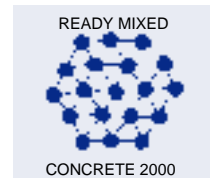


The

READY-MIXER

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newsletter

June 2004



Roy Ahern, standing, exposes builders and framers to ICF construction techniques during a recent regional ICF Training Seminar.

Training Seminars Tapping Into Potential ICF Markets

*By Hessam Nabavi
Director of Industry Services*

For quite some time we have been asking ourselves why ICF construction has been exploding in some areas when there has not been a lot of activity in other areas, such as Northern Virginia. We have always believed that the potential exists for great growth in Northern Virginia; we just need to tap in to it.

Several months ago, in search of answers, **Dave Snider** of Virginia Concrete and I took a trip to Richmond to meet with ICF distributor **Dave McIlwain**. We have always known that he is a great promoter, but we wanted to learn some of his ideas. After spending a day with Dave and

analyzing the challenge, we decided that in order to have more success with ICF, we need to first have more ICF distributors and, second, we need to develop more ICF installers.

We are certainly encouraging various ICF manufacturers to start promoting their products in the Northern Virginia area. To increase the number of qualified installers, we have started a series of all-day training seminars for custom homebuilders and framing contractors.

On May 19, 2004, the Northern Virginia Concrete Advisory Council hosted the first of these training seminars. **Rory Ahern** of Tara Contracting Inc.,

See Training, page 3

Event Planning Underway for Fall Convention

Expectations for the construction economy and cement supply are featured seminars at the upcoming VRMCA Fall Convention, to be held September 12-14, 2004, at Wintergreen Resort. Featured seminars will include:

- William & Mary College Economist Roy Pearson, who will provide guidance on Virginia's construction economy for 2005;
- Ed Sullivan, Chief Economist for PCA, will discuss the future supply outlook for cement; and
- Karen VonLengin, University of Virginia Architecture Dean, will advise the industry on how to educate architects.

Other speakers will highlight upcoming advances in concrete technology and

See Fall Meeting, page 2

Concerns Voiced About Concrete Shortage

*By Bob Nablo
Director of Industry Services*

At the recent seminar on hot weather concrete placement, sponsored by the Southwest Virginia Advisory Council, questions were asked about the anticipated tight supply of cement.

Council Education Committee Chair Nick Thomas responded for the ready-mixed concrete industry, strongly suggesting to the attending contractors that they begin imme-

See Shortage, page 2

Lorber, Bishop, and Nelson to Lead VRMCA

At the 2004 Annual Meeting May 16-18, **Gus Lorber**, president of Allied Concrete Company, was elected to a two-year term as president of the association. In addition to serving as vice president and secretary/treasurer of the association, Lorber was chairman of the association's advisory council for six years.

Diggs Bishop, president of

Virginia Concrete Company, was elected vice president and will become chairman of the advisory council. The board of directors approved a new succession plan that automatically appoints the association's vice president as chairman of the council.

Morgan Nelson, president of S.B. Cox Ready-Mix, Inc., was

elected secretary/treasurer and is the new 2004 Fall Meeting chairman.

The membership also elected **Larry Bullock, Kenny Rowe, Timothy Wells**, and **John Ware** to the board of directors for two-year terms. A complete roster of the 2004-2005 officers and directors is enclosed in this newsletter.

Fall Meeting

Continued from page 1

innovative management techniques. The tentative schedule for the convention is shown below. Reservation forms for Wintergreen Resort are enclosed. **The deadline for hotel reservations is August 12, 2004.**

Golf hole sponsorships to fund scholarships for students in concrete technology are available. The registration form for scholarship sponsorship and convention activities are also enclosed.

Tentative Schedule of Events

Sunday, September 12

12 Noon–2 p.m.	Advisory Council Board Meeting and Luncheon
3 p.m.–5:30 p.m.	Board of Directors Meeting
3:30 p.m.	Registration Desk Opens
6:30 p.m.–7:30 p.m.	VRMCA Cookout

Monday, September 13

7:30 a.m.	Registration Desk Opens
8:00 a.m.	Seminars
11:30 a.m.	Adjourn for golf and other activities
7:00 p.m.–8:00 p.m.	Reception
8:00 p.m.–9:30 p.m.	Dinner

Tuesday, September 14

7:30 a.m.	Registration Desk Opens
8:00 a.m.	Seminars
11:30 a.m.	Adjournment

Webmaster/Database Developer Joins Association Staff

Easter Associates is pleased to announce that a multi-talented webmaster and database developer has joined the staff. Shane Fowlkes brings a wealth of skills and new services to the VRMCA. These include:

- Website and web application development;
- Website hosting;
- Website statistical analysis and monitoring;
- Internet systems integration;
- Internet marketing and research;
- Custom database development;
- Custom graphics and animation development; and
- Logo design and identity creation.

"We are delighted that Shane has joined the staff at Easter Associates. His experience and skill in designing and maintaining websites, as well as database administration, will greatly enhance the services we offer to VRMCA members," said Doug Easter, President of Easter Associates.

W.R. Grace Celebrates 150 Years in Business

W.R. Grace & Co., with Virginia locations in Chesterfield, Fredericksburg, Glen Allen, Mechanicsville, and Spotsylvania, held a worldwide celebration of its 150th anniversary on May 10, 2004. The company hosted celebration events at 128 locations around the globe to recognize its heritage, examine its role in the industry, and share its vision for the future.

2004 Spring Convention Shots



Smiling Faces

Top, guest speaker Charles Mann, formerly of the Washington Redskins, poses with Marie Derby and Jim Selkregg. Above right, the camera catches (l-r) Lynwood Butner, Jack Cunningham, Kyle Fraser, and Ray Whelahan.



ACI Field Testing Technician Certification Program

Upcoming 2004 Seminar and Exam Schedule

Roanoke

June 23, 24 & 28

Hampton

July 14, 15 & 19

Harrisonburg

August 18, 19 & 23

Richmond

September 15, 16 & 20

To register call 434-977-3716.

Training

Continued from page 1

distributor of Amvic Insulated Concrete Forms, conducted this Regional Training Seminar. Ahern conducts national, as well as regional, ICF seminars and has been a distributor and installer for over 10 years.

A variety of builders, framers, and ICF distributors attended this seminar. Ahern did a tremendous job of teaching the ICF construction process, using a PowerPoint presentation and building a variety of wall details.

Bob Berger of Tara Contracting assisted Ahern in this effort. Ahern also offered his support on the installer's first ICF job. Their assistance is greatly appreciated. We believe growth for the ICF market will occur in Northern Virginia as a direct result of such educational activities.

Shortage

Continued from page 1

diately to work closely with their ready-mixed suppliers. He pointed out that the more advance notice a producer had about a contractor's requirements, the more likely it was that the concrete order would be filled.

Thomas recommended a minimum of three days notice—and more whenever possible. He definitely got the contractor's attention with the statement,

“Don't order 20 yards for a job, and just before the trucks leave the plant change the order to 40 yards, because you won't get it—and you'll have a half-finished job!”

Producers can help themselves by getting this word out to customers. The pre-placement conference is an excellent time to make sure everyone involved understands the situation. Planning and communication can help avoid problems at the job site.



WHEN SO MUCH IS RIDING ON
YOUR CHOICE OF CEMENT,
MAKE THE **RIGHT** CHOICE

THE **RIGHT** PRODUCT & SERVICE
IN THE **RIGHT** PLACE
AT THE **RIGHT** TIME

Roanoke Cement has supplied ready-mix producers and the construction industry with consistent, dependable, high quality cement for over 50 years.

A superior product, backed by excellent customer service, the latest technology, and reliable distribution shows our commitment to serve our customers.

When so much depends on your cement, choose Roanoke Cement. Call 800-782-7622 or 540-992-1501 today.

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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