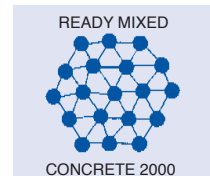


The

READY-MIXER



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

newsletter

March 2005

Don't Miss the 2005 Spring Convention!

Your 2005 Spring Convention Chair, Jim Simons, has put together a great lineup of speakers for the 2005 Spring Convention, to be held at Kingsmill on May 15th-17th.

The speakers include Council President, Diggs Bishop, and our industry representatives, to give you an overview of our Council activities during the past six months.

We also will have a presentation by Bryna Dunn with Mosley Architects on LEEDS. Philip Shucet will be speaking on VDOT reforms and the 2005 session.

In addition, we will have an industry roundtable, which Morgan Nelson will lead.

Finally, we will have Peter Longo who is a motivational speaker and trick golf player. He has spoken to companies such as Kraft and Keebler.

Jim and your VRMCA staff visited Kingsmill last week to finalize the details and we feel the program and the accommodations will be something you do not want to miss!!!!

Oh yeah, we might have time for a round of golf and shooting while we are in Williamsburg.

We encourage you to send in your registration as soon as possible. **Please make your reservation before the cut-off date (April 15th) at the hotel or you will not be entitled to our convention rate.**

We look forward to seeing each and every one of you there. Please do not hesitate to call Vicki Stec at 434-977-3716 if you have any questions about making arrangements to be with us.

VRMCA Spring Convention

May 15-17, 2005

Kingsmill Resort Williamsburg, Virginia



Program

Sunday, May 15

Noon-3:00 p.m.	VRMCA Advisory Council Board Meeting and Luncheon	Randolph Room
3:00-5:30 p.m.	VRMCA Board of Directors' Meeting	Randolph Room
3:30 p.m.	Registration Desk Open	Moody's Tavern Landing
6:30-7:30 p.m.	VRMCA Reception	Burwell Plantation Lawn
7:30-9:30 p.m.	Dinner on Your Own	

Monday, May 16

7:30 a.m.	Continental Breakfast	Burwell Plantation Lobby
7:30 a.m.	Registration Desk Open	Burwell Plantation Lobby
8:00-8:10 a.m.	Introductions	Burwell Plantation
8:10-9:00 a.m.	VRMCA Advisory Council Update	
9:00-9:45 a.m.	LEEDS Program Bryna Dunn, Director of Environmental Planning & Research Moseley Architects	
9:45-10:00 a.m.	Refreshment Break	Burwell Plantation Lobby
10:00-10:30 a.m.	Update from the General Assembly Philip Shucet, Commissioner Virginia Department of Transportation	
10:30-11:30 a.m.	Driver Training in our Community Colleges Mike Vann, Lead Instructor TCC Truck Driver Training Tidewater Community College	
11:30 a.m.	Adjourn for Golf, Sporting Clays, Sightseeing, Shopping, and Relaxation	
1:30 p.m.	Golf, Shotgun Start, Woods Course Box lunch, range balls, and continuous beverages included in golf registration fee	
1:30 p.m.	Sporting Clays, Old Forge Sporting Clays, Providence Forge, VA Box lunch included in shooting registration fee	
6:30-7:30 p.m.	VRMCA Reception	Burwell Plantation Lawn
7:30-9:30 p.m.	Dinner on Your Own	

Tuesday, May 17

7:30 a.m.	Continental Breakfast	Burwell Plantation Lobby
7:30 a.m.	Registration Desk Open	Burwell Plantation Lobby
8:00-9:00 a.m.	Industry Forum Morgan Nelson, S.B. Cox Ready-Mix, Moderator	Burwell Plantation
9:00-10:00 a.m.	Guest Speaker Peter Longo, "The King of Clubs"	
10:00-10:30 a.m.	Refreshment Break	Burwell Plantation Lobby
10:30-11:00 a.m.	Annual Business Meeting Presentation of Safety Awards Election of Officers and Directors	
11:00 a.m.	Adjourn	

Great Success at Capitol Home and Garden Show

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

The Home and Garden Show at the Dulles Expo Center in Chantilly, Virginia has become a tradition in Northern Virginia.

This event hosted thousands of people from February 24 through February 27.

Education committee chairman, Mike Renzi of Newington Concrete and members of the Northern Virginia Advisory Council, sponsored another exciting event to educate the public about various applications of concrete.

Our booth was inviting and well defined by VRMCA's display. Many pictures of ICF homes and architectural concrete with colors and patterns were posted on the display.

Brochures, literature and magazines were available to enhance our promotional efforts. We witnessed a great deal of interest in ICF homes and architectural concrete at the show.



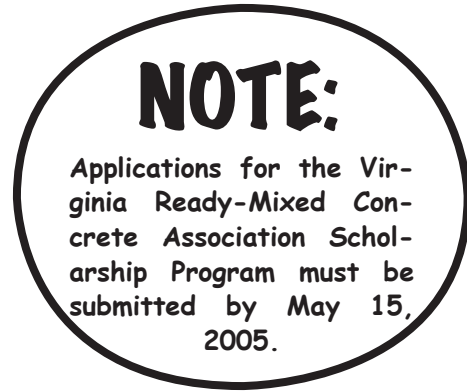
Territory Manager Michael Carter, of SI Concrete Systems, answers attendees' questions regarding the various applications of concrete.

There were many questions regarding the method of construction and the cost associated with it, which were answered by the members that were working at the booth.

As usual, we created a multi-page list of contacts for post-promotion use and future invitations to the upcoming ICF home open houses.

The show was a great success. Many thanks to all those who donated their

time and effort to make this a productive and successful promotional event.



wins, and let all (managers, workers, clients, etc.) know about them.

3) Have a supportive structure for safety.

Because these organizations value the potential impact of safety, they strongly select and support those in the safety chain of leadership. Emphasis is on choosing and developing high-performers.

And these companies create an infrastructure that supports smooth efforts—sufficient staff, budget, logistical support—as well as having access to senior executives with pull.

4) Develop trust.

Effective organizational leaders have realistic expectations of their workers (such as not expecting them to learn totally new procedures without sufficient training, or on the fly while still expecting a heavy and high-paced workload).

They understand that changing habits requires some effort and may not instantly occur with the snap of a document or the immediate purchase of new equipment.

They also show support and concern for individuals in their company who are motivated but not performing as expected.

Highest performing safety organizations generally watch for those who have repeat accidents and apply interventions that are geared to changing attitudes and skills. They don't have a punish-first orientation.

5) Focus on self-correction.

The best never rest. Emphasis is on continuous improvement and self-correction, rather than being self-satisfied with the lofty position they have attained.

They don't operate in a reactive maintenance mode. You won't find the best safety companies possessing an attitude of "if it ain't broken don't fix it."

No, the best companies focus on helping individual employees become self-motivated and self-monitored.

Outside observation is used appropriately, but they go beyond the external reinforcement quagmire and don't get caught up with safety "rewards" that have to continuously rise in value to get employees' attention.

6) Have a visibility strategy.

Managers show up for safety—whether it's for a short time during safety meetings or at safety conferences, asking about safety perfor-

The World-Class Kingdom: Ten Keys that High-Echelon Safety Organizations Employ

The following article by Robert Pater first appeared in the September 2004 of ISHN magazine.

In my experience, high-echelon safety organizations do most of the following:

1) Avoid the compliance trap.

The best companies expect compliance as a matter of course. They know focusing on compliance tends to keep a company stuck in a quagmire of mediocrity. A punitive approach never leads to world-class performance.

"Fear never creates peak performance, only minimal performance," wrote Intel Chairman Andrew Grove in his book, *High Output Management*.

To develop world-class behavior, workers have to want to do what's safe for them, whether they believe anyone is watching or not.

Beyond a low level of compliance based on fear, people engage in safety because they

personally want to, or because they've developed safe defaults.

2) Leverage safety.

World-class companies know that safety is not their ultimate aim. Safety is a means to an end for maintaining an effective, productive, responsive workforce.

They also look for ways to spread safety everywhere with as much involvement as possible. Safety is part of everyone's job.

Hourly workers may be safety coaches.

Supervisors are trained in safety. Managers have safety performance metrics as part of their performance appraisals. Safety gains are leveraged as well, publicized to everyone.

Rather than wait for safety successes to be revealed, highest echelon companies aggressively seek out anecdotal and statistical safety

To develop world-class behavior, workers have to want to do what's safe for them, whether they believe anyone is watching or not.

Do us all a favor, Shut up and Drive

By Don Bennett
Safety Director for Ready-Mix Concrete Company and VRMCA Safety Committee Member

For those that just came in, I just got to work after following a driver on a cell phone. I watched this driver perform as they say at the circus, "a death defying feat of physical strength and agility." Just had to write this down while I was "in the mood."

Are you sick and tired of having your life endangered by drivers who are too self-important to put their phones down and pay attention to the road? I am, you should be and so are many more Americans.

Don't you really like to get behind those folks in the morning who are able to perform extraordinary feats of mental and physical dexterity by talking on the phone, drinking coffee, performing personal grooming rituals, eating a BO-Jangles biscuit and driving?

This is an example of either a multi-talented person or someone who should remove them selves from the gene pool. This one is your "CALL." I personally think they should have been up about two hours earlier and performing their grooming rituals while still at home.

How about those folks in front of you who are taking an "order" on their phone, writing the order down, eating a "Quarter Pounder" and driving with their right knee? This is the reason insurance companies own the United States.

The odds that you'll slam your vehicle into some un-suspecting soul or a guardrail increase dramatically while talking on a cell phone.

Talking on a cell phone and driving increase your risk of an accident 400%, that's about the same as driving drunk. It doesn't take a Rocket Scientist to figure out that talking on a phone and driving are dangerous, DUH!!!

America has become a nation of Phone "Geeks" who think nothing of putting their lives in peril, not to mention the lives of others, for their own convenience, fun and even profit.

Now for more good news, it will get worse before it gets better. Cheaper phone rates encourage more hours of car phone use, while new devices are adding Web distractions such as e-mail, stock quotes and e-shopping. I don't know about you, but the thoughts of someone

driving down the road ordering X-rated material by e-mail or talking to some of those "let me talk nasty to you" phone "ladies" does not make me think of a safe situation.

It gets worse. More than 100 million Americans now use cell phones. Of those, a whopping 87% say they use the phone while driving—even though most agree that it is a dangerous practice. That ought to make you happy your sixteen-year old just got their license.

Driving while talking on a cell phone is dangerous, you know it, I know it, and the American people are gradually figuring it out. Even the cell phone industry knows it, although they will never admit it. We're talking the "big green" here; the almighty "buck." Folks tend to over-look a lot when any thing above six figures is involved.

There are no actual figures on how many accidents are caused by phone use, only estimates. Even the folks who can find nothing wrong with driving and talking know it's not safe. Robert Hahn, a supporter of drivers with cell phones wrote an article in the New York Times on the results of a 1999 study. He predicts "ONLY" 10,000 serious accidents and 100 deaths per year from those driving while on the phone. I don't know about you, but I would hope and pray that one or two of the above mentioned "Only" are not my family members or anyone else's. This sounds like the ravings of a lunatic to me.

Those who use their phones give excuses that sound like my teenagers when I have caught them doing something they know the should not have done. "Why don't they ban radios or talking to passengers or eating in cars?" It might be that radios and "Big Macs" don't talk back, expect you to answer, and make demands that require you to concentrate on the conversation and not your driving. Passengers, unlike your phone "buddies," can see when heavy traffic demands your "complete" attention.

With all the above information you would think that it would be illegal in at least one State to drive and talk. Guess what? At the time of this "scathing editorial" it isn't. No state as of

1999, had banned the use of cell phones while driving—although a few towns have seen the danger and have done so.

You need to ask Patti and Rob Pena of Pennsylvania what the penalties for talking on a cell phone and having an accident are. A driver while talking on a cell phone ran a stop sign and killed their 2-year old daughter. The driver received two tickets and a \$50.00 fine.

Or how about the little girl who was killed in North Carolina when a tractor Trailer driver dropped his cell phone, reached to get it, and collided with the rear of a school bus, killing the young girl.

I guess these were two of the 100 deaths that were to be "expected".

Now, if you use your phone and you think all of the above is just "Bull" don't feel too confident. In 1999 alone, there were 15 states who had legislation on the books to ban phone use while driving. But alas, seven states failed to pass the legislation. The cell phone industries, "being the good guys they are," know what's best for you and me. They have opted to push a "hands free device." Of course this is for the public's "good"—not taking in consideration all the new phone equipment they will sell.

If the use of phones are banned it will be up to those who see and are "bothered" by the increase in cell phone use while driving. You voted the politicians in—let them know how you feel or vote them out.

For those who think that they "must" and are addicted to "car phoning," is your conversation important enough to cost you your life, or even worse some one else's life? If you think the conversation is more important, the world won't miss you long anyway!

In my lifetime I have known several people who have killed others in a traffic accident. They say "it's a hard fact to live with." If you think your phone call is more important than your life, that's fine, just don't get me or others involved. Ready Mixed Concrete Company has a cell phone policy, and as you read above, for good reason. FOLLOW IT!!!!

Pull off the road to use the phone or SHUT UP And Drive.

"Lets Be Careful Out There"



For safety related links,
please visit the safety committee section
of the VRMCA website:
www.vrmca.com/about/safety.aspx

NAHB ICF Builder Course Held in Richmond Will be First in the United States

By J. Keith Beazley

Director of Industry Services, Central Virginia and Hampton Roads

A newly developed insulating concrete forms course, developed by the National Association of Homebuilders, will be taught in Richmond on May the 25th.

This will be the first presentation of the course in the United States and was developed by the Concrete Home Building Council and Building Systems Council of the NAHB.

The council, one of NAHB's Building Systems Councils, is charged with being the resource for all cement-based building systems and products.

The course was developed by the NAHB's University of Housing and is one of two programs that are underway: *Building the Dry Basement Using Removable Forms* and *Basics of Insulating Concrete Forms*.

A description for the course reads as follows:

Insulating concrete forms are a popular and fast-growing new method of constructing high-performance exterior walls for a house.

This course provides the traditional home-builder with the information needed to evaluate and start using ICFs.

This includes the information to understand ICF's, judge whether ICF construction makes sense for the builder's business, and to learn how to make the transition.

This full-day course covers the advantages and costs of ICF construction, the components and materials used, design and advantage and costs of ICF construction, and important business and marketing considerations.

Included are the details of construction walls out of ICF's, as well as the option of construction floor and roof decks with ICF's, and things the other trades must do to mesh their work with the ICF walls.

The Virginia Concrete Advisory Council is sponsoring the course with the Richmond Homebuilders Association and the course will be held in the Sheraton Conference Center.

This central location in the state was selected so that the Councils could recruit builders from their regions to attend the course.

This course is an excellent opportunity for your builders to learn about the insulated concrete form system.

Reservation forms and costs of the program are being developed at the present time and will be delivered in a special mailing to members.

The cost for this first class will be held at a minimum to encourage builder participation throughout the state. A block of rooms are being reserved for the class.

The Advisory Councils could offer scholarships to builders to attend and increase the number of attendees.

Council members can also attend with their builders to increase their knowledge about this unique product.

If you have questions concerning this course, please call Keith Beazley at (804) 347-7003.

High-Echelon Safety

Continued from page 2

mance of others, or writing about safety in company newsletters.

7) Focus at work and at home.

World-class safety organizations realize that people are creatures of habit. So they switch around their messages to keep their people mentally fresh, all the while helping build safe default behaviors that can be used at work as well as at home.

High-performance companies employ a strong at-home focus in their safety training and programming.

In the early 1990s, Exxon developed a Home Safety Leader system. Each employee was asked to designate a family member as their "Home Safety Leader."

This leader could be a son or daughter, spouse, just not the employee. These Home Safety Leaders were brought in periodically to be trained and to take part in employee recognition ceremonies.

8) Go beyond technical safety.

Housekeeping, PPE, policies and procedures are outward manifestations of culture and leadership and are important. But world-class companies don't stop there—they also highly develop their workers' skill sets:

- physically to accomplish tasks with minimum wear-down and tension; and
- mentally to develop skills in judgment/decision-making, attention control, and how to take personal control for their own safety at work and at home.

9) Develop personal—and safety—leadership on all levels.

World-class safety companies understand on some level that each person is the safety director of their own lives. Some are very poor at this, others good safety directors, still others mediocre.

Organizational leadership knows their job is not to force automaton-like compliance but to get people thinking, helping them become more effective safety leaders everywhere in their own lives.

The best companies develop personal leadership skills in supervisors, line employees—everyone. Workers are trained to become instructors, formal or informal coaches and reinforcement agents of safety.

Safety committees are active, rather than pro-forma. They are trained, often have a budget and given responsibility to make positive change occur.

10) Emphasize excitement

Highest level safety organizations have sharpened their antennae; they monitor the safety climate.

They know that safety has to be alive and exciting. They retire older interventions that no longer elicit response and periodically inject "Aha" experiences (energetic excitement) along with tangible safety strategies.

Thoughts from "The Environmental Guy"

By Mike James

Environmental Engineer and President of James Environmental Management, Inc.

Lyndon Butner and the Ready-Mixed Association leadership team have suggested we provide routine input in these pages to address the various environmental issues that impact the membership of this association in the Commonwealth of Virginia.

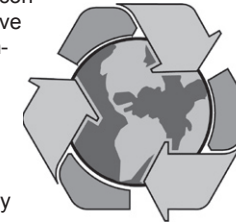
As you no doubt know, the concrete and aggregate industries have been under the gaze of environmental regulators concerning both air and water quality related issues for some time.

As a member of a high-profile industry, you may find your business being scrutinized not only by the usual governmental agencies, but also by citizen environmental groups.

The need to be both aware of and in compliance with the ever-changing environmental rules has never been greater.

Typical subjects that will be discussed in the future include the following:

- Air Permitting
- Erosion Control
- Storm Water Discharge
- Wastewater Treatment



- Operations and Maintenance Manuals
 - Permitting Issues
 - Petroleum Storage Tank Compliance
- The Very First Thing You Should Do...**

If you haven't yet applied for a storm water permit for your facility this should be your top priority. Indeed, filling out the Registration Statement for the General Virginia Pollutant Discharge Elimination System (VDPES) Permit will also require that you comply with many of the other requirements concerning the Commonwealth of Virginia's various regulations governing concrete ready mix facilities.

Virginia has a very prescriptive set of regulations spelling out what must be in the Storm Water Pollution Prevention Plan and related Operations and Maintenance manual.

If I can be of service, please do not hesitate giving me a call at 512-244-3631. Virginia's storm water regulations can be accessed on the Virginia Department of Environmental Quality's website at: <http://www.deq.virginia.gov/vpdes/pdf/gpconcretesw.pdf>.

Chromium Rule Excludes Cement

The following article first appeared in Engineering News-Record, on February 7, 2005 at www.enr.com.

As the U.S. Labor Department opened hearings Feb. 1 in Washington, D.C., on its proposed new rule on worker exposure to hexavalent chromium, a toxic metal, representatives of labor unions expressed unhappiness that the draft rule fails to include portland cement work.

Labor representatives believe the cement danger is significant and cited supporting evidence.

Of special concern are thousands of workers who develop a skin disorder, contact dermatitis, from touching wet cement.

Workers also are exposed to hexavalent chromium when welding chrome plated steel or chromated painted surfaces.

Union members of the Advisory Committee for Construction Safety and Health last year proposed having portland cement included in the standard. They even believed they had reached a consensus with industry representatives over how to limit the hazard to workers.

But the new standard must be completed soon to comply with a court order, so the Labor Department "did what is required by the court and nothing else," says Scott P. Schneider, health director of a laborers' union safety fund.

While the hexavalent chromium in cement may cause skin irritations, concentrations are so low that dangerous levels of airborne particles can't be reached without violating standards for dust in general, says the proposed rule by the Occupational Safety and Health Administration.

The Portland Cement Association believes OSHA took the right course on the construction standard.

"We also feel cement should be exempt from the general industry standard," says Tom Carter, PCA's director of environment, health and safety.

Concentrations are so low that dangerous levels can't be met without violating dust rules.

Richmond VDOT Materials Laboratory Hosts ACI Technician Testing

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

The Richmond VDOT Materials Laboratory was host to the first ACI Technician Certification class to be held in Richmond this year.

The class held on the last week of February was well attended and the number of certifications continues to rise around the Commonwealth.

Richard Steele, P. E., retiree of the state highway department, is the VRMCA examiner and teaches classes throughout the state.

A schedule of the classes is available from the Association Headquarters in Charlottesville.

The success of the latest class could not have been possible without the efforts of VDOT personnel within the Richmond District.

The District had a number of individuals who helped with the exam: Gary Schepker, Keith Williams, Larry Lundy, and Rhonda Inge.

The supplemental examiners from the VRMCA were: Bob Neal of Lehigh Cement, Berkley Arrington of Titan America, Bob Stotmeyer of Giant Cement, Bin Trice of Titan America and Keith Beazley of VRMCA.

Titan America's Berkley Arrington donated and arranged for the delivery of the concrete for the testing.

A strong thank you to all who took time from their schedule to make our program successful.

Upcoming Event

ICF Builder Exposition

The Hampton Roads Concrete Advisory Council is planning a special day in Williamsburg for the Hampton Roads area homebuilders in April. The Council will be inviting homebuilders to a special event to promote and educate the builders in the usage of insulated concrete forms in construction of newly constructed homes. The builders associated with the Tidewater Builders and the Peninsula Homebuilders will be invited to the special day and luncheon.

Got News?

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

VRMCA STAFF PROFILE: LAURA PATTERSON, COMPTROLLER

Name: Laura Patterson.
Title: Comptroller.

Birthplace: I was born in Frankfurt, Germany. I lived there until I was six weeks old and then my family moved to my hometown, Cynthiana, Kentucky. That is where I grew up.

How long have you been with the company? I have been with the company for six years.

What are your job responsibilities? I prepare financial statements, assist with budget preparation, prepare files for annual audits and assist with tax return preparation. I am a licensed CPA.

What brought you to Charlottesville? My husband graduated from UVA. He wanted to move back to the Charlottesville area.

Family? My husband Bill and I currently have a two-year old foster child.

The best thing about living here? Charlottesville is a small community, but a relatively short distance from large metropolitan areas. Also, the university attracts many cultural activities, such as Live Arts.

The best part of the job? I have the opportunity to work with various clients and everyday is different.

What did you do before this job? I worked in public accounting.

Hobbies? I enjoy playing tennis and all sorts of handicrafts.

UVA or Tech? UVA!

The perfect day off? Driving up the Blue Ridge Parkway with a picnic.

**NEWS RELEASE**

Carolina Stalite Company, a North Carolina based manufacturer of high performance rotary kiln expanded slate aggregate, is pleased to announce that Reid W. Castrodale, Ph.D., P.E. has joined the company as Director of Engineering.

His focus includes marketing and promoting the use of Stalite lightweight aggregate in bridges, buildings, and other structures.

Concrete Driveway Promotion Begins in SW Virginia

By Bob Nablo
Director of Industry Services,
Western Region

After weeks of planning, the SW Virginia Council has begun the initial mailing to home builders intended to spark interest in concrete driveways.

Council members submitted the names and addresses of area home builders and driveway installers to the promotion committee and now the introductory letter, accompanied by a promotional brochure, has been mailed.

Responses will be directed to the ready-mixed producers serving that locality, or to the committee if necessary.

All responses will be followed up with a personal visit and additional literature, with emphasis on placing concrete driveways in locations with high visibility.

Other promotional efforts will include further mailings, visits by committee members and small, targeted seminars.

Special attention will be given to early-stage developments with the intention of installing concrete driveways with the first homes, so that potential home owners viewing the development or the model home will see this attractive driveway.

Unlike some other parts of Virginia, the southwest region has a fairly low percentage of concrete driveways.

It is anticipated that this major promotional effort, the most significant promotion planned by the SW Virginia Council, will reverse that trend.

DON'T FORGET!**Mike Cox Memorial Tournament**

Sponsored by:
Hampton Roads Concrete Advisory Council

Wednesday, April 27, 2005
Deer Run, Newport News

Hampton Roads Advisory Council Sponsors an ICF Symposium

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

The Hampton Roads Advisory Council is sponsoring an ICF Symposium in May in Virginia Beach.

The symposium is designed for participation by architects and design professionals and will offer five learning credits to attendees.

The agenda will start with an introduction to ICF Construction, proceed with the second session entitled, *ICF Design (Why an Architect Should Choose ICF's for Their Project)*, and follow with the third session, *ICF Construction (How Do You Build with ICF Block?)*

A review of projects in the State of Florida Armed Services Center, Marriott Corporate Center will take place, as well as a fourth session, entitled *ICF Construction and the Environment (LEED)*. The final session, a

home safety demonstration featuring the new VRMCA Air Cannon will ensue.

The symposium will be conducted with an association with the Hampton Roads AIA Chapter and the AIA will promote the seminar with mailings and advertisement.

This is the second symposium by the Hampton Roads Council; the topic last year was Tilt-up Construction. The topic of *Municipal Concrete Paving* has been selected for next year.

The seminars are well attended and this year's topic—after the hurricane season that was experienced—should be of great interest.

The 'symposium-type' events attract the principal members of the architectural firms and the decision makers that we need to grow our market.

Wind Cannon Demonstration Scheduled for Roanoke Valley Home Show

By Bob Nablo
Director of Industry Services, Western Region

The new VRMCA Wind Cannon (also called the air cannon) will be displayed in early April at **Better Living 2005—THE HOME SHOW** at the Salem Civic Center.

The SW VA Council has secured a display booth space and an outdoor demonstration area to fire the cannon, and plans to have several demonstrations during the three day event.

While the ICF wall portion of the demonstration will be generic in terms of ICF brands, several area ICF builders and distributors have been invited to help with building the targets.

Following the successful model of the Central Virginia Council demo in 2004, local

television stations and newspapers have also been invited to attend a special "media day" firing.

The sponsoring Roanoke Regional Home Builders Association is excited about this demonstration and intends to feature it in event advertising.

The Salem Civic Center is also interested, and has offered to supply portable bleachers to accommodate the expected audience.

Any VRMCA members interested in attending this event should contact the SW VA Council about courtesy tickets.

See the event notice on the VRMCA website home page!

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VRMCA Past President (1951) Turner Cleveland Laramore Jr., Dies at 82

Turner Cleveland Laramore Jr. died March 8, 2005 after a brief period of declining health.

Born July 5, 1922, in Danville, he was the son of Elma G. and Turner C. Laramore Sr. and was a lifelong resident of Danville.

He was educated in Danville public schools and graduated from George Washington High School in 1940.

He earned a B.S. degree in Science in 1943 from Hampden-Sydney College, where he was a member of Kappa Alpha Fraternity and Chi Beta Phi Scientific Fraternity.

From 1949 until he retired in 1984, he was president of Laramore Construction Company, which was founded by his father in 1924 as a road grading and paving company.

He was active for many years in local and state civic and business organizations and served as vice-president of the Southern Virginia Insurance Agency, president of the Virginia Ready-Mix Concrete Association (1951), and president of the Danville Exchange Club.

Laramore served on the city of Danville Planning Commission for a number of years

and as its chairman in 1957 and was a former member of the Virginia Roadbuilders Association, the Danville German Club and the Danville Jaycees.

He served on the boards of Averett College, the Danville Chamber of Commerce, the former Hughes Memorial Home, the Danville Golf Club, the Salvation Army, and the American National Bank.

Laramore was active for many years in the First Baptist Church and then the First Presbyterian Church, serving as both deacon and elder in the latter.

He was married March 11, 1944 to Marie Dillon Harper Laramore. In addition to his wife, of Beverly Health Care in Martinsville, he is survived by his children, Frannie Ashburn of Raleigh, North Carolina, Bob Laramore of Atlanta, Georgia, and Joh Laramore of Danville, as well as six grandchildren and six great-grandchildren.

In lieu of flowers, the family requests memorial donations be made to the Danville Life Saving Crew, 202 Christopher Lane, Danville, VA 24541 or to the charity of choice.



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