



"I Believe in the Mission of the WRMCA"
(see p. 2)



Promotion Special Section
(starts p. 3)



INSIDE SCOOP:
Helping Members Direct Public Policy (see p. 9)



WRMCA SCOOP

Online Edition • DECEMBER, 2006 • <http://www.wrmca.com> • 800.242.6298

ADVANCING OUR INDUSTRY

Technical Workshop Kicks Off 2007 Education Efforts

What do concrete specifications, pervious concrete and green building have in common?

These are just a few of the many topics that will be presented at the 2007 Technical Workshop.

The WRMCA Technical Committee is hosting its Seventh Annual Technical Workshop Thursday, January 11th and Friday, January 12th, 2007 at the Kalahari Resort in Wisconsin Dells.

This workshop will highlight three professional engineers: George Seegebrecht, CTL Group, Heath Schopf, WCPA and Willie Gonwa, Symbiont.

Day 1 will kickoff with a lunch, followed by Heath giving a presentation on concrete specifications and achieving desirable results.

Please see **Technical Seminar**, on page 8

OES Workshop Provides OSHA Certification

How do you know if your company is following proper environmental and safety procedures?

Find out by attending the 2007 OES Workshop scheduled for Tuesday, February 6th, and Wednesday, February 7th, at the Kalahari Resort in Wisconsin Dells.

The workshop will kick-off with an introduction to the Occupational Safety and Health Administration (OSHA). The session will include an overview of the OSHA Act as well as provide information about inspections, citations, penalties and record keeping.

An added-value for participants this year is they will earn an OSHA 10-hour certification card by attending the full workshop.

Day 1 will cover topics such as walking/working surfaces; fire

Please see **OES Workshop**, on page 8

Annual Convention Features Strategic Operations Forum

Are you looking for a way to chase the winter blues away?

Then join us at the WRMCA 57th Annual Convention February 18-21 in Scottsdale, Arizona – A great opportunity to enjoy one or more rounds of golf, network with industry peers and gain industry-specific strategic insight.

The 2007 Convention will commence with Larry Helms, the nationally-known "edu-trainer," renowned for weaving humor into his vital training messages.

Phill Domask will share marketing intelligence on ways Concrete Promoters can keep Marketing Myths from undermining their company's bottom line.

Arizona State University (ASU) is one of the select colleges offering the Concrete Industry Management

Please see **Annual Convention**, on page 8

PRESIDENT'S REPORT

“... Now, page 2”
by Kurt Boehlein

The Mission of the Wisconsin Ready Mixed Concrete Association is to Advance Our Industry Through Legislative Action, Promotion and Education

“Years ago, I tried to top everybody, but I stopped. I realized it was killing conversation. When you are always trying for a topper, you aren't really listening. It ruins communication.”



- Groucho Marx

WRMCA BOARD OF DIRECTORS APPROVES CANDIDATE SLATES FOR '07 OFFICERS & DIRECTORS

A slate of candidates for the association's 2007 Executive Offices was approved at the November 9th WRMCA Board Meeting held in Madison. Next year's Executive Officers will include:

- President - Mark Guenterberg of Okauchee Redi-Mix, Inc.
- Vice President - Shawn Triller of Wingra Redi-Mix, Inc.
- Secretary/Treasurer - Bob Peters of Central Ready Mix, Inc.

Board members also approved the follow candidate slates for 2007 Producer and Associate Board Members:

- Producer Directors –
- Mike Anderson, Alby Materials, Inc.
 - Ritch Dembinsky, Meyer Material Company
 - Tim Kieler, Kowalski-Kieler Inc.
 - Greg Knorr, Wisconsin Valley Concrete Products Company

- Associate Directors –
- Dan Large, Propex Concrete Systems
 - John Morgan, Euclid Chemical Company.

Elections will be held at the Annual Convention in February.

I believe in the mission of the Wisconsin Ready Mixed Concrete Association (WRMCA). I believe in the mission to the point of having made it number one on my presidential agenda as presented to our Executive Director, Pat Essie, and his management group; to his staff; to your Executive Committee; and to how I conduct myself as I participate in every function where I am a representative of the association. I have asked that we focus and analyze how each organizational activity furthers our mission. For one short year, I advocated for – to the best of my ability – all the members of the ready-mixed concrete industry in Wisconsin and Michigan's Upper Peninsula. In this flattening world, I believe WRMCA and its mission are also represented to the region, to the nation, and to the world. And I believe that mission is *getting* accomplished [emphasis intended].

I believe in communication. As your top executive, I am responsible to report to you, to your representatives within the association, and even to those members of our industry choosing not to participate with us, just how we are advancing our industry. This is why I have attended as many of the activities of our association this year as is possible: to connect, to support, to listen, and to learn. Your association and I want to empower each and every one of you to advance yourselves, your company, and our industry. We will use all the channels of communication available, whether face-to-face, printed word, or by digital transmission, to accomplish this. And, I believe, we must continually learn *how* to listen [emphasis intended, see quote, upper left-hand column].

This furthering, accomplishing, and communicating can not all be presented here. Therefore I strongly recommend members:

- Regularly visit our association web site: <http://www.wrmca.com>
- Read the meeting minutes of your association committees and board of directors, available digitally through the *Members Only* section of the web site or in hard copy by calling the toll-free association hotline: **1.800.242.6298**
- Attend and participate in the regularly scheduled WRMCA committee meetings as communicated to you in the *Calendar* section of our weekly e-zine, *In The Mix*
- Review the WRMCA *Policies and Procedures Manual*, also available digitally or by calling your association
- Volunteer your time to represent your industry on behalf of the association at the plethora of trade shows we take part in (and create awareness of, and interest and desire in, applications of our quality product)
- Act on the initiatives created by your committee champions (e.g. increasing membership, contacting your legislators, promoting educational opportunities, promoting technical seminars, training your employees, increasing your skills).

As daylight hours reduce and temperatures drop, this issue of the *Scoop* promotes to you that the opportunities to act and participate actually increase. Both regionally and statewide, there exist circumstances over the next six months for you and your company to receive world-class, professional information to help you advance and progress, professionally and personally. Your committee members and management staff work very hard to provide this high level of quality instruction. You can only appreciate it (and benefit from it) if you attend.

Thank you again for your continued support of our association. I wish you all the very *best* for the holiday season [emphasis intended].

GLCPA RENEWS PROMOTION PARTNERSHIP



2007 WRMCA Target Markets:

- ⦿ Parking Lots
- ⦿ ICFs
- ⦿ Decorative
- ⦿ Pervious
- ⦿ Tilt-Up

Madison - The Great Lakes Cement Promotion Association (GLCPA) has agreed to continue in 2007 its successful promotion partnership with WRMCA members and announced October 12th, 2006, its intent to fully fund its requested share of 2007 WRMCA Statewide and Regional promotion programs.

Through the partnership, begun in 1987, GLCPA members have contributed more than \$2,000,000 to help promote ready-mixed concrete in Wisconsin and Michigan's Upper Peninsula. Return on this investment has been solid, reported WRMCA Promotion Director Cherish Schwenn, during her investment application (funding request) presentation to GLCPA members in September.

"Association records show just over 4,000,000 cubic yards of ready mix were produced in Wisconsin and the UP during the first year of the partnership," said Cherish. "In 2005, according to PCA, more than 8,000,000 cubic yards were produced ... and in the late '90's and early 2000s, ready-mix demand in Wisconsin and the UP exceeded 10,000,000 cubic yards annually – with a high mark in 2001 of more than 11,750,000 cubic yards."

Cherish noted the GLCPA/WRMCA promotion partnership survived the second largest one-day percentage stock market decline in U.S. history (October 19, 1987), two official recessions, and numerous national economic downturns and slowdowns.

"The staying power of ready-mix demand in Wisconsin and the UP over the last 20 years is a testament to the effectiveness of teamwork in promoting ready-mixed concrete," said Cherish, "and demonstrates commitment and strong promotion leadership on the part GLCPA and WRMCA members. I'm proud to be a part of the team."

Also in this Promotion Special Section ...

- [Promotion Tools for WRMCA Concrete Promoters](#) (page 4)
- [PR Toolkit Available](#) (page 4)
- [Regional Promotion Report](#) (page 5)
- [WRMCA Promotion Resources](#) (page 6)
- [Marketing Myths Exposed](#) (page 7)

The 2007 members of the GLCPA include:

- Buzzi Unicem USA, Inc.
- Cemex USA
- Holcim (US), Inc.
- Illinois Cement Company.
- Lafarge North America
- Lehigh Portland Cement Company
- St. Mary's Cement Company

Copies of the WRMCA's 30-page, 2007 GLCPA Investment Application are available. Please Contact Cherish Schwenn: 1.800.242.6298 | cschwenn@wrmca.com.



PROMOTION TOOLS FOR CONCRETE PROMOTERS

PUBLIC RELATIONS TOOLS: POWERFUL & UNDER-UTILIZED

Public Relations (PR) is one of the most powerful and least utilized of the marketing tools available to WRMCA Concrete Promoters.

Defined as free communications about your company or industry, generated from your actions, PR includes articles carried by newspapers, newsletters and magazines; reports on radio, TV, web logs, or podcasts; or information shared in formal or informal networks by word-of-mouth or word-of-mouse.

News about construction is especially interesting to media gatekeepers, because – based in part on the success of *This Old House*, *Hometime*, and *HGTV* – the gatekeepers believe every media consumer is a “sidewalk superintendent.”

Since concrete placement is one of the first visually-interesting activities on a job site, print, television, and web-based media outlets are especially open to PR initiatives from Concrete Promoters (and their customers).

To learn more about PR and how it can help you promote concrete, contact Cherish Schwenn – 800.242.6298 | cschwenn@wrnca.com. She will send to you her free, PR Toolkit ... available from the WRMCA Marketing Archives.

TIPS FOR GETTING MAXIMUM IMPACT FROM PROMOTION TOOLS

1. Remember to quickly repair things that are broken – the longer you wait, the worse/more expensive it can get.
2. Use the best promotion materials you can afford.
3. Do the job right the first time.

Adapted from an article by Laura Patterson, president and founder of VisionEdge Marketing, Inc. (www.visionedgemarketing.com) and author of *Measure What Matters: Reconnecting Marketing to Business Goals*.

Concrete Promoters face challenges every day, including prioritizing time demands, balancing short-term market opportunities with long-term company goals, managing customers and lengthening sales cycles, and coordinating technical support.

Just as flatwork contractors cannot finish your quality concrete without the right tools for transporting, spreading, screeding, smoothing, jointing and edging, and curing, Concrete Promoters need the right tools to build customers and concrete markets.

At a minimum, every Concrete Promoter’s toolbox needs six basic items.

The Hammer – to use as a lever

A Concrete Promoter’s hammer is her/his company’s value proposition – the basic reasoning for why people should consider your product or service. A value proposition answers the question, “Why should someone buy from you?” and addresses pain points and buying motives.

An Adjustable Wrench – to direct, control, and optimize

Generating more sales leads is one of the top business goals of most companies. Concrete Promoters use adjustable wrenches to direct and control lead generation flow from their marketplace’s Buyers’ Pipeline and to optimize their company’s marketing mix – offer, placement, and promotion – to profitably address prospects wants and needs.

Screwdrivers – to tighten and close

Concrete Promoters need screwdrivers for attaching, closing, and tightening. In the ready-mix industry, screwdrivers represent sales proposals, contract templates, case studies, testimonials, references, customer

newsletters, and company web sites. Screwdrivers help Concrete Promoters make their company’s products and services available to prospective customers.

Pliers – to hold objects

Pliers allow Concrete Promoters to hold onto delicate objects. In the ready-mix industry, these delicate objects are called employees, vendors, suppliers, prospects, and customers. Pliers also provide flexibility – in mix design options, ordering, scheduling, delivery, technical support, and finance options.

Concrete Adhesives and Bonding Agents – to connect things

Adhesives and bonding agents hold things together. To connect the many facets of a ready-mix operation, Concrete Promoters need a reliable contact management system that supports accounting, dispatch, marketing, quality control, and sales.

A Tape Measure – to define and measure promotion success

Although listed last, the ready-mix equivalent of the tape measure is one of a Concrete Promoter’s most important tools. Identify and use metrics in your company’s business, marketing, and sales plans to clearly identify how profitable success will be measured, and to track progress towards this success.

The Right Tools to Build Customers

These six tools help you clarify why prospects and customers should buy from you; make it easy for prospects to adopt your products or services; enable you to establish sales and marketing processes and systems; and assist you in establishing clear metrics for indicating how well you are achieving your business objectives.

Regional Promotion Report

- Cherish Schwenn, WRMCA Promotion Director



In Region 1, it's baseball, hot dogs, apple pie and decorative concrete!

Customer education and targeted promotion lead 2007 regional promotion. To maximize your dues investment, support and participate in the regional promotion activities in your delivery and service areas:

Region 1 is allocating funds for the Verona Little League Complex to support the construction of a decorative concrete hardscape for the complex's entrance-way, pedestrian walkways and spectator areas. The project will be completed in 2007. In recognition of its support, a plaque will be placed prominently at the complex. A second Region 1 initiative for 2007 is to promote pervious concrete pavement. Region members will hold a pervious demonstration and certification at a non-profit location – date and location still to be determined.

Region 2 is partnering with the Concrete Wall Contractors Association of Wisconsin (CWC) to exhibit at the MBA Homebuilders Expo, January 4-7, in Milwaukee. Real-life examples of pervious concrete and an ICF display will be featured in the booth. Region 2 is also hosting a Parking Lot Workshop on February 13th at the Country Springs Resort in Waukesha. The seminar will feature Len Swederski, a parking lot contractor, who will provide information on promoting concrete parking lots, and Heath Schopf of WCPA, who will give an overview on pervious concrete and its storm water management benefits.

Region 3's focus for 2007 is on two important target markets. Its March 30th Seminar will feature Steve Nikolas of Zabest discussing pervious concrete and an industry expert who will provide tips on promoting concrete. A round-table will be held that will focus on troubleshooting and analyze results from a durability test currently taking place. Region 3 members will also be holding a spring ICF Tour that will include a presentation by ICF builders and homeowners and tour of area ICF homes in varying construction phases.

Region 4 is taking a unique approach to contractor education for its March 13th seminar. A mock trial will take place involving a homeowner, a concrete contractor and a ready-mix producer. Seminar attendees will be encouraged to participate in determining the verdict. The Region's March 20th seminar will focus on finishing issues and techniques. Region 4 members have also set aside a part of their promotion budget to air decorative concrete Cable TV ads across the region, including Michigan's UP.

Region 5 will hold three seminars in 2007: January 30th in Black River Falls; February 28th in Baldwin; and March 1st in Chetek. The morning portion of the seminars will include information on decorative concrete, pour planning and admixtures. WRMCA staff will facilitate an afternoon promotion session, designed to increase the level and skill of contractor concrete promotion in the region. Concrete market opportunities to be discussed include Parking Lots, ICF's, Pervious and Decorative Concrete, and Site-Cast Tilt-Up construction.

WRMCA Promotion Resources

The WRMCA maintains an impressive collection of technical, promotional and educational videotapes, including:

- *Fundamentals of Quality Concrete*
- *Placement Inspection*
- *Concrete Laboratory Testing Technician (I and II)*
- *Physical Testing of Hydraulic Cement Mortar*
- *Materials for Concrete: Portland Cements*
- *Materials for Concrete: Admixtures*
- *Batching, Mixing, and Transporting Ready-Mixed Concrete*
- *Fundamentals of Jointing for Volume Changes of Concrete*
- *Trouble-Shooting & Prevention of Concrete Problems*
- *A New Stone Age: The Making of Portland Cement*
- *Concrete Parking Areas*
- *Concrete Homes: Built-In Safety*
- *Governor's Residence Driveway*
- *Bonded Concrete Overlays*
- *CLSM: Controlled Low Strength Material (Flowable Fill)*
- *Fundamentals of Reinforced and Pre-Stressed Concrete*
- *Post-Placement Inspection*
- *Physical Testing of Hydraulic Cement Fineness*
- *Physical Testing of Hydraulic Cement Paste*
- *Materials for Concrete: Water & Aggregates*
- *Fundamentals of Proportioning Concrete Mixtures*
- *Concrete Field Tests: What Do the Results Mean?*
- *Surface Defects in Formed Concrete*
- *Moisture in Concrete Slabs*
- *Skin Safety with Cement and Concrete*
- *Whitetopping: The Road to Renewal*
- *Homescaping With Concrete*
- *The Blue Ribbon Driveway Program*
- *Advantages of the Concrete-Paved Feedlots*

Many of the educational videos include excellent instructor discussion guides. One-week rental rates are only \$10 per video, plus shipping expenses (from, and back to, the WRMCA office). As you plan your 2006/2007 training and promotion efforts, remember to tap into the power of the association's video knowledge base. To rent a video, contact Promotion Director Cherish Schwenn: **1.800.242.6298** | <mailto:cschwenn@wrmca.com>.

NEW MEMBERSHIP SERVICE: THE WRMCA PROMOTION ARCHIVES

Helping WRMCA members (and their customers) move from an industrial-age mindset to a knowledge-economy mindset has been a goal of the Statewide Promotion Committee since 1990, when the committee added "encourage members to incorporate both production and promotion orientations in their annual business plans" as a primary marketing goal.

To support this goal, WRMCA Promotion Director Cherish Schwenn has assembled and will roll out in January, 2007, the WRMCA Promotion Archives, a growing collection of more than 625 marketing-related articles, saved digitally in MS-Word or PDF format, for easy

distribution to the membership.

The WRMCA Promotion Archives will include articles on: Advertising; Blogs/Podcasting/RSS/Wiki; Branding; Communication Theory; Content/Copywriting; Customer Presentations; Customer Relationship Management; Demographics; Direct Marketing; Email; Event/Seminar Promotion; Marketing, Market Planning and Budgeting; Newsletters; Pay-Per Click Advertising (p-pc); Public Relations; Marketing Research; Sales; Testimonials/Repeat Business; Trade Shows; Web Sites; and Word-of-Mouth/Viral Marketing.

To tap into this free wealth of vital

information, please contact Cherish Schwenn: **1.800.242.6298** | <mailto:cschwenn@wrmca.com>.

Breaking News ...

On November 9, your Board of Directors approved the hiring of a full-time Technical Promoter for the WRMCA. With the addition of a Previous Concrete Certification program and other 2007 educational and promotion initiatives, this July 1 addition to staff will provide immediate impact and technical expertise for the WRMCA membership.

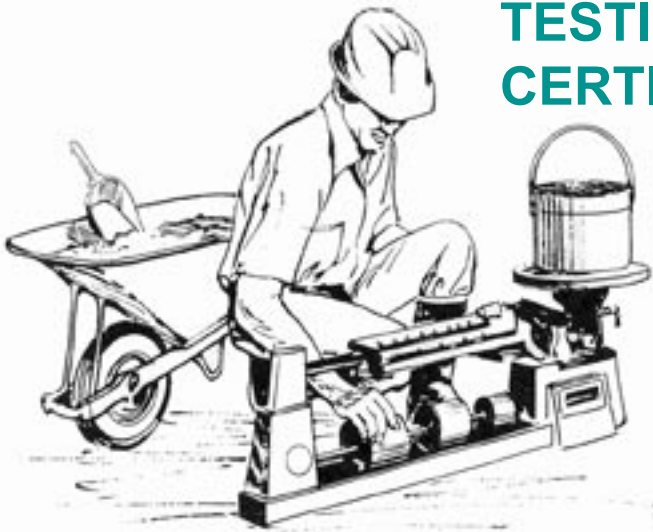
Convention Presentation Helps Concrete Promoters Avoid Costly Marketing Mistakes

The day-to-day efforts of Concrete Promoters are often complicated by customer objections based on common misconceptions. If ready-mixed concrete producers in Wisconsin and Michigan's Upper Peninsula had a nickel for each time someone told them "Concrete is too expensive;" or "Concrete can't stand up to cold weather;" there would be a severe shortage of nickels in the state and across the UP. Ironic, then (or just plain sad), how often the day-to-day efforts of WI/UP Concrete Promoters are complicated and sabotaged by common marketing misconceptions – popularly held but largely mistaken ideas about effective promotion.

Once upon a time – or so the myth goes – starting a successful ready-mix operation was relatively easy ... if you were the only concrete producer in a given market. Today, with competition across markets in Wisconsin and the UP, ready-mix producers need to be effective marketers to thrive and prosper.

An interactive presentation on February 19 at the WRMCA Annual Convention – **Marketing Myths and Concrete Promotion: Don't Let Misconceptions Undermine Your Bottom Line** – will identify and debunk commonly held (and often destructive) marketing myths and provide suggestions for what WRMCA Concrete Promoters can do to address promotion misconceptions in their businesses. Plan now to attend.

2007 WRMCA ACI CONCRETE FIELD TESTING TECHNICIAN – GRADE 1 CERTIFICATION PROGRAM



Who Should Attend?

The WRMCA Concrete Field Testing Technician – Grade 1 Certification Program is open to employees of ready-mixed concrete suppliers, contractors, testing lab personnel, government agency personnel, and others working in, or interested in working in, the construction industry. Cost for WRMCA members is \$275; Cost for non-members is \$375; Cost for students is \$225.

Dates and locations for 2007 WRMCA Concrete Field Testing Technician – Grade 1 Certification programs include:

- January 25 | New Berlin
- February 15 | Eau Claire
- March 15 | La Crosse
- March 29 | Green Bay
- April 5 | Madison
- May 24 | New Berlin
- June 7 | Madison (for testing lab/students/summer hires)

The program involves a morning session with classroom instruction on concrete basics and field testing procedures for concrete and concludes with a written examination. The afternoon session includes testing demonstrations and practice in proper field testing procedures and concludes with each registrant undertaking a practical exam, showing proficiency in testing slump, air content, yield, temperature measurement, cylinder casting, and the rollameter. For information and registration materials, please visit us online: <http://www.wrmca.com>.

Workshops, Convention Advance Our Industry

Technical Workshop, From Front Page

Willie will talk about the latest in concrete innovation – pervious concrete. He will share what it is, how and where to use it and why it may be the solution to storm water management requirements.

George will wrap up the day with a session that looks at concrete's environmental benefits and how it plays an important role in building today.

You won't want to miss the after dinner entertainment by the Monkey Business Institute, a local improve group who will have you falling off your seat!

Day 2 will begin with a QMP Update presented by a Wisconsin Department of Transportation representative followed by an overview of the 2006 Round Robin Strength testing results.

The workshop will end with an interactive roundtable by a Peer Panel, who will discuss troubleshooting issues the industry faces on a daily basis.

The workshop is open to everyone in the construction industry. This includes, but not limited to: architects, engineers, specifiers, general contractors, concrete contractors, testing lab technicians and ready-mixed producers.

Registration for the entire workshop is \$150. The fee to attend **Day 1** only is \$75. The deadline to register is January 4, 2007. Room reservations can be made at the Kalahari by calling 877-253-5466 before December 22, 2006. Make sure to mention the WRMCA room block in order to get the \$99 room rate.

The 2007 Technical Workshop brochure was mailed to the membership in mid-November and is available online: <http://www.wrmca.com>.

For more information, contact Cherish Schwenn | <mailto:cschwenn@wrmca.com>.

OES Workshop, From Front Page

protection and prevention; electrical; hazard communication; and flammable liquids.

Day 2 will kickoff with an interactive question-and-answer session where attendees will be able rack the brains of esteemed OES panelists.

The DOT and Federal Motor Carriers Association will be highlighted with instruction on driver responsibilities, disqualification and hours-of-service.

Other important issues to be presented are: defensive driving; blood borne pathogens; job site safety; and environmental issues.

The workshop is open to anyone in the concrete industry, including (but not limited to): ready-mix company owners, batch persons, drivers, trainers, and sales, quality control, safety, environmental, and human resource personnel.

Registration for the workshop is \$150 for WRMCA Members. The deadline to register is January 26, 2007. Room reservations can be made at the Kalahari by calling 877-253-5466 before January 12, 2007. Make sure to mention the WRMCA room block in order to get the \$99 room rate.

The 2007 OES flyer has been mailed and the registration form is now available online: <http://www.wrmca.com>.

For questions or additional information, please contact Courtney Olmsted | <mailto:colstmed@wrmca.com>.

Annual Convention, From Front Page

Program. Dr. James Ernzen will give an overview of the program and how scholarships are vital to ASU's ability to fulfill its CIM mission.

The second day of the convention will feature the WRMCA Annual Meeting, a legislative update and a strategic operations roundtable led by national strategic planner Jeff Rendel.

The conference will wrap up on Wednesday with a presentation from local ready-mix producer, Fort McDowell Yavapai Materials. A tour of one of its nearby operations will follow.

But wait: that's not all! Each afternoon, there will be opportunities to network with fellow industry attendees by enjoying a game of golf, taking a jeep tour, and participating in the nightly social hours.

Registration for the convention is \$300 for WRMCA Members. The deadline to register February 5, 2007. Room reservations can be made at the Radisson Fort McDowell Resort & Casino by calling 800-333-3333 before January 18, 2007. Make sure to mention the WRMCA room block in order to get the \$205 room rate.

The 2007 Convention Brochure was mailed to the membership in November. Register today. You won't want to miss out on this outstanding opportunity to improve your business.

For more information, contact Cherish Schwenn | <mailto:cschwenn@wrmca.com>.

SOURCE: aggregateresearch.com



Not In My Backyard? No Child Left Behind.

US POPULATION PASSES 300 MILLION MARK IN OCTOBER

Every baby born in America today will use a minimum of 3.5 million pounds of minerals, metals, and fuels in his/her lifetime, including 1.62 million pounds of sand and gravel, and 64,750 pounds of cement. If these resources aren't available in your community, where will they come from?

INSIDE SCOOP: DIRECTOR OF PUBLIC POLICY ERIN KRUEGER



Name: Erin Elizabeth Krueger (formerly Longmire)

Title: WRMCA Director of Public Policy

Responsibilities: Whatever needs to get done

Recent project: Getting the WRMCA's ICF bill passed

Education: BA Political Science from UW Madison – Go Badgers!!

First job: Working for Pat Essie

Most people don't know: I play classical piano and flute

Hometown: Ashwaubenon, WI

Essential Business Philosophy: Keep Pat Essie smiling

Best way to keep competitive advantage: Maintain Pat Essie's smile

Yardstick for success: How much Pat Essie is smiling

Fun Goal yet to be achieved: Winning a baking contest

Best & most painful decision: Not going to Law School

Word that best describes me: Prudent

What I like best about my job: The people with whom I work

What I like least about my job: The politics behind the policy

Life motto: The good you do today will be forgotten tomorrow. Do good anyway.

Greatest fear: Arachnids or anything relating to one.

Person most interested in meeting: John Lennon

First choice for a new career: Professional Chef

If money were no object, I would: Travel the world in style!

Most influential book: The Republic, Plato

Current favorite movie: *Pride & Prejudice*

Favorite restaurant: Tornado Room in Madison – best steaks ever!

Favorite vacation spot: My cabin in Canada

Favorite way to spend free time: Cooking, baking or sitting on my sofa with my dog, Pepper.

The most important lesson I've learned: What you say on the 1st floor of the Capitol will be completely different once it reaches the 4th floor.

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

2006 OFFICERS

- President Kurt Boehlein, New Berlin Redi-Mix
- Vice President Mark Guenterberg, Okauchee Redi-Mix
- Secretary/Treasurer Shawn Triller, Wingra Redi-Mix

WRMCA STAFF

- Executive Director Patrick Essie
- Communication Coordinator Courtney Olmsted
- Promotion Director Cherish Schwenn
- Director of Public Policy Erin Krueger

WRMCA CONTACT INFO

16 N. Carroll St. - Suite 925
Madison, WI 53703
phone: 608-250-6304
fax: 608-250-6306
email: info@wrnca.com
web: www.wrnca.com



**Wisconsin
Ready Mixed
Concrete
Association**

16 N. Caroll Street
Suite 925
Madison, WI 53703

TO:

PLEASE ROUTE TO:



2006

WRMCA Newsletter to Go Digital

Citing time, environmental and budgetary efficiencies, and the ability for staff to produce a higher-quality, full-color newsletter, the WRMCA Board of Directors agreed in September to upgrade its quarterly member-publication, the *WRMCA Scoop*, to a digital format, distributed via email, beginning in 2007.



2007

However, printed copies of *Scoop* will continue to be sent to WRMCA members lacking Internet access. *Scoop* will also continue to be available for download from wrmca.com.

Staff is recommending a PDF email newsletter format be used for production and distribution of the new digital *Scoop* because:

Scoop, our association mascot, prepares for a new era in member communication.

- PDF newsletters use cross-platform software – Acrobat Reader – most members have on their computers (and anyone can download for free)
- PDF newsletters minimize font, layout, & color compatibility issues
- PDF newsletters eliminate server security issues and handle photos, graphs, and illustrations without expensive, server-hosting protocols
- PDF newsletters can be created with existing WRMCA software; accommodate internal bookmarks & page links and outbound hyperlinks; and provide a hassle-free option for members wishing to print one or more copies of the publication – for distribution, or to read offline.

Or visit www.wrmca.com and download this latest issue of *Scoop*.