of cement, and all the mix designs, it takes a skilled employee to keep it all square. I am excited about the many uses of concrete, and am gearing up to attend technical seminars sponsored by the WRMCA, American Concrete Institute, and Portland Cement Association.

These courses will arm me with great educational tools to become even more prepared to succeed in the concrete industry. Having a sure education is definitely a key in succeeding, and along with these concrete knowledge courses, I plan to attend the University of Wisconsin-Whitewater this fall to study business where I will major in marketing. My goal is to bring fresh ideas to further advance an already strong and exciting concrete industry.

*Tyler is the son of Past President Mark Guenterberg of Okauchee Redi-Mix in Okauchee, WI.*

# 2009 SCHOLARSHIP ESSAY WINNER

## My Life with Concrete

by Lindsey Peters

My dad always says he is a concreteologist. I guess that's because he's been involved with concrete for as long as he can remember, some forty-two years. His father also worked for thirty-two years in the ready mix business. The concrete business has supported my family and my father's family since 1952. I guess I live concrete.

I remember when I was nine years old our family went on a vacation to Disney World. We went to the Animal Kingdom which was fairly new at that time. I remember my dad showing us the "Tree of Life" that was made out of concrete. It was unbelievable that something like that could be designed and built out of concrete. My dad showed us all of the colored and textured concrete at Disney World. I was simply amazed.

I went to the Milwaukee Art Museum and saw all of the concrete that was shaped to look like a ship. My dad explained to me that it was designed by a world renowned architect that sees things in 3-D. I cannot believe that something like that can be created from concrete.

Concrete touches all of our lives every day in one way or another. I guess the reason for that is that concrete is the most widely used product on earth next to water. It makes the floors for our homes and the driveways that we drive our cars on to get to the street. Roads take us to our schools, places of business, and also one of my favorite places: shopping centers. Huge parking structures like the one at Mitchell Field Airport are made of special concrete that was poured in place. It is used for freeways and the bridges needed to go over rivers or other natural obstructions. The new Marquette interchange in Milwaukee just used nearly 190,000 cubic yards of concrete.

Concrete allows us to have beautiful stadiums, and arenas to watch sports of all kinds. All made of concrete. It forms the huge buildings downtown that make up Milwaukee's skyline. Concrete forms the underground pipes that carry water to our homes and the sewage away. It forms the sewage treatment plants that process that waste and recycle it back to clean water to be reused over and over.

Concrete is a very unique and interesting material once you really start to look into it. Concrete is made of natural materials that are very plentiful on earth. Portland cement is the glue that holds the concrete together. It is made from limestone, gypsum and other minerals. It is burned in a kiln at 1800 degrees. Then the resulting product called clinker is finely ground into cement powder.

Fly Ash, another type of concrete, is a byproduct of coal burning, and can also be used in concrete to replace cement or enhance it. This is good because it makes concrete stronger and also saves on having to dump it in to landfills. Ground blast furnace slag is another product that can be made into cement. It is also a byproduct and it comes from steel mills. It is finely ground until it has the proper characteristics for concrete. This also helps the environment because the waste is used rather than dumped in landfills.

The aggregate for concrete is found in the ground where it is crushed to the proper size, separated and washed. The stone can be natural gravel or limestone or other rock that is quarried and then crushed to size. We have been very blessed in Wisconsin to have some of the finest concrete aggregate in the country.

When concrete has reached the end of its useful life, it can be crushed up and used for base under new concrete slabs. It is recyclable! As you may be able to tell, I am very passionate about concrete. I'm thankful to have it in our world, and especially in my life. Concrete is a truly interesting product that the modern world needs to exist and prosper.

*Lindsey is the daughter of current President Bob Peters of Central Ready Mix, Milwaukee, WI.*

# Ready-Mixed Concrete Market Survey

## A Must-Do Opportunity

The PCA Great Lakes has once again offered a chance for the Association and its members to receive up to \$10,000 in free promotional dollars.

In 2008, through your participation, we were able to meet the required goal and received the \$10,000 incentive payment. We are requesting that you complete the survey again this year as it is allocated income in the 2009 WRMCA budget.

This year the PCA is asking that WRMCA members submit their report forms to PCA's Economic Research Department instead of an accounting firm. This is the same department to which PCA's member companies report their own confidential shipment and sales data. As a result, as with the data collected in 2008, the data collected in this effort will remain strictly confidential. Only cumulative totals will be reported to anyone by PCA. It will not be possible for anyone, including any cement companies to identify quantities reported by any survey participants. However, the cumulative totals will be shared annually with the WRMCA.

If the PCA receives survey responses from our members, on or before August 1, 2009, reflecting more than 75% of the total ready mixed concrete volume produced by all of our members, the PCA will remit to WRMCA a payment of \$10,000, before the end of 2009.

The WRMCA fully endorses and strongly encourages all WRMCA members to participate in the enclosed survey. The board believes that the survey will be an effective management tool in directing promotional efforts on behalf of the ready mixed concrete industry for 2010 and into the future.

The WRMCA executive committee greatly appreciates your time and efforts in completing this survey.

- Pat Essie, Executive Director and the WRMCA Board of Directors

The survey can be downloaded at [www.wrmca.com](http://www.wrmca.com), click on WRMCA Member Home Page, and Ready Mixed Concrete Producer Survey. The survey needs to be completed by **August 1, 2009**.

## 2009 Marketing Audit Workshop Identifies Target Markets for 2010

WRMCA promotion committee members invested time and expertise on April 21 at the WRMCA Office in Madison to conduct a "mini-audit" to chart a course for the association's 2010 promotion efforts.

Participants reviewed recent promotion efforts and discussed future opportunities. They identified the following key target markets for 2010 promotion emphasis - Parking Lots, Pervious Concrete, ICFs, and Decorative Concrete. The committee set specific goals and objectives, defined strategies for achieving the goals, and created a 2010 statewide budget.

Next step in the process: Statewide Promotion Committee members will review the 2010 PCA Great Lakes Investment Application which will then need approval at the July 9 Board Meeting. The PCA Great Lakes Investment Meeting will be held on July 24 in Madison. The promotion committee is always looking for more participation by members. If you would like to join the committee, please contact Cherish at [cschwenn@wrmca.com](mailto:cschwenn@wrmca.com).

# TECHNICAL MARKETING REPORT

If you would like to read an article comparing asphalt and concrete driveways in Home: Inside & Out you can go to this link:

<http://www.jcpgroup.com/ebooks/WaupacaBuyersGuide/special-section-2/index.htm#/1/>

## *How I can assist members Technically:*

- I can contact engineers, architects and developers on specifications and project items, job details, and confusion with a specification.
- Work with BUD leads and producers to flip asphalt parking lots to conventional and pervious concrete parking lots. Send these leads directly to local producers once the opportunity for concrete is valid.
- Assist with local pervious mix testing and training for upcoming pervious jobs (including test placements at plant or job).
- Conduct in-house training seminars for producers and contractors on specifications and updates from ACI, ASTM, NRMCA, and other entities.
- We have 2 programs approved by the WI Dept of Commerce (Pervious Basics & Placing, Finishing, Curing and Sealing Exterior Concrete). I intend to put more programs together for contractor training either through local Home Builder Associations or at producer locations throughout the state for contractor hour credit.
- We have approval from the American Institute of Architects to conduct Continuing Education Credits on topics we choose. At present we have Pervious Concrete Basics. I will work to submit our Placing, Finishing program, 03300 specifications, Concrete Parking Lot , Hot and Cold Weather, etc.

*If you have an idea you would like me to pursue get in contact with me!*

*Pat Bauer can be reached via phone at 262-408-0667 or email at [pbauer@wrmca.com](mailto:pbauer@wrmca.com)*

## ACBM/NIST Computer Modeling Workshop

The 20<sup>th</sup> ACBM/NIST Computer Modeling Workshop will be held in Gaithersburg, Maryland on August 12-14, 2009.

This is co-sponsored by ASTM Committees C01 and C09. The research discussed is that which supports the Virtual Cement and Concrete Testing Laboratory (VCCTL). The Research and Education is a long time sponsor of VCCTL. You may register on-line for this free workshop at the following site ([concrete.nist.gov/monograph](http://concrete.nist.gov/monograph)).

Any questions you may have can be answered by contacting Ed Garboczi with NIST. His contact information is:

[edward.garboczi@nist.gov](mailto:edward.garboczi@nist.gov)

phone: 301-975-6708

## **WRMCA BOARD OF DIRECTORS**

### **2009 OFFICERS**

President Bob Peters, Central Ready Mix

Vice President Gary Benjamin, Champion Concrete

Secretary/Treasurer Nicholas Rivecca, Sonag Ready Mix

Immediate Past President, Shawn Triller, Wingra Redi-Mix

### **BOARD MEMBERS**

Keith Barghahn, Croell Redi-Mix

Todd Brockman, MCC, Inc.

Ritch Dembinsky, Meyer Material Company

Tim Kieler, Kowalski Kieler, Inc.

Greg Knorr, Wisconsin Valley Concrete Products

Dan Large, Propex Concrete Systems

Joe Marx, Dodge Concrete, Inc.

John Morgan, Euclid Chemical Company

Keith Nault, Solomon Colors

Brad Oertel, Wisconsin Cement Company

Matt Schmitz, Schmitz Ready Mix

Steve Verrette, Verrette Materials

Roger Volden, Holcim (US)

Gary Wallis, St. Marys Cement

Todd Widdes, Todd's Redi-Mix

# Surf's Up WRMCA

Have you lived through a 6.7 magnitude earthquake? Hopefully not, but most businesses today are being shaken up. A good friend of mine told me of his experience with a 6.7 magnitude earthquake while living in Hawaii. The house started shaking violently. Pictures, vases and dishes crashed to the ground.

At first he could not figure out what was happening. Then responding with absolute adrenalin, he frantically began looking for his wife and kids, got them into the car, and drove to higher ground.

In the back of his mind there played news flashes from the recent tragic tsunami in Indonesia that killed thousands of people. The panic on the streets was palpable as people gathered loved ones, animals, and what valuables they could.

He then witnessed the most amazing phenomenon. As the tourists panicked, the locals grabbed their surf boards. Why did the locals grab their surf boards? Because they were loco as in crazy? No, simply because “**surfs up**”!

Call it stupidity or searching for the ride of a lifetime, here was a great example of how differently we can perceive the same exact event! One person panics and runs for higher ground while another sees an opportunity.

What does this statement say:

## **Opportunity is nowhere?**

Is it **Opportunity is no where?** Or is it **Opportunity is now here?** It's your choice and whatever you choose is your reality. Yoda from Star Wars had it right when he said, “**Your perception is your reality and your reality is your perception.**”

The waves of crisis we are experiencing can destroy your spirit and kill you inside, or you can harness them and ride them for all they are worth. Will you see opportunity or not? Will you be the one who creates a culture of doom and gloom or one that sees opportunities to innovate and ride the wave.

## **Challenges and opportunities abound, both of which will be harnessed or lost due to your attitude.**

I know of several organizations that are thriving right now and by all outward signs should not be, but they are honestly doing what others are not willing to do.

Now more than ever, everything starts with attitude and perception!

The owner of a local RV dealership asks his sales force to do three things. First, don't listen to any news before they go to work. Second, don't discuss the economic downturn at work. Third, approach each customer with full confidence in a potential sale. The result - higher sales this year than the previous two years.

Please be aware that I am not talking about some Pollyanish view of the current economic storms. However, despair, depression and cynicism have never been great strategies for growing your business.

I read a recent study that found that stress is most damaging when you perceive that you have no control whatsoever over your circumstances. This includes the ability to choose your attitude. It also found that when you perceive that you are in control (at the helm) it can be motivating and can contribute to keeping your immune system strong and vibrant. It has a great deal to do with our thinking, our perception. Opportunity is nowhere!

## **An Invitation:**

Surf's up! Ultimately you can choose to be as happy or as miserable as you like, choose wisely! Take a challenge you are facing and identify at least 3 opportunities that could come from it. Ask your people to do the same. Then decide to take action to move toward it today. Personally demonstrate the impact that thinking has on business results. To support you in this process, you may want to get a copy of my book Take Life by the Helm: How to Live a Courageous, Adventurous and Deliberate Life for your employees. It can literally help transform your culture and create the competitive advantage you need!

Until next time, God bless, Take Life by the Helm and smooth sailing even in the storms of life.

**Doug Nielsen (Keynote Speaker at 2009 WRMCA Convention)**

**The Take Ownership Specialist**

**[doug@dougspeaks.com](mailto:doug@dougspeaks.com) | 801-391-4356 | [www.dougspeaks.com](http://www.dougspeaks.com)**

# DATES TO REMEMBER

June 15	Region 1 Committee Conference Call, 9am
June 25	9th Annual Ready Mix Golf Outing Blitz, Wild Rock Golf Club, Wisconsin Dells
July 9	Board Meeting, Wild Eagle Lodge, Eagle River, 1pm
July 17	OES Committee Meeting, WRMCA Office, Madison, 10am
July 21-23	Farm Technology Days, Crave Brother Farm, Waterloo
July 24	PCA Great Lakes Investment Meeting, Madison
July 28	Region 3 Committee Meeting, Girls Scouts Facility, Appleton, 2pm
August 4	Region 5 Committee Meeting, Best Western Trail Lodge, Eau Claire, 10am
August 5	WCPA Southeast Golf Outing at Windwood, Watertown
August 27	WCPA Northeast Golf Outing at Sherwood Forest, Sherwood
Sept 13-15	Wisconsin Counties Association Conference, La Crosse
Sept 17	Board Meeting, Majestic Pines, Black River Falls, 1pm
Sept 20	Pervious Certification, TBD
Oct 11-14	Wisconsin Towns Association Convention, Stevens Point
Oct 14-16	League of Municipalities, Radisson Paper Valley Hotel, Appleton
Oct 18-20	ConcreteWorks, Indianapolis, IN
Oct 20	Technical Committee Meeting, Cabela's, Richfield, 10am
Nov 5	Board Meeting, The Concourse Hotel, Madison, 1pm

For more information, check out the weekly events information published *In the Mix* or visit our website at [www.wrmca.com](http://www.wrmca.com).

**Concrete - How ideas Get built.™**

**WRMCA SCOOP** is a quarterly publication of your Wisconsin Ready Mixed Concrete Association.

## WRMCA STAFF

Executive Director -

Patrick Essie,

[pessie@ekgmail.com](mailto:pessie@ekgmail.com)

Association Manager -

Kim Novak, [knovak@wrmca.com](mailto:knovak@wrmca.com)

Promotion Director -

Cherish Schwenn,

[cschwenn@wrmca.com](mailto:cschwenn@wrmca.com)

Technical Marketing Director -

Pat Bauer, [pbauer@wrmca.com](mailto:pbauer@wrmca.com)

Legislative Consultant -

Erin Krueger,

[ekrueger@ekgmail.com](mailto:ekrueger@ekgmail.com)



Visit [www.wrmca.com](http://www.wrmca.com) and download the latest issue of **Scoop** or archives of past editions.



16 N. Carroll Street  
Suite 925

Madison, WI 53703

Phone: 608-250-6304

Fax: 608-250-6306

Email: [info@wrmca.com](mailto:info@wrmca.com)