

The

# WRMCA

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

First Quarter 2004

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Scoop®

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## The NEW Wisconsin Ready Mixed Concrete Association

**President's Message** from the WRMCA 54th Annual Convention, March 25, 2004

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

Ladies and Gentlemen, it gives me great pleasure to stand before you today as the newly elected president of the Wisconsin Ready Mixed Concrete Association. Or could I be so bold as to suggest that I stand before you as the president of the *new* Wisconsin Ready Mixed Concrete Association?

I am a third generation member of a small family owned business. Statistically I don't exist. I am familiar with the challenges of bringing our business into the 21<sup>st</sup> Century, I have experienced the pain and pride of transition in management and ownership.

The WRMCA membership is full of family owned businesses, one only has to review the list of past presidents to see family names repeated over the years: the Froemmings, the Tews, the Knorrs, the Courtneys, the Sheas, the Carews - it reads like a "Concrete Hall of Fame." I am passionate about family traditions

and family values and committed to these strong principles to guide me in the pursuit of our newly directed vision.

The Wisconsin Ready Mixed Concrete Association faces the same challenges that most American businesses face today. Namely getting more done with less funding. Membership has demanded more technical education, more legislative and any lobbying activity and at the same time maintain the level of promotion activity that we are accustomed to.

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*"The tough work has been done, challenging status quo and thinking outside the box takes us out of our comfort zone but actually doing something about it takes courage and leadership."*

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Legislative action, promotion and education - the three keys to our Mission Statement. For the past six years I have listened and participated in spirited discussion that has resulted in a two-year-long self review, board meetings have gone from half

day affairs to full day events. Hours have been spent challenging the order in which these priorities occur, and yet nobody has suggested that they should be anything else.

The tough work has been done, challenging status quo and thinking outside the box takes us out of our comfort zone but actually doing something about it takes courage and leadership. You the members are all leaders in this and you've spoken and we your elected leaders will jump. My hat is off to Al Schmitz for the example he set as president during this unprecedented year of changes. At our last Executive Committee meeting I made a point of personally thanking the members of the Transition Task Force Committee for their unselfish and dedicated support of the task presented to them. Kurt Boehlein, our new Secretary Treasurer responded that it is exciting to be part of this change. Exciting, can you imagine that?

Finally, I have to admit, I

(see *President's Message* on page 2)

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# 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](mailto:amandar@wrmca.com).

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Jesse Jacobs  
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Richard Lohr  
Van Der Vaart, Inc.  
Vice President

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## WRMCA 2004 OFFICERS

Jesse Jacobs, general manager, Otto Jacobs Co., L.L. C., Lake Geneva, has been elected president of the Wisconsin Ready Mixed Concrete Association. Jacobs was elected at the WRMCA's annual meeting held on March 25, 2004 in Green Bay.

Elected vice president and president-elect was Richard Lohr, manager of ready mixed concrete, Van Der Vaart, Inc., Sheboygan and elected secretary treasurer was Kurt Boehlein, CPA, general manager, New Berlin Redi-Mix, Inc., New Berlin.

Producer members elected to the Board of Directors for a three-year term were: Ritch Dembinsky, operational manager, Meyer Material Company, Kenosha; Greg Knorr, vice president, Wisconsin Valley Concrete Products Co., Wisconsin Rapids; and Roger Utpadel, general manager, Cemstone Ready Mix, Inc., New Richmond.

Associate members elected to the Board were Ed Gebauer, Lafarge N.A., DeForest and Dan Large, S.I. Concrete Systems, Port Washington. Elected for a two-year term of office was John Hilbrink, Illumin8 Marketing Group, Elkhorn.



### Moving the WRMCA Forward Includes New Location

Patrick Essie of Essie Consulting Group in Madison is now the Executive Director of the Wisconsin Ready Mixed Concrete Association. The Association office relocated to Madison on April 12, 2004. Please change your records and make note of the following contact information for the WRMCA:

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*(President's Message continued from cover)*

would like to think I could leave one lasting impression on the WRMCA that would be mine personally. I was sharing this with my good friend Bob Shea when he reminded me that as Convention Committee Chairman I directed the selection for next year's out-of-state convention to be held in Key West, Florida and *that* had Jesse Jacobs' mark all over it. I hope to see all of you there next year in February.

Thank you for your trust and support; I will not disappoint you.

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# Convention Recap

Titletown Host to WRMCA Members and Guests for 54th Annual WRMCA Convention

Over 200 WRMCA members and their guests attended the 2004 Annual Convention at the Radisson Hotel & Conference Center in Green Bay, on March 24-26.

The Radisson Hotel, recipient of the coveted *Radisson President's Award for Outstanding Service* and located adjacent to the entertaining Oneida Bingo & Casino, was the perfect in-state convention where WRMCA members were able to meet, network, learn, reminisce, and try their luck in the casino - some luckier than others!

## **DAY ONE**

The Convention kicked off Wednesday, March 24 with the WRMCA Board of Directors Meeting. An opening luncheon followed with technical and legislative programs, including presentations from Mike Stolpa, Lafarge-North America and Brad Burke, NRMCA.

The day was highlighted with the 25th Annual Concrete Design Awards Ceremony, co-sponsored by the American Concrete Institute - Wisconsin Chapter, at historic Lambeau Field. There, over 100 guests toured the stadium and then met at the second level atrium for cocktails and socializing. Guests were seated in the Legends Room for a fabulous dinner and afterward they enjoyed a *Legends* presentation featuring legends in the Green Bay Packer organization and the Wisconsin Ready Mixed Concrete organization. This was followed by the presentation of the 2003 Concrete Design Award winners. The awards were presented by Jesse Jacobs, Otto Jacobs, WRMCA President and Richard Lohr, Van Der Vaart, WRMCA Vice President and former Promotion Chairman. Award recipients received their concrete plaques from Dan Large, S.I. Concrete

Systems, WRMCA Board Member, Technical Committee Chairman and ACI Wisconsin Chapter Representative and Phill Domask, PhD Creative, former WRMCA Interim Executive Director.

## **DAY TWO "We're Partners Day"**

The second day of the convention featured "We're Partners Day," sponsored by the WRMCA Associate Members. The Associate Member sponsored breakfast started off the morning and was followed by a 03300 Specification update from Howard "Buck" Barker, PE, RVT Engineering Services, WRMCA Technical Representative. The morning concluded with the WRMCA Annual Meeting and Board Member elections. Members were able to hear committee reports from committee chairs and meet Patrick Essie, the new WRMCA Executive Director with Essie Consulting Group and also Erin Longmire, Public Policy Director with Essie Consulting Group.

The afternoon began with the annual President's Luncheon and members listened to newly elected president of the association, Jesse Jacobs. Afterward, Patrick Essie gave a legislative presentation and the day wrapped up with Ed Mansky, W.R. Grace, presenting to members on self-compacted concrete and how it is impacting the industry.

The evening events included the annual "We're Partners Day Reception and Dinner." Members and their guests enjoyed a marvelous evening starting with a cocktail reception. Guests later moved to the grand ballroom for a memorable dining experience. After dinner, guests enjoyed humor and history from Wisconsin broadcaster and Green Bay Packer *Legend* Larry McCarren.

## **DAY THREE**

The final day of the convention included a farewell breakfast and sale of vintage items from the WRMCA archives. Following breakfast, members learned valuable information provided by the WRMCA Operations, Environmental, and Safety (OES) Committee, presented by committee chairmen Justin Kratochvil, Meyer Material and Rick Nesbit, Wingra Redi-Mix.

Wrapping up the convention, members participated in a producers' roundtable facilitated by Richard Lohr.

The Convention Committee thanks everyone who attended this year's convention, including the concrete design awards. They greatly appreciate and recognize the presenters and those Associate Members who contributed to "We're Partners Day."

See page 7 for a list of "We're Partners Day" contributors.

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## **55th Annual Convention**

Mark your calendars and make your plans today - the WRMCA 2005 Convention will be held in Key West, Florida. Convention dates are February 13-16, 2005.

For all of the convention information you need, watch your mailbox, email, fax machine, *In the Mix*, *The Scoop* and WRMCA website.

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# WRMCA and ACI WI's 25<sup>TH</sup> Annual Concrete Design Award Ceremony Remembers Legends

Historic Lambeau Field was the setting for the 2003 Concrete Design Award Ceremony held on March 24, 2004, celebrating the Concrete Design Award winners, Concrete Legends, and Green Bay Packer Legends. 199 attendees were able to tour the beautifully renovated Lambeau Field and after dinner, enjoy a presentation featuring legends in the WRMCA and Packer organization and the 2003 Concrete Design Award winners.

Congratulations to the following 2003 Concrete Design Award Winners!

## **Agricultural - Waste Containment/Watershed Protection**

Owner: Duane Polum  
Engineer: Portage County Planning & Zoning Dept. - Land Conservation Division  
Contractor: Rich Weiler Construction Inc.  
**Ready Mix Supplier: Wisconsin Valley Concrete Products Co.**

## **Commercial - J.H. Findorff & Son Office**

Owner/Contractor: J.H. Findorff & Son Inc.  
Architect: Potter Lawson Inc.  
Engineer: Arnold & O'Sheridan Inc.  
**Ready Mix Supplier: Wingra Redi-Mix, Inc.**



*J.H. Findorff & Son Office*

## **Commercial Decorative - The Legend at Brandybrook**

Owner: Dragon Development LLC  
Contractor: G & D Concrete Construction Inc.  
**Ready Mix Supplier: Alby Materials, Inc.**

## **Industrial and Southwestern Region - Madison Gas & Electric East Campus Substation Screen Wall**

Owner: Madison Gas & Electric Company  
Architect/Contractor: Potter Lawson Inc.  
Engineer: Arnold & O'Sheridan Inc.  
**Ready Mix Supplier: Wingra Redi-Mix, Inc.**

## **Municipal Building and Northeastern Region - Lambeau Field**

Owner/Developer: Green Bay/Brown County Professional Football Stadium District, City of Green Bay, Green Bay Packers, Inc.  
Project Manager: Hammes Company  
Architect: Ellerbe Becket, Inc.  
Contractors: Hougard Construction, Miron Construction, The Selmer Company, Turner Construction Company  
**Ready Mix Supplier: Carew Concrete & Supply Co., Inc.**

## **Municipal Infrastructure - City of Wausau Jefferson Street Parking Structure**

Owner: City of Wausau  
Architect: Mudrovich Architects  
Engineer: Arnold & O'Sheridan Inc.  
Contractors: Adolfson and Peterson Construction and Oscar J. Boldt Construction  
**Ready Mix Supplier: County Materials Corp.**

## **Parking Lot - Dayton Freight Lines, Inc.**

Owner: Dayton Freight Lines, Inc.  
Contractors: DeArteaga, Inc. and Renier Construction  
**Ready Mix Supplier: MCC, Inc.**

## **Residential - Joe Vande Hey Residence**

Owner: Joe Vande Hey  
Contractor: Al Dix  
**Ready Mix Supplier: MCC, Inc.**

## **Residential Above Grade Concrete Home - The Little Big House**

Owner/Architect/Contractor: D.F. Maher Architect-Builders  
**Ready Mix Supplier: Carew Concrete & Supply Co., Inc.**



*The Little Big House*

## **Residential Decorative - Schneider Residence**

Owner: Rick & Kit Schneider  
Contractor: McLain's Unique Impressions  
**Ready Mix Supplier: Meyer Material Company**



*The Schneider Residence*

## **Site-Cast Tilt-Up - SRM Airplane Hangar**

Owner: Alan Schmitz  
Contractor: C.E. Doyle LLC  
**Ready Mix Supplier: Schmitz Ready-Mix, Inc.**

## **Other & Northwest Region - Phelan Skate Park**

Owner: City of Menomonie  
Architect/Engineer: Cedar Corporation  
Contractor: Shefchik Builders, Inc.  
**Ready Mix Supplier: American Materials Corp.**

## **Southeastern Region - Layton Avenue McDonald's Restaurant**

Owner: Steren Management Co., Inc.  
Architect: McDonald's Corporate Architectural Department  
Engineer: Marchris Engineering Ltd.  
General Contractor: Peter Schwabe, Inc.  
Concrete Contractor: McLain's Unique Impressions  
**Ready Mix Supplier: Sonag Ready Mix, L.L.C.**

## **North Central Region - City of Wisconsin Rapids Skate Park**

Owner: City of Wisconsin Rapids  
General Contractor: California Landscape & Design Inc.  
Concrete Contractor: Altmann Construction Company  
**Ready Mix Supplier: Wisconsin Valley Concrete Products Co.**

## **Northern Region - Oasis Pools of Upper Peninsula, Inc.**

Owner: Gordon Van Enkenvort & Angie Isaacson  
**Contractor & Ready Mix Supplier: U.P. Concrete Company**



*Oasis Pools of Upper Peninsula, Inc.*

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# ConC<sup>®</sup> CONVERSATIONS ON CONCRETE

## Negligence Leading to Product Failure

By 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 to ten minute phone call may be a poor business practice, but it has lead to many interesting conversations on concrete. Just such a call came one rainy April day from a dairy farmer who experienced a deadly accident.

The farmer's new barn was designed to take advantage of solar energy by leaving the south wall completely open. The floor of the barn was made of precast concrete slats with gaps between them that allowed the cow manure to fall into a tank under the floor. The walls and floor of the tank were made of cast-in-place concrete. That's where the failure occurred.

During a rainy spring day the south foundation wall buckled into the tank when suddenly a rough horizontal crack developed across most of that wall. The concrete slats with over 200 cows on them fell, pitching the cows into one corner of the tank. Using his tractor, the farmer spent most of the day dragging each cow out of the mêlée one by one. Twelve cows died immediately and many others suffered broken legs that forced the farmer to loose them too. Ironically, the accident occurred on Memorial Day.

He first blamed the ready mixed concrete supplier for producing an inferior product. That's usually who is blamed first, but it's usually wrong. I objectively suggested obtaining three cores from the wall to determine the strength of the concrete. I suggested bringing a coring crew and a forensic engineer (that's me) to his farm to not only obtain samples, but also to look for the cause of the failure. He explained there wasn't much left because the accident occurred over six years earlier. The seven-year statute of limitations was about to run out and

he needed a solid reason to convince the judge to give him an extension. He didn't have a lot of money to spend so he asked if he could bring three pieces of concrete to me for coring. That could be done, but the chain-of-custody could be questioned. As it turned out, one of the three cores tested very low. This was enough for the judge to grant an extension, but not enough to prove the concrete was to blame. Manure and urea damage concrete and could have had detrimental effects over the years. A site visit was necessary to identify the mode of failure. The farmer finally agreed.

The site was overgrown with vegetation, the building and precast slats were gone, but the concrete pieces from the foundation wall were still lying where they had fallen. The surrounding soils were clay but sand was used to backfill against the foundation walls. The sand and clay trapped water against the outside of the wall. The farmer had just emptied the tank a couple days prior to the accident so there wasn't an opposing pressure to counteract

the exterior hydrostatic pressure. The open south wall also meant there were no roof loads to keep the wall in compression helping to overcome the bending forces from the water pressure. The one sided force caused the south wall to buckle. But why didn't it resist this force? Was it the concrete?

As years of vegetation were removed to provide a closer look at the fracture, the cause became clear. Not a single reinforcing bar was used in the wall. Concrete performs wonderfully in compression, but its tensile and flexural strengths are not very good.

The bond between reinforcing steel and concrete provides the tensile strength needed to resist such forces. It was later determined that the concrete contractor signed a contract with the farmer that simply stated, "provide a foundation wall with floor." This phrase was construed to mean the contractor would also provide the engineering design for the wall too.

*(see Negligence on page 7)*

Fabco Ad

## **WRMCA Launches New Website**

The WRMCA has launched their new website. Access the new site through the current link: [www.wrmca.com](http://www.wrmca.com).

Your patience is appreciated as updates and changes continue to be made to the site. With time, each link will have current information including up-to-date directories and contact information.

If you have any changes to make to the contact information for your company, please contact Ann Marie French, Webmaster, Essie Consulting Group at [afrench@patrickessie.com](mailto:afrench@patrickessie.com) or contact Liz Kelly, WRMCA Association Administrator at [lkelly@wrmca.com](mailto:lkelly@wrmca.com). You may also call or fax the information to : 608.250.6304 or fax: 608.250.6306.

## **Former WRMCA Headquarters Must Go**

The association's lease on its former office in Hales Corners runs through May of 2007. Our relocation to Madison makes this office space available today!

Located at 9415 West Forest Home Avenue, Hales Corners, the office is only three-minutes from Interstate 43 and highly convenient to Mitchell International Airport, Downtown Milwaukee, Waukesha, and Racine.

The 935 square foot suite includes three offices, a workroom, a conference room, good storage, and privacy. The building is well maintained and there is ample parking for employees and guests.

If you know someone looking for affordable office space in Southeastern Wisconsin, let them know about the opportunity to sublet or assume the WRMCA lease.

For more information or a tour of the suite, please contact the association office at 608.250.6304.

**Advanced Technical Services  
American Bin & Conveyor  
American State Equipment  
Aring Equipment  
AXIM Concrete  
Buzzi Unicem USA  
CEMEX  
CGC, Inc.  
Euclid Chemical Co.  
FABCO Equipment  
General Resource Technology  
GeoTest, Inc.  
Holcim  
Lafarge-North America  
Mann Bros. Inc.  
Master Builders**

**2004  
We're Partner's Day  
Sponsors**

*The WRMCA Associate Members  
listed here sponsored a full day of  
events at the annual  
convention in  
Green Bay, WI.*

*The Board of Directors and  
staff thanks them for their  
generosity and contributions in  
making the convention  
a success!*

**McNeilus Truck & Mfg.  
Milwaukee Mack  
Northeast WI Technical College  
North Lake Sand & Gravel  
Oshkosh Truck Corp.  
PhD Creative  
S.I. Concrete Systems  
Shephard Enterprises, Inc.  
St. Marys Cement  
Staples-Hutchinson  
TRICOR Insurance  
Vulcan Materials Co.  
W.R. Grace  
We Energies  
Wisconsin Cement Co.  
Wis. Public Service Corp.  
WI Thermo-Form**

*(Negligence Leading to Product Failure,  
continued from page 5)*

My deposition for this case was short. When the evidence supports the opinion that "negligence leading to product failure" was the cause, the case is very hard to refute. It took over seven years, but the farmer was reimbursed for his losses. The ready mixed concrete producer didn't even hire a lawyer.

Be careful when signing contracts to make sure the scope of work you plan to do is limited to only what you can competently do. Oh, and don't always blame the concrete producer first.

*Howard "Buck" Barker, PE is a consultant with River Valley Testing Corp. 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.*



## American Bin and Conveyor Ad

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# The WRMCA scoop®

First quarter 2004

## **Save the Dates!**

### **4th Annual Ready Mix Blitz Scholarship Golf Outing**

*June 24, 2004, The Wilderness Resort, Wisconsin Dells*

### **Wisconsin Farm Technology Days**

*September 21-23, 2004, Chippewa County*

### **Technical Workshop & Parking Lot Promotion Workshop**

*January 12-14, 2005, Hotel Mead, Wisconsin Rapids*

### **55th Annual WRMCA Convention**

*February 13-16, 2005, Key West, Florida*

*For a complete listing of WRMCA events - check out the WRMCA calendar published weekly - In the Mix.*

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Ready Mixed  
Concrete  
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TO:

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