

# Ready-Mixed Concrete Advisory Council Reports

## Advisory Council Promoting Construction, Education, and Training

### Promoting Concrete Construction

The Richmond Concrete Advisory Council held in December a concrete promotional project for the Pole Green Elementary School in Hanover



County. The project "A Christmas Gift Cast in Concrete" involved the seven first grade classes of the school. The Christmas gift was a concrete cast form for each individual student and the student placed items in the concrete to personalize the gift for their family.

The concrete was cast in a four-inch square mold. The project had twenty-two volunteers from the Richmond Council who divided up in teams and taught the 180 students. The subjects included the elements and properties of concrete, what it is, how concrete is made, how it is used and who works in the industry. Also, each classroom developed part of a concrete sign for the school entrance.

A ready-mix truck was brought to the school for the students to see and receive their concrete for each classroom. Cindy Garrett, Mobile Concrete, was chairman for the project and developed a standard curriculum for each classroom. The project was well received by the school administration and teachers and a program will be developed for the Middle and High Schools in the future.

The Hampton Roads Council recently presented plaques for outstanding workmanship and usage of concrete for the Tidewater Builders Association and Home a Rama and the Peninsula Builders Association and Parade of Homes. The projects were attended by 150,000 people and featured the latest in home design and products.

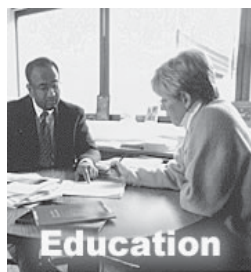
The chairman of the project was Jim Richbourg of TSC Concrete and he worked with a panel of judges to select the winner in each project. The usage of architectural concrete has increased in the projects with patios, special concrete pool decks, and sidewalks in addition to the usual concrete driveways.

The project increases the awareness of proper placement and utilization of special finishing techniques for the builders and the public. The Homebuilders are pleased to have the Hampton Roads Council sponsor this event.

*By Keith Beazley, Director of Industry Services, Richmond and Tidewater Regions*

### Extending Concrete Education

Richard Franey and Nick Melfi contacted the Northern Virginia Building Industry Association (NVBIA) to inquire about educational opportunities that we



could provide relating to concrete. The Custom Home Builders Council was interested in learning about decorative concrete instead of using the traditional brick or slate construction for exterior construction. These homebuilders often build as few as five homes per year and their clients are often interested in exotic designer features that are not found in production homes.

Dave Snider and Mike Newman developed and presented a quick PowerPoint on decorative concrete, which consisted of several pictures of stamping processes, including completed designs along with benefits of decorative concrete.

We also made sure to have a local decorative concrete contractor to answer questions as well as technical concerns brought up by the builders.

This was a great way to reach a whole group of builders and we have had several e-mails for more information and additional stamped and patterned contractor contacts.

The 2003 Building Committee will deliver an ICF presentation to this same NVBIA Custom Home Builders group at their spring meeting. Some of the members had heard about the ICF concept and would like to dedicate part of a meeting to learning more and sharing the details with the rest of the group.

*By Mike Newman, Media Chair*

### Training to Apply Education and Concepts

In January 2003 the Southwest Virginia Council will sponsor two driver training seminars. The seminars will include the annual drug and alcohol certification.

Then in February 2003 we will hold a dinner and a seminar at the Virginia Military Institute in Lexington for engineering students and faculty.

Earlier in 2002 the Council directed that a more proactive relationship with the local Blue Ridge AIA Chapter be developed, and to that end we will co-sponsor

an architectural presentation in the Roanoke Center For The Arts, and the AIA Chapter will also work with us to establish instructional events at Virginia Tech.

SW Council member Rick Harrell has completed construction of a new truck

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# Advisory Council Promoting Construction, Education, and Training

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maintenance facility and office complex in South Boston. The site displays several thousand square feet of concrete paving around the fueling station and maintenance bays, and is an excellent promotion tool to show heavy truck owners.

The initial ACI Field Technician Grade 1 Testing Class in the Harrisonburg area was held in November. Richard Steele conducted the instruction and has agreed to hold an annual class.

Council member Rob Rinehart inquired about literature warning against the use of deicing products that could be given to owners of new concrete driveways, sidewalks and patios, and brochures have been purchased for this purpose. They will be distributed to homeowners and concrete contractors, particularly in new residential developments.

The Blue Ridge Council Tilt-Up Committee continues to work toward a demonstration of tilt-up construction in an educational environment and expects that an announcement of a specific project will be made early in 2003.

*By Robert Nablo, Director of Industry Services, Southwest and Blue Ridge Regions*

## And Who Is the New Guy on "The Block?" — Hessam Nabavi



These short few lines are from the new guy on the block. "The block" is Northern Virginia Ready-Mixed Concrete Advisory Council. As you all know, by education and background I am an architect. I have been practicing architecture full time since 1981. In 1993 I started my own architectural firm in Maryland. In my 20 plus years as architect, I have mostly worked in marketing, design and project management capacities.

As an architect I have been involved with different types of projects, ranging from commercial offices, large enclosed shopping malls, power centers to institutional and schools. A few months ago I learned about this exciting opportunity, and I felt that due to my background I can be a great match and my skills could be beneficial to the organization.

I joined the advisory council on October 1, 2002 and in that short few months, I have met so many wonderful people.

Everyone has been very welcoming and helpful, and I think this is a good place to take a moment and thank all of you wonderful people for making me feel right at home.

I believe in Northern Virginia we have a great team with awesome leadership and high level of accountability. As we roll in to the New Year we are going to focus on our target in different markets, set small achievable goals, develop a game plan, be accountable to the team, get out there and promote ready-mixed concrete, and every month check our progress and refocus.

I have spent a large portion of my professional life in marketing and sales of high cost items such as buildings, and I know in sales after we identify our target market, we start building relationships with our market by exposing them to the product and taking the time to educate them about the benefits of that product.

For example, as I started working with the advisory council I knew in order for me to accomplish my objective about tilt-up schools, I had to develop a database of names and numbers for public school design directors and the school architects in Northern Virginia and Washington D.C.

I have also put together a very effective power point presentation for tilt-up school construction with the help of Tom Evans with MRMCA, Mike Newman, Tony Thompson, Brian Young, Duane Laughlin and Bob Nablo. I am now working on developing a presentation for ICF.

In the past month or two, I have been meeting the public school design directors and some of their architects. Interestingly enough, as I get to meet the directors, they provide me with the list of upcoming projects and the list of their school architects.

Some of them even insist that I should meet with their architect to discuss the use of tilt-up in their new projects. In short, my goal is to meet the specifiers, build relationships with them and educate them about our product and its benefits whether it be tilt-up, ICF, etc.

In December I had two presentations on Tilt-Up and ICF and more have been scheduled for the upcoming months. With the help of Brian Young, I am also putting together a list of tilt-up contractors who are willing to assist us in cost analysis, estimating and attending presentations for technical support.

I know for a fact in Northern Virginia with the strong team that has been

assembled, the great leadership, and this new guy on the block we are going to win.

With that let's get out there and promote the world's greatest construction material ever.

*By Hessam Nabavi, Director of Industrial Services, Northern Virginia Region*

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## Southwest Virginia Council Gives Special Recognition

The Southwest Virginia Council wishes to thank outgoing chairman Larry Bullock for his two years of outstanding service, and several projects begun under his direction were completed in 2002. The Council has found that with good planning and hard work, breakfast seminars for construction managers and job superintendents can be very successful. Accordingly, two new seminars were held in late 2002 — a presentation on testing concrete in the field by Don Sipher, and a three-part seminar on fiber reinforcement, admixtures and self-consolidating concrete by Michael Carter, John Carter and Buck Hamil.

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## Blue Ridge Council Work with Tilt-Up Continues

In the final quarter of 2002 the Blue Ridge Council continued to work on several ongoing projects: a proposed ICF Habitat For Humanity duplex in the Bridgewater area is still being considered by the local Habitat chapter.

The Council will be publishing a new mailer/brochure on preventing concrete scaling, roundtable discussions with area testing labs continue, and the Council continues to try to place generic ICF advertising in local newspapers.

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# Spreading The Word On Self-Consolidating Concrete

A family of versatile, cement particle-dispersing admixtures is rapidly changing concrete plant and field practice, with promises of labor and energy savings, safer working conditions, and better results. Those admixtures are known as third generation superplasticizers or, to chemists and the quality control crowd, "polycarboxylate-type" agents.

For cast-in-place construction and precast fabrication, these superplasticizers can impart to mixes a) more rapid strength development than conventional concrete; b) a fluid consistency measured not by slump but spread; c) an ability to migrate throughout forms such that little or no vibration is required; and d) a tendency to produce finished surfaces of superior uniformity and smoothness.

Third generation superplasticizer-bearing mixes took center stage last month in Chicago at the 1st North American Conference on Design and Use of Self-Consolidating Concrete (SCC). With the presentation of nearly 70 papers, the two-day event examined how SCC, a product typically formulated with polycarboxylate agents and carefully graded aggregate, is revolutionizing U.S. and Canadian concrete. Presentations included "U.S. Regulatory Work on SCC," from Axim Concrete Technologies Manager of Technical Services Martin Vachon and Master Builders Manager of Concrete Technology Joe Daczko. They offered technical and market highlights showing how the industry is preparing SCC for mainstream use.

## Standardization

The American Concrete Institute, American Society for Testing and Materials and Precast/Prestressed Concrete Institute (PCI) have adopted "consolidating" for SCC, versus "compacting." The designation was prompted partly at the behest of retired Corps of Engineers/Vicksburg staffer Bryant Mather.

Leading the way in standardization is PCI, whose producers enjoy more latitude in choosing mix designs and placement methods than their counterparts in other concrete segments.

The institute has charged a 20-member Fast Team with developing interim SCC guidelines to be published in the first half of 2003. Among criteria factoring into those guidelines are specifications J.W. Peters developed for Soldier Field, featured on this month's cover and pages 20-22.

At ASTM, a 44-member Subcommittee on Self-Consolidating Concrete (C09.47),

formed in June 2001 under Committee C 9, has targeted a third-quarter 2003 balloting for SCC test methods. They will define SCC as a mix 1) fluid enough to fill forms with external energy; 2) one remaining homogenous during and after placement; and 3) flowable through dense reinforcement, if needed. C09.47 members plan to harmonize their definition of concrete mix densification with that of ACI, whose Subcommittee 236B met in October with an eye toward issuing an emerging technology report on SCC next

year, followed by a more comprehensive state-of-the-art report.

The conference was organized by the Center for Advanced Cement-Based Materials in Evanston, Ill., with sponsors ACI, PCI, Portland Cement Association and six of the top ten global players in admixtures and cement. Through frequent news items, technical reports and case histories, we will join these organizations and companies in helping spread the word on SCC.

## 2003 ACI Schedule

January 22, 23, 27	ACI Field Technician I Certification Class	Richmond, VA
February 27, March 3	ACI Field Technician I Certification Class	Hampton, VA
April 2, 3, 7	ACI Field Technician I Certification Class	Harrisonburg, VA
May 7, 8, 12	ACI Field Technician I Certification Class	Roanoke, VA
June 11, 12, 16	ACI Field Technician I Certification Class	Richmond, VA
July 9, 10, 14	ACI Field Technician I Certification Class	Hampton, VA
August 13, 14, 18	ACI Field Technician I Certification EXAM	Roanoke, VA
September 17, 18, 22	ACI Field Technician I Certification Class	Harrisonburg, VA
October 15, 16, 20	ACI Field Technician I Certification Class	Richmond, VA
November 12, 13, 17	ACI Field Technician I Certification Class	Hampton, VA
December 10, 11, 15	ACI Field Technician I Certification Class	Harrisonburg, VA

## Williamsburg in May

May  
18th-20th



May  
18th-20th

## The Spring Convention

