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CONCRETE 2000

Virginia Ready-Mixed Concrete Association
630 Country Green Lane
Charlottesville, VA 22902-6478
Phone: 434-977-3716 Fax: 434-979-2439

newsletter

December 2004

Easter Associates, Inc. Earns Top Industry Accreditation

Easter Associates, Inc., a leading Virginia trade association management and government relations firm, has earned the association management profession's highest accreditation status.

Founded in 1976 by current chairman Peter Easter, CAE, the company represents more than a dozen corporate and trade association clients, including the Virginia Association of Broadcasters, the Virginia Ready-Mixed Concrete Association, and the Virginia Propane Gas Association.

In addition, the company provides state government relations services for one of the country's largest cellular phone companies and has 15 professional and administrative employees, five of whom are registered lobbyists.

The American Society of Association Executives (ASAE) awarded formal accreditation to the Charlottesville-based firm, which also has offices in Richmond. Less than five percent of association management firms in the country hold that accreditation.

"Our team is extremely proud and honored to achieve accreditation," stated company president Doug Easter. "The process was rigorous and detailed and the results confirm our commitment to providing quality management and government relations services to our clients."

ASAE, headquartered in Washington, DC, is dedicated to enhancing the knowledge and competency of association executives, promoting excellence in association management, and helping organizations better serve their members.

Founded in 1920, its 26,000-plus members manage leading trade associations, professional societies, and philanthropic organizations across the country.

ASAE's accreditation program was established to identify practices indicative of high quality management companies, assess the procedures and practices of individual firms, and improve the quality of services.

Virginia AIA Society Hosts Architecture Exchange East 2004 Statewide Convention

By J. Keith Beazley

Director of Industry Services, Central Virginia and Hampton Roads

The Virginia Society of the American Institute of Architects held the annual statewide convention last November in Richmond.

The convention was previously entitled "Building Virginia." For this year's event, the theme was changed to represent a broader perspective in the middle Atlantic area and was therefore named "Architecture Exchange East 2004."

The VRMCA was a sponsor member of the convention this year, as it has been in past years. This year's organization and attendance was one of the better organized and promoted events.

As a sponsoring member, the VRMCA provided the architects with three certified learning credit programs related to our products.

The first program was "Tilt-Up Concrete-Architects Are Pushing the Evolution," by Glen Stephens, an architect who has been a presenter at our spring and fall conventions. This program was very well attended and generated a great deal of interest and questions.

The second program was "Colored Concrete—What's It All About," by Rich

Solomon, President of Solomon Colors. The level of interest continues to be very high in the usage of colors in flat-worked floors, as well as architectural concrete.

The third program was presented by Michael Mota, PE, of Portland Cement Association. The focus of his presentation was "Concrete Contributions to Green Buildings."

This topic is one that is of very great interest to medium and large architectural firms and is generating a great deal of interest from federal, state, and local building officials.

The architects' response to the three seminars was very rewarding—63 attended the tilt-up seminar, 70 the colored concrete seminar, and 42 the green concrete seminar.

The speakers received high marks for their presentations. Over 85% in each seminar stated that they would like additional information.

VRMCA field representatives Keith Beazley, Bob Nablo, and Hessam Nabavi attended the convention and provided information from our association convention booth.

This event is a premier promotional activity with the Virginia AIA and architects. Comments were very favorable as to our program quality and participation with the Society.

6th Annual VMI Engineering Seminar a Big Success

By Bob Nablo

Director of Industry Services, Western Region

For several years, the Southwest Virginia Promotional Council, with the assistance of the Blue Ridge Council, has sponsored a dinner-seminar at the Virginia Military Institute for civil engineering students and faculty.

The event also draws VMI alumni involved in the ready-mixed concrete industry and interested guests from related fields.

The event is intended to showcase careers in the concrete industry, to educate students about

significant concrete applications in construction and to highlight proper concrete practices.

Over the years, presentations have included basic concrete mix design, highway and local street applications, new technologies such as self-consolidating concrete, the uses of concrete in notable structures and a panel discussion of jobs in the field.

It is always a difficult to find a suitable date during the busy academic year, and equally

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Seminar

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difficult to determine a topic that will both inform and challenge students.

This year, Dr. Jose Gomez, Associate Director for Structures, Pavements and Asset Management for the Virginia Transportation Research Council, presented a seminar entitled "Get In, Get Out, Stay Out—VDOT's Efforts In The Application Of High Performance Concrete."

Gomez is a 1979 VMI Civil Engineering graduate with MS and PhD degrees from the University of Virginia. He also is a former faculty member of the VMI Civil Engineering Department.



Dr. Gomez talks with Cindy Mullen and Dr. Grigg Mullen.

Gomez explained how VDOT works to incorporate concrete in Virginia highway paving projects, including important bridge projects, and how the Transportation Research Council investigates and tests new concrete mix designs and technological innovations.

Gomez was accompanied by 1957 VMI graduate and fellow Transportation Research Council member, Wally McKeel.

More than 90 attendees listened to Gomez—the largest audience in the brief history of this event.

Special thanks go to Dr. Dale Buckner, Head of the Civil and Environmental Engineering Department, and Michele Marlowe for getting such a large group of students and faculty members together.

Buckner remarked on the close cooperation over the years between the CEE Department and the ready-mixed industry, and that he was especially "pleased by the large and enthusiastic turnout" for the event.

Additional thanks to VRMCA members who annually give up an evening to attend this seminar and mix with students who may eventually be attracted to the industry.

Industry participants included: Andy Faulconer of Boxley Corp., Paul Ackerman of F & R, Robert Marek of Roanoke Cement, Sam Woolwine of Boxley Corp., John Pappas of F & R, George Tomaras of Lafarge, and Bob Nablo of VRMCAC.

Additionally, Robert Marek presented the CEE Department with a supply of PCA College Literature CDs donated to the students by Pat Reardon and the Northeast Cement Shippers Association.

These CDs serve as a resource for students looking for the various manuals, technical brochures and instructional books on cement and concrete currently available.

This event is now being planned for the fall of 2005. Any VRMCA members interested in attending or suggesting seminar topics, please contact Bob Nablo.



Cadet Paul Bryan and VRMCA member Sam Woolwine of Boxley Corp. take time to chat.

Spring Showcase of Innovations in Concrete Technology

New Promotional and Educational Tool at NRMCA Research Laboratory

By Hessam Nabavi, R.A.
Director of Industry Services, Northern Virginia

Last October, a group of industry leaders gathered at NRMCA Research Laboratory in College Park, Maryland to discuss the possibilities of upgrading this research center and to use it for continuing promotional and educational events.

This will offer a place for promotional activities to demonstrate various applications of concrete. The plan is to improve the building grounds with sample pavement designs, landscaping improvements and perimeter screening.

The goal is: to enhance the visibility of the Center for Concrete Research for promotion and education events by using it as a site for demonstration and evaluation of innovative concrete technologies.

The group designated April 28, 2005 for an Open House at the NRMCA Lab to celebrate the 75th anniversary of this facility.

This will showcase the capabilities of the lab and demonstrate pervious pavement and self consolidating concrete.

The target audience for this event will be architects, engineers, government officials, cement producers, ready-mixed concrete producers, industry groups, DOTs and many other organizations.

The October meeting was followed by another meeting in November to review the action items. Several meetings have already been scheduled to check the progress and ensure the success of this event.

Got News?
Send your
announcements and employee
recognition information to
VRMCA by email:
amy@easterassociates.com or
fax: 434.979.2439

Agenda Set for Annual 2005 Virginia Concrete Conference

By J. Keith Beazley
Director of Industry Services,
Central Virginia and Hampton Roads

"Count on Concrete to Enhance Transportation Investments" is the theme for the 2005 Annual Virginia Concrete Conference. The conference will be held in Richmond on March 10-11 in the Holiday Inn-Koger Center.

Again for 2005, there will be an opening general session followed the next day by concurrent breakout sessions on pavements and bridges.

Topics include: roller compacted concrete, enhancing mixes with admixtures, unbonded concrete overlays, and concrete corrosion protection strategies.

This conference is always well attended by top ranking officials of VDOT and is one that provides information about new methods and materials from our industry.

The conference is sponsored by the ACPA-Northeast Chapter, the Virginia Ready-Mixed Concrete Advisory Council, the Virginia Chapter of ACI, the Precast Concrete Association, VDOT and the Federal Highway Administration.

Marie Derby, Essroc Cement, Bob Long, ACPA, and Keith Beazley, VRMCA serve on the steering committee for the conference from our association and can provide information if needed.

Reservation forms and details will be mailed, posted on the web site and provided through the advisory councils in January 2005.

The New Concrete Intersections Notebook

Guidelines for Design, Construction, and Traffic Management

By J. Keith Beazley

Director of Industry Services, Central Virginia and Hampton Roads

A new notebook designed by the American Concrete Pavement Association (ACPA) with the input, guidance and suggestions of the VRMCA for the promotion and marketing of concrete intersections and turning lanes has been published and is ready for distribution to VDOT officials and local county and city engineering and planning departments.

This is a notebook of concrete intersection guidelines and the step-by-step instructions for designing and reconstruction intersections with concrete.

James Mack, Executive Director and CEO of the Northeast Chapter of the ACPA, was instrumental in the text and assembling all the elements of the notebook.

Local ACPA Director Bob Long held regular work sessions over a two-year period with Keith Beazley and Bob Nablo, VRMCA, for local intersection pictures and information of existing projects and turnings lanes in Virginia and section input of the notebook.

The notebook introduction states: "Intersection pavements can present significant, ongoing maintenance challenges. Because of typically heavy traffic flows, turning movements, starting and stopping, these pavements take an incredible beating."

As a result, intersections often became distressed and the pavements require frequent

maintenance usually for safety reasons. Fortunately, because of concrete's inherent strength and long-term durability, it is one of the best, if not the best way, to minimize distress and continuous maintenance often experienced at existing asphalt intersections.

Rehabilitating asphalt intersections with concrete can either involve the complete removal of the intersection or doing a partial removal of the intersection and replacement with an inlay.

Concrete intersections have the major advantage that they can last up to 40-years or more with minimal or no rehabilitation required.

This eliminates the repeated construction work zones and disruption to traffic required when resurfacing asphalt intersections. Further, using concrete minimizes both the user costs and the impact to business along the road.

Unfortunately, some agencies believe that the inconvenience of using concrete to reconstruct urban intersections to too great and the traffic control requirements would result in very high unit prices and user costs.

Studies included have found that reconstruction with concrete is a cost effective alternative to many asphalt pavement alternatives.

Besides the slightly higher initial construction

cost for concrete intersections another deterrent to using concrete is the lack of knowledge and experience with how to design and construct concrete intersections.

To address the lack of knowledge, this new binder was developed to highlight major design, construction, and traffic managements components for the development of a concrete intersection, explain why they are important, and then tell where to go in the binder for more information.

Bob Long and VRMCA will hold training sessions on the new intersection notebook with the paving chairmen of VRMCA's regional promotional councils.

These councils are developing marketing plans to reach local municipal and VDOT leaders and to market the intersection concept to the localities.

This new notebook with its comprehensive approach will present a new opportunity to market the concrete intersections and turning lanes throughout each region.

The American Concrete Pavement Association (ACPA) is reviewing this notebook for national distribution as a major marketing tool for concrete intersections, it is great that the notebook training guide concept started with the local ACPA and the VRMCA.

American Concrete Institute Classes Conducted in Northern Virginia by VRMCA

By J. Keith Beazley

Director of Industry Services, Central Virginia and Hampton Roads

The American Concrete Institute (ACI) was organized in 1905 to serve as a nonprofit scientific and educational society.

The organization serves the needs of engineers, public agencies, architects, owners, contractors, educators, and other specialists interested in the design, construction, and maintenance of concrete structures.

The chartered objective of the Institute states that its purpose is "to provide a comradeship in finding the best ways to do concrete work of all kinds and in spreading that knowledge."

The Virginia Ready-Mixed Concrete Association is licensed by the Certification Department to conduct Concrete Field Testing Technician Certification classes throughout Virginia. A session of classes and examinations

were held in December in Warrenton.

The "comradeship" was evident in the proctors that volunteered their time for the practical examination and the professional manner in which the examination was conducted.

Keith Beazley and Bob Nablo conducted a pre-exam session of the proper procedures the proctors should use in their review of the individuals participating in the practical testing in the use of the concrete testing equipment.

This review will be a new procedure and will help the proctors understand the methods of the test and create a uniform system within the state.

Richard Steele, P.E., was the examiner and taught 28 individuals at this testing. The practical exam was at Cardinal-Virginia

Concrete Company Inc., located in Vulcan Quarry in Warrenton. The plant supplied the faux concrete for the test.

The proctors were: Tom Manning, Titan Virginia Ready-Mix LLC; Will Adams, Lehigh Cement; Steve Youngerman, Newington Concrete; Duane Laughlin, Crider & Shockey; Doug Shaffer, Crider & Shockey; David Routt, VDOT; Ronnie Smith, VDOT; Tony Thompson, Cardinal-Virginia Concrete Company Inc.; Bob Nablo, VRMCA and Keith Beazley, VRMCA.

These individuals and companies that are represented made the test a success for our industry and for the new technicians of our concrete.



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The Smart Road bridge, at 175 feet tall, is Virginia's tallest bridge. Approximately 9,647 cubic yards of high-strength concrete were used to construct the 2,000-foot long bridge.

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