

THE WRMCA

A quarterly publication for members of the Wisconsin Ready Mixed Concrete Association

Fourth Quarter 2004 Volume 1, Number 4

SCOOP[©]

GETTING MORE DONE WITH LESS

President's Message

Jesse Jacobs, Otto Jacobs Co., L.L.C.

Going, going, gone. Faster than a ready mix driver making his last delivery on the day before deer hunting, the WRMCA's special assessment line in the 2004 budget has disappeared. A monster that grew from \$25,000 in the first draft to over \$36,000 in January 2004 has gone back in its cave. The biggest challenge we faced - getting more done with less funding - has been met.

With the 2005 budget we have been able to double our technical/consultant budget, double our budget for other meetings and triple our budget for trade shows. Addressing our Mission Statement, we will educate and promote through the renewed efforts of our Technical Committee's new program recommendations, our Operations, Environmental & Safety Committee's workshop and OSHA alliance, and an enhanced tradeshow presence and approach. All this, in addition to the Concrete Technical Workshop and Concrete Parking Lots Workshop in January 2005.

Legislatively, through the efforts of Essie Consulting Group, we have had some significant success that translates into real dollars for us. What would it have cost you to re-number every one of your vehicles? What would it have cost you to monitor and/or maintain an unrealistic pH level in your wash-out pit?

"The biggest challenge we faced - getting more done with less funding - has been met."

In the continuing move to use technology to our benefit, our website will have a "Members Only" section by February 1, 2005. This way only our dues-paying members will have access to important inside information our staff gathers from legislative leaders and agency heads as well as the latest from industry trend setters.

The membership committee has introduced a recruitment drive for producer members that is taking place now. I encourage you to be part of the drive and recruit an associate member - your accountant, banker, the fuel oil supplier whose prices keep going up - let's get some of it back!

Looking ahead, I am excited about seeing and visiting with many of you at our annual convention in Key West, Florida, in February and at our first Legislative Day to be held March 24, with our Concrete Design Awards Ceremony to follow.

Oh yeah, one last word, in this world with the cost of everything rising, aren't you pleased with yourself that you belong to an association that has found a way to provide more services and value without a dues increase?

From my family to yours, we wish everyone a safe and happy holiday season.

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DON'T FORGET TO GO TO
WWW.WRMCA.COM

THE WRMCA SCOOP[©]

The WRMCA Scoop[©] is a quarterly publication of the Wisconsin Ready Mixed Concrete Association. Any comments or questions can be sent to *The WRMCA SCOOP[©]* editor, Amanda Robinson at amandar@wrmca.com.

WRMCA Officers -

Jesse Jacobs
Otto Jacobs Co., L.L.C.
President

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Patrick Essie
Executive Director
pessie@patrickessie.com

Erin Longmire
Director Public Policy
elongmire@patrickessie.com

Amanda Robinson
Marketing Director
amandar@wrmca.com

Liz Kelly
Association Administrator
lkelly@wrmca.com

16 N. Carroll Street, Suite 925
Madison, WI 53703
phone - 608.250.6304
fax - 608.250.6306
Web - www.wrmca.com



CONCRETE - How *ideas* GET built. [©]

2005 ACI Certification Schedule

Friday, January 28 - Wingra Redi-Mix - Madison

Thursday, February 10 - Hilton Gardens/Central Ready Mixed - Milwaukee

Thursday, March 10 - Ramada Inn/American Materials - Eau Claire

Thursday, March 31 - Northeast Wisconsin Technical College/
Green & Gold Concrete - Green Bay



DOT INSPECTION: LET'S NOT MAKE IT EASY

Chad Kaster, Carew Concrete, OES committee member

As we are all aware, sometimes the DOT finds an obvious reason to pull one of your trucks over for an inspection. Let's not make it easy for them! Some of the common reasons are:

- Missing a front or back license plate (or both)
- Missing the registration sticker
- Light is burnt out (headlight, marker light, tail light, etc.)
- License plate is covered with dirt, mud, etc
- Not having the Federal DOT number on both sides of the truck (apply at www.usdotnumberregistration.com - it is required for inter/intra state carriers)

The simple items get us. How can you prevent these items? It all starts with the pre- and post-trip inspections (Section 396.11). As we all know, the DOT post-trip inspection needs to be documented. In addition, make sure your drivers are performing a thorough pre-trip inspection, which will catch all the items listed above. Believe me, it's better if you fix the problems rather than the DOT inspector citing you!

As many of us are aware, there is a great number of regulations to follow to comply with the DOT. A number of items the DOT has been looking at lately are:

- Not having the registration with the truck.
- Not having the fire extinguisher fastened down.
- The driver not having his/her drivers license on them.
- Not having an "Annual Inspection Sticker" or proper documentation on the truck.
- Low tire tread, weight, brakes, etc.

There are many more items the DOT can warn or cite. The WIDOT has adopted the federal regulations for the Annual Truck Inspection. If you are not aware, according to section 396.17, a certified mechanic must annually inspect all Commercial Motor Vehicles and the truck must either have a sticker on it indicating it was inspected or the inspection report needs to be in the cab. The inspection report shall include, at a minimum, the items listed in appendix G.

To find out more about the above information or other DOT regulations, please refer to the Federal Motor Carrier Safety Administration's (FMCSA) website at www.fmcsa.dot.gov. When at the website, to the left of the page will be a link labeled Rules & Regulations. Click on it. On this page, in the middle, is a link labeled Rules & Regulations / Interpretations - FMCSA. Click on it. Look for the desired section.

Again, this is just a small amount of info about the DOT. If you run into a problem with a DOT inspector, please do not hesitate to contact an OES Co-Chair or any other member. The OES Committee would like to help in any way it can and would like to share your experience to the WRMCA membership. Of course, your company name would be left confidential. Do not ever feel like you are the only one, we all have CMVs and are inspected by the DOT.

GRASSROOTS PROMOTION OF CONCRETE PARKING LOTS

Ed Gebauer, WRMCA Concrete Promotion Committee Chairman
Cementitious Sales Representative for Lafarge North America

Early in the 2004 Presidential campaign I focused on commercials, read brochures and listened to political ads on my answering machine. Toward the end, as the media frenzy became fierce and the political ads avalanched, I tuned it out. One campaign tactic I could not ignore was the "grassroots effort."

"Grassroots" is a collective effort of individuals to make our representatives or the voting public aware of issues, using phone calls, letters, e-mails or visits. In other words, a grassroots effort is a "person-to-person" and a "one-on-one" effort.

A campaign volunteer greeted me one October Sunday as I changed the oil in my daughter's 1989 Buick Century. She asked for a few minutes of my time, gave me a brochure, spoke briefly about her issue, and asked for my support. I was impressed with her sincerity and her effort to be a grassroots campaigner. She was effective because she made the effort to visit me face-to-face.

From time to time, most of us are grassroots campaigners. We promote personal or corporate issues to our friends, relatives, neighbors, co-workers, vendors, customers, and hopefully to our elected representatives.

Concrete Promotion Works the Same Way

What works for politics can work for our industry as well. I am asking you to become a grassroots campaigner and inform people about the WRMCA Concrete Parking Lot Workshop and the WRMCA Technical Workshop. It would be beneficial for our industry and the attendance at the events if you would personally tell concrete contractors and design professionals about our unprecedented WRMCA 2005 learning opportunities. In addition, I would be grateful if you

encouraged your key people to do the same.

We all desire additional concrete yardage through concrete parking lots to keep our trucks and drivers busy. We all agree we should grow our industry by creating more concrete parking lot projects. So how do we do that? We need to find concrete contractors who want to grow their own concrete parking lot construction operations. This will create additional concrete yardage to produce and haul.

Through the one-on-one communication efforts of ready mix personnel, progressive concrete contractors will hear about our workshops. I hope you will accompany them to Wisconsin Rapids January 12 – 14, 2005.

Why are Contractors the Key?

There are many reasons why concrete contractors are the key to increased concrete parking lots. They know how to price the job, how to build it, how to plan traffic flow, and how long it will take. In addition, concrete contractors often interact directly with an owner. Often contractors are aware of a project in the planning phase, which is an ideal time to influence the decision toward a concrete parking lot.

In areas where concrete parking lots have caught on, some ready mix producers sell 10% to 20% more concrete yardage to an existing contractor customer. This is distinctly different than the traditional way of growing our ready mix yardage by acquiring "new" contractor customers.

As a contractor becomes involved in the marketing, selling and constructing of concrete parking lots, they will value the assistance from ready mix producers and ingredient suppliers. We can provide mobility, meeting sites, technical support, and help prepare

comparison data for the cost to own concrete and asphalt parking lots.

Pick up the Phone

The most effective grassroots campaigns for an issue or candidate are through endorsements from industry leaders. It will be your support that will be key to the success of this important Concrete Parking Lot Workshop. Thanks in advance for your personal efforts to inform contractors and mobilize your key people to do the same.

An ideal time to personally promote the workshops would be during holiday calls on your contractor customers. Refer them to the WRMCA web site for workshop brochures to download. After your contractor customer agrees to attend, offer to drive to Wisconsin Rapids to optimize your one-on-one time.

The Workshop is Incredibly Strong

We scheduled our Concrete Parking Lot Workshop and our Concrete Technical Workshop the week prior to the World of Concrete. Our Concrete Parking Lot Workshop begins when our Technical Workshop ends. If you attend full sessions of both workshops, we will be together from 11 a.m. on Wednesday, January 12, until 12:30 p.m. on Friday, January 14, 2005.

Your best concrete contractor customers will enjoy and benefit from Len Swederski, Swederski Concrete Construction, Inc. He was featured in five *Concrete Construction* magazine articles: "Contractors to Watch," "Building Concrete Parking Lots," "3-D Concrete Laser Screeds," "Competing With Asphalt," and "Concrete Contracting 101."

Len will explain how his team became interested in concrete parking lots and first steps they

See Concrete Parking Lots, pg 4

CONVENTION 2005 – MAKE YOUR ARRANGEMENTS TODAY!

If you haven't started planning for the annual convention – start now! The Wisconsin Ready Mixed Concrete Association will host its 55th Annual Convention in Key West, Florida, at Pier House, February 13-16, 2005. Check out Pier House's website at www.pierhouse.com.

The WRMCA convention room rate is only \$269.00 per night. This rate applies to Garden and Standard rooms only. Delta Airlines will be the official carrier for the WRMCA convention. If you place your reservation 60 days in advance you will receive a 10% discounted rate, 30 days in advance you will receive a 5% discount. Please note, you are responsible for booking your airline accommodations. WRMCA staff encourages you to shop around. Flights to Miami and Key West can be pricey. You may want to check out web sites such as Travelocity, Orbitz, and/or Expedia. Delta is simply an option for you; they have offered us a 10% discount.

If you wish to rent a car from any Florida location, Hertz is the official rental car supplier for the WRMCA Annual Convention. Call 800-654-2240 and refer to Meeting Number 022L1313 for special discount rates.

PLEASE CHECK OUT THE WRMCA WEB SITE FOR ALL YOUR CONVENTION INFO - www.wrmca.com.

WRMCA 2005 CALENDAR OF EVENTS

Start marking your calendar today for the many WRMCA events planned for the new year. For a complete listing of all the activities for 2005 with the WRMCA, be sure to check your weekly issues of *In the Mix*.

The calendar will feature seminars, workshops, ACI courses, tradeshow, committee meetings, etc. And, you can find a calendar on the website at www.wrmca.com.

Concrete Parking Lots, cont. from pg 3
took; convert specifications from asphalt to concrete through proactive efforts in the planning stage; submit voluntary concrete parking lot alternate bids for most projects when bidding the footing, wall, and floor; leveraged their technical knowledge by networking with ready mix producers and ingredient suppliers; operate as a Design Build Contractor.

Brad Burke, NRMCA will present training on the Concrete Pavement Analysis software program. This user-friendly software will enable you to professionally quantify the claim, "concrete parking lots are a better value in the long run." **For this event to be successful, we need one laptop computer for each pair of participants. If you can help, please let the WRMCA office know.**

Dan Large, SI Concrete Systems, will present "Out-Smarting Rogue Random Cracks." He will explain in contractor friendly terms: simple measures to minimize embarrassing random cracks; how to deal with technically deficient jointing details or misapplied jointing recommendations; how to avoid

random crack problems created by a lack of communication between different contractors installing the curb & gutter, the fuel island and the main area paving; and new tools and techniques developed at the American Sawing Contractors Association Competition.

I, Ed Gebauer, will present "If You Promote Concrete You Are Special" and "Concrete Parking Lots the Vision." These presentations will explain how "concrete promoter hybrids" can weave grassroots promotion efforts into everyday activities, differentiate themselves from competitors, and gain momentum in new markets for concrete. I will recount my near tragic concrete mixer mishap, and how the classic book *The Greatest Salesman in the World* rekindled my zeal for the concrete industry, and ignited my passion for concrete parking lot promotion.

Amanda Robinson, WRMCA Marketing Director will be Master of Ceremonies.

Thank you for your efforts in promoting this important workshop and helping develop a critical market for our industry.

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Howard “Buck” Barker, PE
RVT Engineering Services

The views expressed in the following article are not necessarily those of the Wisconsin Ready Mixed Concrete Association, its Board of Directors, or its members.

My habit of not charging for every five or ten-minute phone call may be a poor business practice, but it has led to many interesting conversations on concrete. Just such a call came from a lawyer asking for a forensic review of a five-gallon bucket of concrete pieces and two anchor bolts. See *The WRMCA Scoop*, Third Quarter, 2004 for Part 1.

“The accident was terrible,” the lawyer exclaimed. “The pool of blood in the photos shows how hard the iron worker hit the concrete.” After releasing the choker cable connecting the truss girder to the crane, the truss girder fell severely injuring the ironworker. The ironworker was asking for a settlement of 1.3 million dollars.

Eyewitness accounts of the scene said the concrete crumbled at the base of the column when it began to tip over followed by a loud moaning sound. However, eyewitnesses also said there was only one reinforcing bar barely protruding into the failed area where the concrete was before failure. The missing rebar cage shed blame to the concrete contractor too.

Feeling like Sherlock Holmes, I fit the concrete pieces together in a three-dimensional jigsaw puzzle and realized that the pier didn’t fail in compression at all! It failed in tension, except for one corner that received a tremendous point load that sheared the corner of the pier off.

“What’s this, Watson?”
“Ha, ha, this is it,” I thought. The blame for the accident was clear to me now. The two anchor bolts were standard “L” shaped bolts commonly imbedded in concrete. One bolt was completely straightened out but still intact. A torsional force twisted the other bolt when suddenly it was sheared off below

the nut leaving it in two pieces.

Because it was attached on one end, the truss girder must have swung an arc as it fell. That arc would tip the column base plate so its corner would tip down toward the direction of the fall. Did it contact the concrete and cause the shear forces I saw on the corner? Using a Sherlock Holmes type magnifying glass and squinting at the grainy Polaroid photos I saw the evidence. A clear white dust print on the corner of the column base plate where expected.

Using a piece of cardboard to simulate the size of the column base plate, I studied how far the plate was tipped when the concrete lost its hold on the anchor. Amazingly, the plate was tipped at approximately a 45-degree angle! The concrete didn’t crumble causing the column to topple over. Instead, the concrete pier made a valiant effort to hold the column upright, until it was halfway to the ground when it couldn’t hold on any longer releasing the straightened-out bolt causing an instantaneous shearing off of the other bolt. Only if it was still hooked up to the crane could it have been saved.

As predicted, the amount of twisting on the sheared anchor bolt coincided with the base plate being rotated and tipped to a 45-degree angle.

Eyewitnesses said the column stood for a minute or so balancing in equilibrium before it fell. What could take the column and truss girder out of equilibrium? It wasn’t the concrete and anchor bolts because they held until the column was halfway to the ground. Both nuts were still on the anchor bolts. However, if it was pushed: how much force would it take?

An equilibrium analysis using statics indicated it would require

800 pounds of pressure to push the center of gravity of the column outside of its base causing it to start falling. That’s a lot more than I thought it would be. Only the crane could do that! Could it be that when swinging to pick up the next piece of steel, the crane came in contact with the truss girder pushing it over? Could it be that the ironworker was suing the wrong company? But then, suing your employer is not a good career move.

Ironically, it was the ironworker that saved the bucket of concrete pieces and bolts that made the case. Why didn’t the ready mixed concrete supplier save the evidence? Was he so confident that it wasn’t his problem that he chose not to worry about evidence? Why did he rely on an insurance agent’s grainy photos rather than hiring an expert of his own to witness the accident scene when it happened? I’ll never know.

The deposition was the most animated one I ever gave. Waving my arms and using props told the whole story. I was so convincing the ironworker’s attorney asked the lawyer for the concrete contractor’s insurance company if they would accept \$135,000 instead of 1.3 million to which they promptly agreed. After all, they did misplace the reinforcement in the pier.

As I retired to 1613 Baker Street, uh, I mean McCarthy Boulevard, I found myself a bit sad that this one had come to an end. I enjoyed the mental challenge and would have loved trying to tell the story just one more time.

Howard “Buck” Barker, PE is a consultant with RVT Engineering Service, LLC in Wausau, Wisc., an associate member of the WRMCA and WRMCA Technical Representative.

Watch for “Conversations on Concrete” in each edition of The WRMCA Scoop.

Wisconsin Campaign Season Over, Budget Season to Begin

Erin Longmire, WRMCA Public Policy Director

November 2, 2004, marked the end of the long-running campaign season. With that end came both new and old faces to the Wisconsin state Legislature.

In the state Assembly, Republicans surprised many who thought they would be hard-pressed to maintain their 59-seat majority, but their majority will expand by one totaling 60 Republican seats. Andy Lamb beat Dem Rep. Joe Plouff in western Wisconsin, Terry Moulton won a vacant Dem seat (Rep. Balow) in Eau Claire and Brett Davis and Lee Nerison secured two key vacant Republican seats. All but one targeted Republican in the Assembly survived heated campaigns. Rep. Becky Weber, R-Green Bay, lost her incumbent seat to Democrat Tom Nelson.

In the state Senate, Republican Dan Kapanke won the open La Crosse-area seat to expand their margin to 19-14. Incumbent Democratic Senators Bob Wirch, Dave Hanson and Roger Breske retained their seats, even among some contentious elections.

Now that Wisconsin's campaign season is over, the Wisconsin Legislature has been gearing up for another long 2005 – 2006 session, the most important of which is the biennial budget bill. All of Wisconsin's Departments

have submitted their budgets to the Governor and his final budget will be proposed sometime in January. All eyes will be on the budget for 2005, as property tax issues and the raiding of the Transportation Fund will all be at the forefront of Wisconsin's legislative budget issues.

Last session, the Governor raided the Transportation Fund to the tune of \$675 million dollars to help address the state's 3.2 billion dollar fiscal shortfall. Many feared that this could start a very dangerous precedent in the wake of an ever increasing fiscal responsibility to the state in funding schools, Medicaid and other programs.

The Wisconsin Ready Mixed Concrete Association has taken a proactive approach in helping to keep the transportation fund intact. WRMCA has become a member of Wisconsin's Infrastructure Coalition, which is a coalition of associations and groups that are active in maintaining and revitalizing Wisconsin's infrastructure. The coalition is focused on reminding the Legislature and Governor that infrastructure is central to the foundation of our economy. Without a solid infrastructure, loss of jobs to other neighboring states is just the tip of the iceberg for what may lie in the wake of a struggling economy. Wisconsin's budget deficit will not be as large as last session's, which is all the more

reason why raiding the Transportation Fund should not be done again.

Through continued state and regional development of the WRMCA's legislative agenda, the WRMCA will grow in its legislative progress in building a strong legislative platform. For those who are not on the legislative committee, but wish to join, please contact the WRMCA office to sign-up. The WRMCA legislative committee will be meeting at the beginning of the year to plan the 2005 regional legislative meetings and would love to see everyone there! Please watch your e-mail and mail for further information.

Wisconsin's campaign season may have ended, but this is just the beginning for the newly elected Legislators, as well as the more seasoned Legislators to work through Wisconsin biennial budget bill. The WRMCA will continue to stay focused on what is important legislatively to the ready mix concrete industry, and the more involved its members become, the more effective the WRMCA's legislative agenda can be. I hope to see all of you at one of the WRMCA's legislative events in 2005!

To get involved in the WRMCA's Legislative Committee, contact Erin Longmire, elongmire@essieconsulting.com or 608-256-7701.

FIFTH ANNUAL CONCRETE TECHNICAL WORKSHOP FEATURES NATIONALLY ACCLAIMED CONCRETE PRESENTER, HOVER

Save the dates: January 12-13, 2005. Make your arrangements today: Mead Hotel & Conference Center, Wisconsin Rapids - 1-800-843-6323. Workshop is open to all concrete industry personnel.

The WRMCA Technical Committee has coordinated a spectacular workshop featuring Dr. Kenneth Hover, Cornell University. Hover will present the first day of the workshop on "Why Concrete Does What it Does." He will also give a special presentation following dinner. Day two will feature Jim Parry, WIDOT; Dr. Kevin Mac Donald, Cemstone Products Company; and a panel discussion with Tim Gessler, J.H. Findorff & Son, Inc; Marvin Rivers, Boldt Construction, Greg Schmidt, Geo-Test; and Mike Schmidt, Arnold & O'Sheridan.

For Concrete Technical Workshop information, watch your mail or go to www.wrmca.com.

**REGIONAL PROMOTION
CONTRIBUTORS FOR 2004
& 2005**

If you haven't contributed for your regional promotion for 2004 yet, please send your check in today. And, don't forget 2005! We are requesting funding for 2005 earlier than usual. Watch your mail for your 2005 invoice and a letter explaining the change. Thank you to the following companies that have contributed to their regional promotion efforts for 2004 and 2005.

**Indicates 2005 payment received*

REGION ONE:

Beloit Redi-Mix
*Kowalski-Kieler, Inc.
Green Valley Ready Mix
*Wingra Redi-Mix
Dodge Concrete

REGION TWO:

Ace Redi-Mix, Inc.
*Meyer Material
Otto Jacobs Company
Okauchee Redi-Mix
Ottawa Ready Mix
New Berlin Ready Mix
Schmitz Ready-Mix
*Sonag Ready Mix
Alby Materials Inc.
R.K.W. Redi Mix

REGION THREE:

Carew Concrete
Michels Corporation
*Premier Concrete
R and J Fricke, Inc.
Ready Mixed Concrete
Van Der Vaart, Inc.
*4X Concrete
Green & Gold
*MCC, Inc.

REGION FOUR:

*Sternweis & Sons, Inc.
Trierweiler Ready Mix
*Wisconsin Valley Concrete
*County Materials
*Morgan Sand & Gravel

REGION FIVE:

*Croell Redi-Mix, Inc.
*River City Ready Mix

REGION SIX:

A-1 Redi-Mix
American Materials
*Cemstone Ready-Mix
*Hopkins Sand & Gravel
*Olynick Concrete
*Roffers Construction

REGION SEVEN:

*Bichler Gravel & Concrete
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*Fraco, Inc.
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To learn more about how FABCO can help you, contact your local FABCO representative today.

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THE WRMCA SCOOP[®]

FOURTH QUARTER 2004

Save the Dates!

For a complete listing of WRMCA events - check out the WRMCA calendar published weekly - In the Mix or on the WRMCA web site, www.wrmca.com under WRMCA Events link.

Concrete Technical Workshop *January 12-13, Mead Hotel, Wisconsin Rapids*

Concrete Parking Lot Workshop *January 13-14, Mead Hotel, Wisconsin Rapids*

OES Workshop *February 2, Wintergreen Resort & Conference Center, Wisconsin Dells*

55th Annual WRMCA Convention *February 13-16, Key West, Florida*

Legislative Day *March 24, Concourse Hotel, Madison*

Concrete Design Awards Ceremony *March 24, Overture Center, Madison*



**Wisconsin
Ready Mixed
Concrete
Association**

16 N. Carroll Street
Suite 925
Madison, WI 53703

TO:
