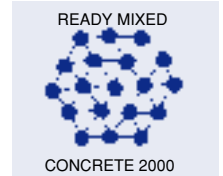


The

READY-MIXER



Virginia Ready-Mixed Concrete Association

630 Country Green Lane
Charlottesville, VA 22902-6478
Phone: 804-977-3716 Fax: 804-979-2439

newsletter

Report: Fall Promoters Workshop

Eastern Region Promoters Share Marketing Strategies

By Hesan Nabavi, R.A.

*Director of Industry Services
Northern Region*

A group of professional promoters from the Eastern Region (South) met on October 23, 2003 in the NRMCA's educational facility in Silver Spring, Maryland. This gathering was designed as a workshop, and I believe it was one of a kind, something that has never been done. Planning for the meeting was done last September by **Tom Evans** of MRMCA, **Phil Kresge** of PCPC, and **Bob Nablo** and I with VRMCA.

The meeting began at 8:00 a.m. with an exciting motivational slide show and was followed by brief remarks from **Bud Lake** who is the new Chairman of Concrete Alliance Eastern Region (South) Promotional Council. Phil Kresge gave a presentation of a book that was written in the late 1990s by Daniel Anderson and published by The Aberdeen Group, titled *The World's Greatest Construction Material*. This is a great piece of literature about marketing concrete, and I certainly recommend it to anyone who is involved with marketing, promoting, or selling concrete.

The next session was called "What Works in Promotion?" It was simply intended to get everyone involved in talking about their experiences and successes. This two-hour session became a very important part of the workshop. Some of the highlights of this session are as follows.

Dave Snider of Virginia Concrete, and Building Committee Chairman in the Northern Virginia Council, talked about a joint partnership between ICFA and the Northern Virginia Council in the ICF Blast Test that was part of the Force Protection Equipments Demonstration or FPED IV in May 6-8, 2003, at Quantico Marine Corps Base. His talk was complemented by a picture presentation of this event.

Duane Laughlin of Crider & Shockley, and Tilt-up & Paving Committee Chairman in the Northern Virginia Council, talked about the tilt-up press box projects in Stafford County. He emphasized the significance of this



Attendees to the Fall Promoters Workshop on October 23 in Silver Spring, Maryland, relax between presentations, which were well received.

project as a stepping stone in the process of getting tilt-up construction into the public school market. He also talked about our effectiveness in building relationships with various organizations, such as architects, engineers, and contractors and the team that is forming in Northern Virginia.

Pat Reardon, Executive Director of NECSA, told a story about the power of focus in a group of promoters in Rochester, New York. By narrowing their effort to concrete driveways and promoting them, this group has been able to build over 200 concrete driveways per year in the past few years.

Keith Beazley of VRMCA talked about organizing an ICF seminar at the ICF house in Richmond to educate architects. This seminar was conducted by Architect David Shepard of PCA.

Tom Evans of MRMCA described the results they have seen from leverage marketing by targeting the decision makers in the Maryland Public Schools and educating them about tilt-up construction.

Bob Nablo of VRMCA mentioned that through AIA he will be able to reach young intern architects and educate them as groups about different applications of concrete at the early stage of their careers.

Tim Klabunde, the Director of Marketing with ADTEC Engineering, who has become part of the team in tilt-up

See Promoters page 2

Promoters

Continued from page 1

promotional efforts in Northern Virginia, talked about the power of building relationships. He mentioned that his focus as marketing director on a daily basis is to create new relationships and strengthen the existing ones.

Truly, I can go on and on talking about what everyone said in the workshop, but the synergy, the attitude of sharing, camaraderie, and sense of belonging were the significant outcomes of this gathering.

After lunch, **Tom Evans** made a presentation on Residential Market Application, and I did a presentation on Market Application in Tilt-Up. These presentations were designed with a fresh approach to promotion in order to stimulate the thought process of the promoters, raise questions, and being educational.

Tom approached the residential market by asking a series of questions and offering answers to those questions. I approached the tilt-up market based on educating the audience in the basics, history, and key benefits of tilt-up construction. I talked about the growth of modern tilt-up and the market potential for tilt-up in Virginia, who the target audience is, what the right tools are, and how to measure success. I emphasized the core principles of the Northern Virginia group, which is building relationships, building teams, and focusing on educating the target audience. I truly believe that "People Don't Care How Much You Know, Until They Know How Much You Care" and that is the essence of marketing and promotion.

The session was wrapped up by a presentation about measurement by **Phil Kresge**, with final remarks by **Bud Lake**.

All the feedback I have received in the past few days has been very positive and encouraging. Everyone who attended the workshop agrees with the effectiveness of this event which can be used as a base for more power packed gatherings in the future. I believe we all left that afternoon with



Dave Snider of Virginia Concrete and Building Committee Chair for the Northern Virginia Region gives a presentation at the Promoters Workshop while Phil Kresge, promotional director with the Pennsylvania Promotional Council, helps out with the audio-visual equipment.

more than we came with, and that is the way it is supposed to be. To end this article, I would like to share a portion of an e-mail from **Bud Lake** which was sent to **Tom Evans**, **Phil Kresge**, and myself for a job well done, but truly the credit goes to everyone who attended and participated in this workshop. Our success as a whole was the reflection of everyone's effort.

E-mail from **Bud Lake**:

*"Guys,
Said it yesterday...say it again today: thank you all for a job well done during our **FALL PROMOTERS' WORKSHOP** yesterday. It's great to*

have folks like you that not only come prepared BUT, are so effective in accomplishing the task. You make John & I look good as the 'chairs' — thanks!

If possible, and as time allows, I would appreciate your emailing me a copy of each of your power point presentations. There was something in each of them that I would appreciate going through again...and perhaps making use of during a Pennsy presentation..."

Bud Lake
OMG: MID-ATLANTIC GROUP
#1 in Customer Value...our people
MAKE IT HAPPEN!

Concrete Field Testing & ACI Schools Schedule

Beginning December 1, 2003, VDOT and the VRMCA have scheduled the VDOT Hydraulic Cement Concrete Field Schools and VRMCA's Concrete Field Testing Technician Certification programs and exams in the same weeks at nearby locations. The 2003-2004 ACI Training Seminar & Exam schedule is as follows:

Warrenton	Dec. 1, 2 & 5
Lynchburg	Dec. 8, 9 & 12
Roanoke	Jan. 26, 27 & 30
Portsmouth/Norfolk	Feb. 2, 3 & 6
Richmond	Mar. 8, 9 & 12
Staunton	Mar. 15, 16 & 19
Fredericksburg	Mar. 22, 23 & 26
Richmond	May 7, Re-Exam Only

Blue Ridge Council Habitat for Humanity Project Dedicated

The first ICF Habitat for Humanity project in the Blue Ridge Council area is now completed and occupied. The duplex project, located in Bridgewater, Virginia, was dedicated on September 28 and the two families are now experiencing the pleasures of living in ICF homes.

Jack and Lena Osborne, representing Superior Concrete of Harrisonburg and the Central Valley Habitat Board, were in attendance, as were VRMCA member Glen Stoltzfus (who also was the General Contractor for the project) and Bob Nablo. Central Valley Habitat has expressed great pleasure with the project and will consider using ICF construction for future homes.



Dedication of the Habitat House in Bridgewater.

'Air Cannon' Demonstration Shows How ICF Walls Withstand Winds

Bob Nablo recently attended an ICF demonstration in North Carolina featuring an "air cannon" from Clemson University. This demo, sponsored by The Carolinas Ready-Mixed Concrete Association, replicated the familiar Texas Tech video of some years ago, and was intended to show the ability of concrete filled ICF walls to withstand hurricane-force winds. Finley Messick of CRMCA organized the full-day event which included three seminars on concrete related topics, displays by six different ICF distributors, the "air cannon" demonstration and the pumping of concrete for a new storage building.



Clemson University air cannon fires at test walls.

The event proved to be popular with local media and generated quite a bit of free advertising. Nablo, Keith Beazley and Hessam Nabavi are looking for opportunities to schedule similar events in Virginia.

Consultants Attend AIA 'Building Virginia' Conference and Exposition for Architects

Building Virginia 2003, the annual conference and exposition for Virginia architects, was again held at the Greater Richmond Convention Center this month, and Keith Beazley, Hessam Nabavi, and Bob Nablo attended. The VRMCA booth was on display and attracted a number of visitors, including AIA-registered architects, associated professionals and, for the first time this year, students from local colleges and high schools.

VRMCA also sponsored three seminars during the two days of the conference. Maryland architect R. Glen Stephens – familiar to most association members – presented a well-at-

tended seminar on tilt-up construction. Ray Porfilio, AIA, of Earth Tech in Alexandria, Virginia, offered a program on concrete sustainable solutions, more commonly referred to as "green buildings," and David Shepherd, AIA, of the Portland Cement Association, spoke on Insulated Concrete Form wall technology.

Building Virginia has moved to the newly completed section of the Richmond Center and exhibitors com-

mented that this exposition seemed to be better attended, better organized, and better designed than those of recent years. Architects did not have to leave the premises for seminars, lunches, or receptions, and this led to increased traffic in the display area.

If your company is interested in participating in future expositions, just contact the VRMCA office in Charlottesville or check the Building Virginia web site at www.aiava.org.

*Visit the VRMCA Website at
<http://www.vrmca.com>*



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.

ROANOKECEMENT™
A TITAN AMERICA BUSINESS

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.