

What You Will Learn

Day 1 will kick off with Ray McVeigh from PCA Great Lakes Region and Rick Yelton from Concrete Producer giving an industry overview. An update on EPA and cementitious materials will be discussed by Brian Borowski of Lafarge. Specifications and codes for Concrete Construction will be presented by Darrell Elliot of Buzzi Unicem. Don Kopidlansky from TK Products will finish up the day with a presentation on the importance of Curing and Sealing.

A social hour will be sponsored by We're Partners followed by a dinner on Thursday night and will provide an excellent networking opportunity.

Day 2 will include sessions on Parking Lots by Andrea Breen and Mike Stolpa of Lafarge, a WisDOT update from Wayne Chase and Jim Parry of the Wisconsin Department of Transportation, Position Statement overview with Kevin McMullen, WCPA and conclude with Concrete Surface Repair and Restoration by Jim Nielsen, Butterfield Color.

Most importantly, you will have the opportunity to socialize and exchange ideas with other ready-mixed producers and contractors.

Who Is Invited

This workshop is open to architects, engineers, specifiers, general contractors, concrete contractors, testing lab technicians, WRMCA member concrete producers, and associates. All employees within organizations are encouraged to attend. Certificates will be given out for continuing credits. The workshop has a total of 7.25 hours of class time.

Cost

Full registration - \$150/ Student registration - \$50. Full registration includes lunch, dinner, breakfast, and presentation materials. It does not include hotel accommodations.

Technical Workshop Schedule

Thursday, February 17

- 11:00 am Registration
- 11:30 am Lunch
- 12:30 pm Industry Update - *Rick Yelton, Concrete Producer & Ray McVeigh, PCA Great Lakes Region*
- 1:45 pm Cementitious Materials & EPA Update - *Brian Borowski, Lafarge*
- 2:30 pm Specifications & Codes for Concrete Construction - *Darrell Elliot, Buzzi Unicem*
- 4:15 pm Cure & Seal for Durable Concrete - *Don Kopidlansky, TK Products*
- 5:30 pm Social Hour
- 6:30 pm Dinner

Friday, February 18

- 7:30 am Breakfast
- 8:15 am Parking Lot Update - *Andrea Breen & Mike Stolpa, Lafarge*
- 9:00 am WisDOT Update - *Wayne Chase & Jim Parry, WisDOT*
- 9:45 am Position Statements - *Kevin McMullen, WCPA*
- 10:30 am Concrete Surface Repair & Restoration - *Jim Nielsen, Butterfield Color*
- 12:00 pm Workshop Concludes

Location & Accommodations

The Kalahari Resort is located at 1305 Kalahari Drive, Wisconsin Dells. The room rate is \$99. The reservation deadline for the guaranteed rate is Monday, **January 17, 2011**. You can make your arrangements by calling the hotel at 877-253-5466 and ask for the Wisconsin Ready Mixed Concrete Association room block. A room rate of \$129 is available to those who plan to stay over on Friday night. For more information on the hotel, please go to www.kalahariresorts.com/.

How To Register

Complete the enclosed registration form. If paying by check, make check payable to WRMCA. Mail the form and payment to:

WRMCA
16 N Carroll Street, Suite 925
Madison, WI 53703

Or you can fax your registration form with your credit card number to 608-250-6306. For questions, please contact Cherish Schwenn at cschwenn@wormca.com or 608-250-6304.

Deadlines

Seating is *limited* so register today!

Registration deadline for the Technical Workshop is February 10, 2011. Reservation deadline for room reservations is January 17, 2011. No refunds will be issued after February 11, 2011.

About WRMCA

The Wisconsin Ready Mixed Concrete Association is a state trade association of ready mixed concrete producers and associate members. The WRMCA provides legislative, educational, and promotional services to its members and the industry.

If you would like to join the Technical Committee, please call the WRMCA office at 1-800-242-6298 or email cschwenn@wormca.com.

Speaker Bios

Don Kopidlansky, TK Products is Regional Sales and Marketing Manager for TK Products. Don has 35 years experience in the concrete industry: ready mix plant manager, quality control, construction supplies manager, concrete coatings and cure & seal's sales and marketing. A voting member of ASTM C-9 Concrete and Concrete Aggregate, and actively involved in the C-9.22 Committee: Materials Applied to New Concrete Surfaces.

Ray McVeigh, Portland Cement Association Great Lakes Region is a concrete evangelist and the Executive Director, which includes Wisconsin, Illinois, Indiana, Ohio and Michigan. He earned a Bachelors Degree in Economics at Michigan State University and a Juris Doctorate at Boston College. He has been the Executive Director of cement shipper trade associations for more than 23 years and has been the Executive Director of the Great Lakes Region for 14 years. When not exclaiming the virtues of concrete construction, Ray enjoys training and hunting over bird dogs, single malt scotch and the aroma of fine cigars.

Rick Yelton, Hanley-Wood Business Media and Hanley Wood Exhibitions is the Commercial Editorial Program and Events Manager. In this role, Rick coordinates editorial content with educational and on-site activities. He is a contributing editor to *Concrete Construction*, *Concrete Surfaces*, *Masonry Construction*, and *The Concrete Producer*. Prior to joining Hanley-Wood as an engineering editor, Rick worked in the aggregates and concrete products industry in supervisory and engineering positions. A graduate of the University of Missouri-Rolla with a B.S. in mining engineering, Rick also earned an M.B.A. in operations management and international business from St. Louis University.

WRMCA 11th Annual Technical Seminar
February 17-18, 2011
Kalahari Resort • Wisconsin Dells, WI

2011 Registration Fee

****Deadline to Register for the Conference is February 10, 2011.****

Member

Price

- | | |
|---|-------|
| <input type="checkbox"/> Registration for February 17-18 | \$150 |
| <input type="checkbox"/> Student Registration for February 17-18 | \$50 |

Company: _____

Phone: _____ Fax: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Attendee: _____

Attendee: _____

Attendee: _____

Total # of Registrations: _____

Method of Payment:

- AMEX Visa Mastercard Check

Credit Card Number: _____

Expiration Date: _____

CVV Code: _____

Name on Credit Card: _____

TOTAL PAID: _____

**Please mail or fax your registration form
including payment to:**

WRMCA
16 N. Carroll St., Ste. 925
Madison, WI 53703
Fax: (608)250-6306

*Please check here if you require
special accommodations to attend.
Attach a written description of your
needs with your registration.*

CONCRETE - How *ideas* GET built



**Wisconsin
Ready Mixed
Concrete
Association**