NORTHERN VIRGINIA CONCRETE
ADVISORY COUNCIL

CORPORATE DAY LUNCHEON
HOLIDAY INN – MANASSAS VA

November 4, 2004

Chairman: Mike Newman, Virginia/Cardinal Concrete
Vice-Chairman: Tedd Schoch, Newington/New Rock Materials
Secretary/Treasurer: John Carter, W.R. Grace & Co.

ATTENDANCE

Ralph Rinaldi	Handyman Concrete
Mike Gerlock	Handyman Concrete
Art Heimbold	Handyman Concrete
Duane Laughlin	Crider & Shockey
Mike Newman	CCC – VCC
Bill McNamara	Essroc Cement
Tony Sneska	Essroc Cement
Hessam Nebavi	VRMCA
Tony Wright	Titan VA Ready Mix
Sean Murnane	W.R. Grace
Terry Crispell	Lehigh Cement
Charlie Windle	Luck Stone
Matt Corneliussie	ECS, Ltd.
Don Cooper	Aggregate Industires
Kevin Terry	CCC – VCC
David Key	Colonial Concrete
Mike Renzi	Newington Concrete/New Rock Materials
Peter Easter	VRMCA
Mike Kavka	Lehigh Cement
John Carter	W.R. Grace
Jack Drumheller	Crider & Shockey
Hank Nehilla	CCC – VCC
Jim Selkregg	Newington Concrete/New Rock Materials
Roy Eller	Newington Concrete/New Rock Materials
Tedd Schock	Newington Concrete/New Rock Materials

The meeting began with a welcome by Chairman Mike Newman. Mike introduced Co-Chairman Tedd Schock and Secretary/Treasurer John Carter. Mike then introduced Peter Easter of the VRMCA and invited him to address those in attendance.

Peter also thanked all those in attendance and recognized Mr. Al Newman. Peter credited Mr. Newman as a leader in the promotion of ready mixed concrete through the years.

Peter then spoke of the difficulty in measuring successes in our promotional efforts, but noted that according to the Portland Cement Association figures, Virginia, Kentucky and Tennessee consistently have the highest cement usage, after removing highway usage.

Next Wednesday, November 10, 2004 is the date of the VRMCA Truck Rodeo, which will be held in Richmond. The competition will consist of a written test, a pre-trip inspection and an obstacle course. Virginia State Police officers will act as judges. The winner will receive a $500.00 cash award and recognition at the 2005 Spring Convention.

There are several main issues that the VRMCA is working on the legislative level.

1. There is good news and bad news concerning the hours of service legislation. The good news is that the current legislation is being redeveloped. The bad news is that it is being redeveloped because they were thrown out as not strict enough. This legislation will have to be handled in Washington.
2. Interstate weight limits are at a dead end with Congressman Wolfe.
3. Highway Funding, on the House side, no new taxes and no fuel taxes raised is the cry. We know Governor Warner will present a transportation package, but that it won't be much.

Once again thank you for attending, thank you for all of your time and efforts throughout the year.

Building Committee

Goal: Increase the awareness of concrete within the residential market.

▪Participate in the 2004 Home & Garden Show in Chantilly
▪Hold several lunch box seminars at the featured ICF homes under construction.
▪Monitor the testing of ICF's through the ICFA, Joe Lyman and the Force Protection Equipment Demonstration
▪Coordinate and plan a Flowable Fill seminar for the contractor members of the HCCA
▪Increase participation within the committee

Accomplishments:

Capitol Home and Garden Show: February 26-29, 2004 Dulles Expo Center

▪Accumulated over 75 e-mail addresses of people interested in attending an informational meeting at an ICF Open House.

■Booth floor was done in stamped and patterned concrete. Work was donated by Stampcon, Inc.
■10x20 booth was constructed with ICF forms. Portion of booth had electrical wiring and was finished with drywall and wallpaper
■Featured concrete countertops for the first time this year.

■**Insulated Concrete Forms** – Showcase ICF homes under construction

■Angolia Residence, Parade of Homes (Great Falls)
■Sloper Residence (Great Falls)■Lothrop Residence (Burke)
■Leslie Residence (Great Falls)

Promotional opportunities included lunch box seminars at the building sites during construction for the design community, potential home buyers, building officials, realtors and custom homebuilders.

■Rory Ahern of Tara Contractors conducted the training with over 25 people in attendance. This was a full day course that showed all aspects of the ICF construction process.

Building Committee Future Plans

Hurricane resistant homes (Washington Post feature article).
Local news feature for ICF construction with Next Generation Homes.

Paving Committee

Goals:

■DEVELOP PROMOTIONAL LITERATURE FOR THE SPRING HOME AND GARDEN SHOW
■CONTINUE TO DEVELOP DATABASE FOCUSING ON CUSTOM HOME BUILDERS

■COMPLETE/REFINE COMPARATIVE COST ANALYSIS OF CONCRETE VS ASPHALT
■COMPLETE DEVELOPMENT OF PRESENTATION KIT
■COORDINATE WITH BUILDING COMMITTEE IN ORDER TO REALIZE PROMOTIONAL OPPORTUNITIES
■COORDINATE PRESS RELEASES ETC. THROUGH THE MEDIA COMMITTEE
■MAKE FOUR LUNCH BOX PRESENTATIONS
■MEET ONCE PER MONTH OUTSIDE OF REGIONAL COMMITTEE MEETINGS

Accomplishments:

■DEVELOPED PROMOTIONAL MATERIAL FOR SPRING HOME & GARDEN SHOW
■EXPANDED DATABASE FOCUSING ON CUSTOM HOMEBUILDERS

■COMPLETED DEVELOPMENT OF CONCRETE PAVING PRESENTATION KIT

■CONDUCTED TWO DIRECT MAILING CAMPAIGNS FOCUSED ON CUSTOM HOMEBUILDERS

■CONDUCTED 3 HOUR ARCHITECTURAL CONCRETE PRESENTATION FOR ARLINGTON COUNTY OFFICIALS
■CONDUCTED ARCHITECTURAL CONRETE DEMONSTRATION FOR ARLINGTON COUNTY OFFICIALS
■CURRENTLY WORKING WITH ARLINGTON COUNTY TO REPLACE 200' SECTION OF SIDEWALK WITH ARCHITECTURAL CONCRETE

Tilt-Up Committee

Goals:

■CONTINUE BUILDING DATABASE OF QUALIFIED TILT-UP CONTRACTORS, SCHOOL SYSTEM OFFICIALS, ARCHITECTS/ENGINEERS
■BRING STAFFORD COUNTY PROJECT TO COMPLETION
■CONTINUE TO REFINE/DEVELOP RELATIONSHIPS WITH THOSE IDENTIFIED IN OUR DATA BASE
■CONDUCT TWELVE OR MORE POWERPOINT PRESENTATIONS/SITE VISITS ETC. IN 2004
■MEET ONCE PER MONTH OUTSIDE OF REGIONAL COMMITTEE MEETING
■COORDINATE PRESS RELEASES THROUGH MEDIA COMMITTEE

Accomplishments:

■CONTINUED TO BUILD RELATIONSHIPS WITH THOSE IDENTIFIED IN OUR DATA BASE
■PROVIDED COST ESTIMATES FOR PAGE AND CULPEPER COUNTIES SCHOOL SYSTEMS
■CONDUCTED OVER TWENTY AIA ACCREDITED POWERPOINT PRESENTATIONS
■CONTINUED MAILING OF TCA'S QUARTERLY NEWSLETTER TO SCHOOL DESIGN DIRECTORS AND SELECTED ARCHITECTS
■CONDUCTED TWO DIRECT MAIL CAMPAIGNS FOCUSED ON SCHOOL SYSTEM OFFICIALS
■REQUEST FOR A PRESENTATION BY FAIRFAX COUNTY PUBLIC SCHOOLS AS A RESULT OF THE MAILING
■ STAFFORD COUNTY SCHOOL SYSTEM PRESS BOX PROJECT

Technical Committee

Goals:

■Organize a forum between ready mix producers and testing labs (WACEL). The main purpose is to improve communication between the two parties and build on the success and communication of the 2003 forum.
■Provide content updates to the technical portion of the website.

Accomplishments:

■Forty-two people attended the forum between testing labs and ready mix producers.
■Planned a concrete practices forum for residential contractors in lieu of the February 2005 meeting.

Media Committee

Goals:

■Maintain and update the "Concrete Advisor" website www.concreteadvisor.com
■Bill and collect $100 annual fee from Stamped and Patterned contractors.
■Assist Building Committee in the promotion of ICF construction through the local media.

Accomplishments:

■Kept website updated quarterly
■Collected $600 in annual website fees from Stamped & Patterned Contractors
■Assisted Building Committee in advertising for the 2004 Home & Garden Show

Membership Committee

Goals:

■Provide timely information updates to members. ■Maintain updated e-mail/phone contact list to be distributed to all members.
■Invite general managers/principals and other company leaders to a “Corporate Day” breakfast/luncheon to update council’s promotional efforts
Accomplishments:
■Maintained membership attendance at monthly meetings an average of 14 members
■Meeting reminders via e-mail, faxes■Forwarded requests by committees and Hessam using member distribution list
■Maintained and updated e-mail/phone distribution list
■Assisted in coordination and notification of corporate day luncheon

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Work with the selected committee chair to plan and facilitate a golf outing/education seminar for architects and engineers.**Accomplishments:**

■Fall outing in September attended by 20 architects/engineers/ local building officials.
■Professional seminar on ICF Construction with Rory Ahern of Tara Contracting Inc., and J.P. Brehony of Commonwealth Housing Corp.
■Good turnout by ready mix association members.
■Hurricane Jeanne washed the golf portion event out and members who paid for foursomes will play in April 2005 Education Opportunity.
■We appreciate and need your support to ensure representatives from all member companies are present and involved in our monthly meetings in order to make our promotional efforts a success.

Respectfully Submitted,

John D. Carter