

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

November 2004

### Edmonds Wins 1st Annual VRMCA Truck Roadeo, McNee 2nd

**T**wenty-three drivers from as far away as Martinsville, Winchester and Virginia Beach competed in the 1st Annual Mixer Truck Roadeo at the Richmond Raceway on November 10th.

Drivers were challenged by a written test on the principles of concrete driver safety, as well as a pretrip truck inspection under the eye of Virginia State Police Motor Carrier officers.

Drivers were judged on the shortest time through the obstacle course with penalty points

added whenever they hit a traffic cone or were a distance from stopping and turning markers. Though the results of the written test and particularly the pretrip inspection were important to a driver's success, the main scoring emphasis was on the score from the driving test.

Thomas Edmonds of Ready Mixed Concrete in Richmond won the overall competition with a net score of six minutes and 43 seconds. He received a \$500 cash prize and will have an award presented at the 2005 Spring Ready-Mixed Concrete Convention in Williamsburg.

Second place and a \$250 cash prize went to Scott McNee of Superior Concrete in Harrisonburg who earned a net score of seven minutes and 15 seconds.

Several other drivers were in the seven to eight minute range—and the poorest scores were 12 to 13 minutes.

Special thanks to McNeilus Truck & Manufacturing, Inc. and Peterbilt of Richmond who donated trucks for the obstacle course and the pretrip inspections.



**2nd place winner Scott McNee of Superior Concrete, Inc. (left) and VRMCA President Gus Lorber (right) take a moment to chat after the competition.**

Thanks are also due to the Corporate Sponsors:

**Allied Concrete Company**

**Crider & Shockey, Inc.**

**Florida Rock Industries**

**S.B. Cox Ready-Mix, Inc.**

**Titan Virginia Ready-Mix LLC**

**Master Builders, Inc.**

VRMCA President Gus Lorber made the awards presentation and served as judge, along with:

**Sean Hurley**

**Chas Capitano**

**Tina Harvey**

**Neil Logan**

**Tom Jones**

**Morgan Nelson**

**K.D. Ramsey**

**Jim Simons**

**Jim Progar**

**Lynwood Butner (timer)**

**Barrett Hardiman (timer)**



**1st place winner Thomas Edmonds of Ready Mixed Concrete Company in Richmond (right) smiles proudly with VRMCA President Gus Lorber (left) after the awards presentation.**

See more Roadeo photos on pages 2 and 4-5!



**Drivers strategically 'thread the needle' through the maze of traffic cones.**

## Home Building Association of Richmond Executive Vice-President Addresses Central Virginia Concrete Advisory Council

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

A meeting for the Central Virginia Concrete Advisory Council was held in October with a special program by David D. Reel, Executive Vice-President of the Home Building Association (HBA) of Richmond.



**David Reel, Executive Vice President of the HBA of Richmond, addresses the Central Virginia Council on homebuilder activities.**

The program presented by Reel was centered on the economic forecast for 2005 and on the recently completed Parade of Homes program for 2004. The Greater Richmond area had 88 homes as part of this 53<sup>rd</sup> consecutive scattered-

site home show HBA program opened to the public in October.

This parade of homes is widely publicized and is of great interest to the building community and to the public seeking new information about new products and design of new construction.

The Concrete Advisory Council is planning for the 2005 Parade of Homes with a program of concrete homes to be a part of the promotional program for the year. The Council is seeking builders to construct a "concrete home" of ICF walls, concrete driveways, and walks and patios. Concrete flooring, countertops, shingles and sidings are also to be a part of the program.

The Council is planning for each ready-mixed producer to have a home that is built by one of its building customers and special recognition will be given to these special homes in the HBA program and newspapers. Because of the unique nature of this construction, the houses will be of great interest to the public.

The program and collaboration with the builders must be started a year in advance for the planning of each of the homes. Special promotional opportunities will be available as a result of this special program.

The HBA is endorsing this concrete homes project and feels that it will bring

a great value and interest to the 2005 Parade.

VRMCA Advisory Council Chairman Diggs Bishop addressed the Council and presented his vision of the marketing and promotional efforts of the Advisory Councils. Diggs stressed greater participation and attendance to activities and meetings. He promised continued support of the activities of the Council as well.

Diggs is attending each of the Advisory Council meetings throughout the state as part of his newly elected position of VRMCA Advisory Council Chairman.



**David McIlwain, of Creative Building Products (left) and Diggs Bishop, VRMCA Advisory Council Chairman, (right) discuss ICF Building Market in greater Richmond.**



**Officer J.E. Jones (left) observes as Michael Diehr (right) of Titan Virginia Ready-Mix LLC conducts a pretrip inspection.**

## ROADEO PHOTOS (See more shots on pages 4-5!)



**Competitors focus intensely on the written examination.**

# Is This House Really Built of Concrete?

## *The Great Falls ICF Show Home*

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

**T**he Great Falls Show Home was one of the selected homes at the 7<sup>th</sup> Annual NVBIA Custom Builders Council Parade of Homes Tour on October 9<sup>th</sup> and 10<sup>th</sup>, 2004.

This house was a great success, with over 500 people in attendance. The Great Falls Show Home is a 4,700 square-foot luxury home designed to showcase innovative building technologies such as Insulating Concrete Forms (ICF) and advanced home electronics.

This French Provincial style home is built on a one-acre lot in Great Falls, Virginia by Commonwealth Housing, located just outside of Washington, DC.

As a VRMCA and NVCAC representative, I was present at the show home on Sunday, October 10<sup>th</sup> and between J.P. Brehony of Commonwealth Housing and I, we had the opportunity to speak with many of the attendees who toured this ICF home. People were very surprised to find out that this house is built from concrete and ICF technology.

The educational value of this open house created enough interest for some people for them to come back with friends. Many of them left their contact information so they could receive information about the upcoming ICF

homes and ICF open houses.

For additional information and to view the



**An outside view of the extraordinary Great Falls Show Home.**

process of building this beautiful house, please check [www.vrmca.com](http://www.vrmca.com) and click on The Great Falls Show Case Home.

Even though there are not very many qualified ICF installers available, customer demand is what has been driving the ICF market. The Great Falls Show Home is a good example of that.

I agree with David Leslie of David Leslie Construction that as an organization, we should focus on a strong advertisement campaign through mass media to increase the people's



**Guests view the interior framework of the home.**



**Visitors have a chance to discuss the home.**

## Two Generations of Ready-Mixed Promoters

At the recent Corporate Day hosted by the Northern Virginia Advisory Council, two generations of the Newman family were present.

Mike Newman of Cardinal-Virginia Concrete Company Inc. and NVCAC chairman and his father, Al Newman, both attended the meeting.

Al Newman was a key player in the formation of the VRMCA Advisory Council from 1991-2000 and was the preeminent industry leader regarding marketing and promotion throughout the entire eastern United States.

Newman retired four years ago, from Lehigh Cement, but his commitment to the ready-mixed concrete and cement industries will be evident well into the future.



**Mike Newman (left) and father Al Newman (right) with VRMCA Executive Director, Peter Easter (center).**

awareness, and ultimately the demand for ICF homes.

This would force the custom home builders and framers to seek the necessary knowledge for building with ICF. I believe the opportunity for building ICF residential in Northern Virginia is tremendous, and with some diligent work it is just a matter of time before there is an explosion in this niche market.

**Got News?**  
Send your  
announcements and employee  
recognition information to  
VRMCA by email:  
[amy@easterassociates.com](mailto:amy@easterassociates.com) or  
fax: 434.979.2439

# 1st VRMCA ANNUAL



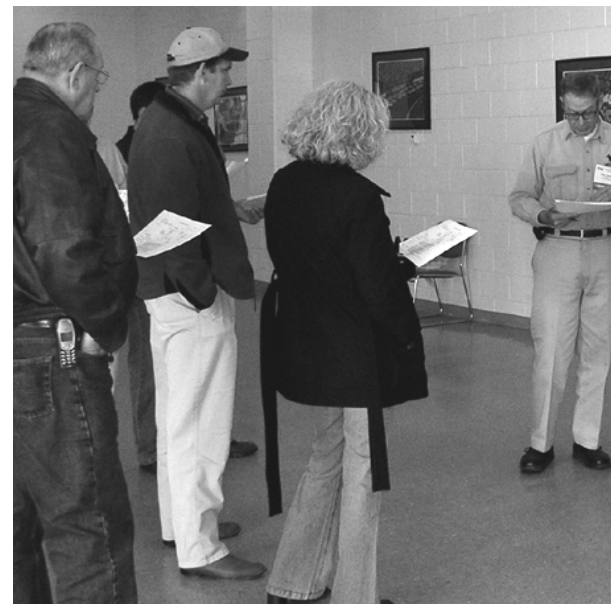
(from left to right) Judges Peter Easter (VRMCA Executive Director), Tom Jones (Ready Mixed Concrete Company), Jim Simons (Capital Concrete, Inc.), Morgan Nelson (S.B. Cox Ready-Mix, Inc.), and Gus Lorber (Allied Concrete Company and VRMCA President), tally up the scores.



Michael Diehr of Titan Virginia Ready-Mixed Concrete examines a mixer truck.



Superior Concrete's Scott McNee (left) and Gary Dove (right) taking the written examination.



VRMCA Executive Director Peter Easter brings attention to the Roadeo course and of the day's lineup.



# L ROADEO PHOTOS



Ready-Mix LLC carefully



K.D. Ramsey of Boxley Concrete Products of Virginia (left), Don Gibson of McNeilus Truck & Manufacturing, Inc., (center) and Jim Progar of Titan Virginia Ready-Mix LLC (right) prepare for another contestant to drive through the obstacle course.



Referring the judges on the layout of the



Joseph Anderson of Capital Concrete, Inc. performs a pretrip inspection.

# 2004 Fall Promotional Workshop "Power Principles for Effective Promotion"

By: Hessam Nabavi, R.A.

Director of Industry Services, Northern Virginia

John Colby (NRMCA), Keith Beazley (VRMCA), Bob Nablo (VRMCA), Bob Long (ACPA NE Chapter), Phil Kresge (PCPC), Hessam Nabavi (VRMCA), Bud Lake (Pennsy Supply), Mike Newman (Cardinal-Virginia Concrete Company Inc.), and Tom Evans (MRMCA) attended a meeting on June 16, 2004 in Linthicum, Maryland to discuss the future of professional promoters events such as the Promotion Plus and Promoters workshops.

We agreed that a Fall 2004 workshop would be planned for October in the Baltimore, Maryland area. Tom Evans and I were assigned to develop an agenda by the end of July. The purpose of the workshop would be to address the professional promoters as well as the key promotion volunteers in the areas of personal development, networking, and the latest industry "hot topics."

Some of the suggested topics for the workshop were time management, public speaking, PowerPoint presentations, resource development, effective follow-up, LEED, and P2P. As Tom and I were developing the agenda, Bud Lake was in communication with various companies for sponsoring the event.

Many thanks to the following companies for their commitment to excellence. Their generosity is what has made this event possible. The primary sponsors were: Master Builders, Lehigh Cement Group, St. Lawrence Cement, Essroc, and Lafarge. Supporting sponsors were Cardinal-Virginia Concrete Company Inc. and Pennsy Supply.

Over 30 promoters were assembled on Wednesday, October 27<sup>th</sup> at Degussa Admixtures, Master Builder's state of the art conference facility, to be part of a one-day "Power Principles for Effective Promotion" training event.

The workshop started at 8:00 am with energizing music, followed by Tom Evan's welcoming speech. Evans then invited Bud Lake to give an introduction and to talk about general business issues and the meeting agenda.

Session I: James

Manolakis of James Manolakis Associates, who has 30 years of business experience covering sales marketing, training and retail finance services, delivered his presentation. Manolakis is a consultant to businesses, as well as a motivational speaker, who has presented over 1,500 seminars to 120,000 attendees in corporations, universities, industries, and associations.

The first topic of his presentation was "Moving to the Next Level by Staying Positive on a Daily Basis." Manolakis talked about 'Commitment to Excellence,' 'A Mission,' and 'Achieving the Next Level of Efficiency.' Then he showed Joel Baker's video presentation, entitled "Paradigms." Manolakis continued his discussion about issues such as change, recognizing fear of change, and overcoming resistance to change.

Session II: Joe Aissi, a registered architect and president of CSO Computer/Network Solutions Center, with many years of experience in developing computer networks and computer applications, conducted his "PowerPoint Working For You" presentation. Aissi talked about ways to enhance a PowerPoint presentation and demonstrated the process.

Session III: James Manolakis talked about presenting with "confidence and power" and showed a video of Zig Ziglar instructing on public speaking in his presentation.

Manolakis discussed skills which help you to control yourself psychologically, control your speaking environment, control yourself physically, and control your subject. He also gave tips on how to get audiences involved, such as using visual aids and dressing for success. The final point Manolakis made in his presentation was that "the key to 'power presentation' is practice."

Session IV: The next session was conducted by Ed Herbert, Director of Environmental Affairs, for the National Ready Mixed Concrete Association in Silver Spring, Maryland. In this position, Herbert is responsible for the development of NRMCA programs and initiatives to support industry concerns with environmental compliance issues, regulatory matters, advocacy, and public relations.

Prior to joining NRMCA, Herbert served as the

Senior Environmental Manager for the Montgomery County Maryland Department of Environmental Protection for over 12 years. He also maintains endorsement from the U.S. Green Building Council as a LEED™ Accredited Professional.

Herbert's presentation topic was "Identify How Ready Mixed Concrete Promoters Can Help the Designers Accomplish LEED™." Herbert mentioned how more and more organizations such as Wal-Mart, Ford, Turner Construction, U.S. General Service, Department of Defense, City of Chicago, City of Arlington, and State of Maryland are becoming interested in LEED™.

This creates more demand for the design professional to learn about LEED™ and to become LEED™ certified. Herbert suggested that we as promoters should start educating ourselves by joining the local U.S. Green Building Chapters and taking one-day classes about LEED™ and the point system.

Session V: James Manolakis delivered his "Maintaining a Professional Image-How Not to Squander Success" presentation. He covered issues related to "total

customer satisfaction." He said "quality is what the customer says it is." Manolakis also mentioned that customer service is equal to customer retention and we should strive for zero mistakes.

Manolakis emphasized that in this high-tech world, we should remain high-touch and go beyond any customer's expectations. This session was concluded by the showing of a video presentation, entitled "Words to Lead By."



**James Manolakis gives useful tips and advice on presenting with confidence.**



**Joe Aissi delivers his "PowerPoint Working For You" presentation.**



**Bud Lake speaks about general business issues at the workshop.**

# Corporate Day – A Day to Remember

By: Hessam Nabavi, R.A.

Director of Industry Services, Northern Virginia

A slide presentation consisting of NVCAC promotional activities welcomed members as they arrived at the 3rd annual Corporate Day in Northern Virginia, on November 4th, 2004.

Mike Newman of Cardinal-Virginia Concrete Company Inc. and NVCAC Chairman kicked off the meeting by welcoming everyone. Duane Laughlin of Crider and Shockey, and Tilt-up/ Paving Committee Chairman, invited everyone to start the event with a word of prayer.

After lunch, Mike Newman introduced the executive leadership and committee leadership, and then invited Association Executive Director, Peter Easter, to give a report.

Peter thanked all those in attendance and proudly acknowledged Al Newman's presence at the meeting. Peter also complimented the council for its accomplishments this year.

Peter then spoke of the difficulty in measuring successes in our promotional efforts, but noted that according to the Portland Cement Association figures, Virginia, Kentucky, and Tennessee consistently have the highest per capita cement usage, after removing highway usage.

Peter said that there are several important issues that the VRMCA is working on at the legislative level.

1. There is good news and bad news concerning the hours of service legislation. The good news is that the current legislation is being redeveloped. The bad news is that it is being redeveloped because they were thrown out as not strict enough. This legislation will have to be handled in Washington.

2. Interstate weight limits increases are not moving forward at the present time.

3. Highway funding on the House side, "no new taxes and no fuel taxes" is the cry. We know Governor Warner will present a transportation package, but that it will not be at a level needed by the highway construction industry.

Once again, he thanked everyone for attending the meeting and for their time and effort throughout the year.

The following committee chairmen gave their presentations regarding their goals and accomplishments for this year:

- David Snyder of Cardinal-Virginia Concrete Company Inc. and Building Committee Chairman

- Duane Laughlin of Crider and Shockey, Paving/Tilt-Up Committee Chairman

- Gary Downey of Titan Virginia Ready-Mix LLC and Technical Committee Chairman

(Technical Committee presentation by Duane Laughlin on behalf of Gary Downey)

- Kevin Terry of Cardinal-Virginia Concrete Company Inc. and Media Committee Chairman

- Mike Renzi of Newington Concrete and Membership Committee Chairman

- Bryan Young of Cardinal-Virginia Concrete Company Inc. and Golf/Educational Committee Chairman (Golf/Educational Committee presentation by Mike Newman on behalf of Bryan Young)

In closing, Mike Newman commented that, "we appreciate and need your support to ensure representatives from all member companies are present and involved in our monthly meetings in order to make our promotional efforts a success." Similar comments were made by all committee chairs.

According to the NVCAC leadership, this year's program and presentation has surpassed the past two years. Corporate Day was a great success. It was exciting, effective, educational, and well received.



(from left to right) Mike Newman, Dave Snider, Kevin Terry, Hessam Nabavi, Duane Laughlin and Mike Renzi take a moment to smile for the camera.

## Hampton Roads AC9 Certification and Homearama Successful Because of Volunteer Effort

By J. Keith Beazley

Director of Industry Services, Central Virginia and Hampton Roads

The ACI Concrete Field Testing Technician Certification held in November was very successful in Hampton Roads, due to the volunteer efforts of local members. The performance examination was administered at the Titan Virginia Ready-Mix LLC plant in Hampton, which supplied the fly-ash concrete for the test.

The suppliers and ready mixed producers are operating at a very high level and the VRMCA is highly appreciative to the individuals who shared the time for the test.

The volunteers were Jack Kowalski (Branscome), Frank MacConochie (Schnabel Engineering), Jim Simons (Capital Concrete), Jim Pratt (TCS Materials), Bob Nablo (VRMCA), and Keith Beazley (VRMCA). This testing will benefit members as they provide qualified individuals to test the concrete that is supplied.

The Tidewater Builders Association sponsors the Homearama each year in a different

location in Hampton Roads and this year's show was in Ocean View in Norfolk. The program was the recreation of a 1940's neighborhood with the development of three city blocks with homes and landscaping. The homes featured the latest in building materials, design, and new innovations and 17 houses were part of the judging.

The show was open three weekends and two weeks with over 100,000 attending. The Hampton Roads Advisory Council has been responsible for judging of concrete driveways each year for the TBA.

This year the driveways were small compared to the estate driveways that have been featured, but the judges made every effort to evaluate and to determine the winner.

The Advisory Council volunteer judges were Sammy Davis (W.R. Grace), Marie Derby (Essroc Cement), George Kuhn (Southwest Advisory Council Chairman), and Keith Beazley (VRMCA).



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