

The

READY-MIXER

Virginia Ready-Mixed Concrete Association

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newsletter

November 2005

Steve Hobgood Wins 1st Place in VRMCA Truck Rodeo, Scott McNee Wins 2nd

The 2nd Annual VRMCA Truck Rodeo was again a hugely successful event that gave professional drivers a chance to meet and fellowship with one another, as well as the opportunity to show off their expertise and knowledge regarding safe driving in the concrete industry.

The rodeo took place on November 2nd at the Richmond Raceway and was well attended with 21 drivers.

Scoring was based on three major components—a written examination covering the essentials of safety, a pretrip inspection and of course, the driving test.

The driving portion of the test was based on accuracy and speed. Drivers were penalized for knocking down cones and/or barrels and were marked accordingly.

Although the driving test is entertaining to watch, the primary goal of this event is to promote safety. The event is overseen by the VRMCA

Safety Committee and all participating drivers are CDL licensed. Also, Florida Rock Industries even held an internal competition to see which of their drivers would attend the rodeo.

Steve Hobgood, of Cardinal-Virginia Concrete Company in Springfield, won first place and was awarded a \$500 cash prize. He will receive an expense paid trip to the 2006 VRMCA Spring Convention, where he will be presented with a diecast mixer truck trophy.



1st place winner Steve Hobgood of Cardinal-Virginia Concrete Company with VRMCA Executive Director Peter Easter.

Scott McNee of Superior Concrete in Harrisonburg took second place for the second time and received a \$250 cash prize.

Two Virginia State Police Motor Carrier officers, J.E. Jones and Chip Rosemond, scored the pretrip inspections while others graciously donated their time to serve as judges. These individuals include: Phil Baumgart, Shane Sanderson, Phil Sabo, Jim Simons, Tina Harvey,

Ricky Collins, Neil Logan, Todd Shenk, Sean Hurley and Jim Progar.

Tremendous gratitude is extended to the following sponsors:

Boxley Materials Company, Capital Concrete, Inc., Crider & Shockey, Inc., Florida Rock Industries and Titan America.

We would also like to thank **McNeilus Truck & Manufacturing, Inc. and Peterbilt of Richmond** for providing the ready-mixed trucks for the competition.

Check out page four for more rodeo photos! ❖



Always a bridesmaid, never a bride: 2nd place winner Scott McNee of Superior Concrete, Inc. with VRMCA Executive Director Peter Easter (center) and Steve Hobgood (right).

Cast-in-Place Foundations Courses Presented in Partnership with Local Homebuilders Associations

by Keith Beazley and Bob Nablo, Directors of Industry Services

The Advisory Councils of Central Virginia, Southwest Virginia, and Blue Ridge presented a National Homebuilders course in Cast-in-Place Foundations and Basement Walls. The course was presented in partnership with the local homebuilders affiliate in each region.

Key features of the course were Site Analysis and Preparation, Footing and Walls Construction, Waterproofing, Backfill, and Maintenance.

The course was part of the Housing University courses offered to builders for professional credit. The attendance to the event included homebuilders and general contractors, architects and engineers, subcontractors and ready mixed concrete members. The course was developed in cooperation with the Portland Cement Association and the Concrete Home Building Council of the NAHB. Tim Parrish, owner of Cornerstone Foundations in Harrisonburg, and active board member of the Concrete Foundations Association, was the instructor.

The Homebuilders of Richmond held the class on Wednesday, November 9th, at the Sheraton Conference Center. Amy LeCato, Director of Education, for the Richmond Homebuilders was very pleased with the attendance and the opportunity to offer the class for their membership. The partnership with the Homebuilders and the Advisory Council is an excellent opportunity for our membership to offer classes and demonstrations of products to the builders. The Council provided a luncheon after the course and a time of fellowship with participants.

The Southwest Virginia and Blue Ridge Councils scheduled the same course on November 10th at the Salem Civic Center and November 11th at the Charlottesville Doubletree Hotel. At each of these events a full buffet breakfast was offered in place of the luncheon, but attendance was equally enthusiastic. Audience members asked many excellent questions and shared experiences. The Charlottesville class was especially surprising,

with a large number of participants registering at the last minute. Even though this meant a crowded room, instructor Tim Parrish handled the situation with ease.

Both the Roanoke Regional Home Builders Association and the Blue Ridge Home Builders Association report being pleased with the event. Each Association gained experience in offering NAHB courses and both are now interested in working with the Virginia Ready-Mixed Concrete Association to schedule additional classes for their members. Additionally, the course was approved for AIA Continuing Education Units and a total of 12 architects attended the three classes.

Thanks to VRMCA members whose hard work made these events successful. Classes such as these help spread the word about ready mixed concrete possibilities and make it easier for us to work with related associations and the various construction trades.

Be sure to see page five for photos! ❖

Educate to Change Their Paradigm

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

We all know that people usually do not feel comfortable with things that they are not familiar with. Whether it is another person, a new product, a new concept or a new idea to build a building. So our task is to make them feel comfortable, and that can only happen with ongoing education and building relationships. The concept of changing the paradigm and thinking outside the box is not anything new.

Change is not easy even though, in most cases, it is beneficial. The expression of "teaching the old dog a new trick" is very true, but every day people are learning things that they have never done before. Just a few short years ago most of us were not using the Internet, but look at us today! How can we teach a new trick? How can we get people to think outside of the box? How can we change their paradigm? Well, by creating a need. How do we get the horse to the water? By putting salt in his food.

We know, with the energy crises, natural and unnatural disasters, technological advancements, Green building requirements, the cost of maintenance and economical problems, the use of concrete is the solution.

Every one of the problems mentioned above can be fully or partially solved. However, why are all the buildings not built from concrete? I think people are not educated enough, economy and the competition's propaganda affects their decisions.

The only solution that comes to mind is more education, more promotion and ongoing follow through. In Northern Virginia, NVCAC and VRMCA are very involved with promotional activities that offer education at a very professional level. Among them are home shows, contractors' round table discussions, demonstrations, tours of job sites, periodic seminars for various organizations, and monthly seminar(s) for architects on Tilt-up, ICF and Stamped Concrete.

Since January 2003, NVCAC and VRMCA have conducted over 58 lunch presentations, 27 site tours, eleven demonstrations and open houses and numerous meetings with design and construction professionals.

Our mission is to promote, to educate, to build relationships and help people to feel comfortable about all applications of concrete. This is part of an ongoing effort in Northern Virginia to increase our market share. ❖



Recent seminar in NOVA at Lessard Group Architects.

Architects Visit Roanoke Cement Mill

by Bob Nablo
Director of Industry Services, Western Region

A group of Roanoke area architects recently toured the Roanoke Cement Plant and Shipping Facility in Daleville, Virginia. Architect Steve Sunderman, a good friend of the concrete industry had called Bob Nablo asking if a cement plant tour was possible, and Nablo contacted Sue Walko-Young at the facility.

Walko-Young says Roanoke Cement is always interested in giving tours to local groups and she arranged an informative, extensive program.

Architects first heard brief presentations by Sales Manager Scott Willis and Operations Manager Kevin Baird, and then moved by van to the limestone quarry, the plant control room and the kiln.

The weather cooperated, and the group was even able to climb to the top of the 300-foot cooling tower, which offers a spectacular view of the facility and the surrounding countryside.

Walko-Young said that her company is eager to provide similar tours for other groups. The Southwest Virginia Promotion Council appreciates the cooperation of Roanoke Cement and was pleased to take this opportunity to make architects more familiar with our industry. ❖



Architects visit Roanoke Cement Company.

NOTE:

VRMCA Technical Bulletins Available

The VRMCA Technical Committee is developing a series of Technical Bulletins in order to address various issues of interest to the ready mixed concrete industry.

The first two bulletins are now available and can be downloaded directly from the VRMCA website at: www.vrmca.com. You may also contact the Association Headquarters at 434.977.3716 for printed copies.

Please make every effort to distribute these to contractors, engineers, and testing labs in your area.

AIA of Virginia Architecture Exchange East 2005 in Richmond Features Concrete Programs

by J. Keith Beazley

Director of Industry Services, Central Virginia and Hampton Roads

Architecture Exchange East, the annual conference and expo offered by the Virginia Society of the American Institute of Architects was held in Richmond in November. This conference was the 17th year of the convention and the VRMCA participated as a sponsor of the event. The association conducts a series of technical and educational seminars at the annual event and features opportunities for programs of interest to architects of detailed information on concrete systems and products.

The three programs featured this year were of great interest and the attendance was one of the largest experienced. The first program was titled "Building Green: Concrete and the Environment" presented by Melissa Oliver CE, MBA, Technical Sales Engineer, Lafarge North America.

The program featured the unique aspects of concrete and the opportunities for green building and the LEED credits that are available for usage of concrete in building and site work. The program was very well received by the large group of participants and very good information was provided in the working aspects of environmental credits for concrete.

The second program "Integral Concrete and Finishes for Concrete" was presented by Sammy Davis, Regional Manager, W.R. Grace. This program featured new techniques of color

in concrete and finishing. New applications of stamping and finishing for exterior and interior concrete were discussed and interest was very high in the coloring of concrete for commercial usage by the architects. Exposed aggregate finishing, an old product for the industry, was also demonstrated with new finishing techniques.

The third program "Insulating Concrete Forms—A Perfect Fit for Commercial Construction" was presented by Tom V. Rither, National

Commercial Development Manager, for Eco-Block Company. This program covered all aspects of ICF construction and featured engineering and commercial applications. This program was of very great interest in light of the high energy costs, and safety and security requirements in commercial buildings.



Hessam Nabavi at the AIA of Virginia Architecture Exchange East 2005 conference.

The VRMCA display booth was featured on the exhibit floor with product information and a demonstration of pervious concrete. Great interest by architects was present in the pervious concrete and the product and its advantages.

The AIA will change to a new format next year in the conference with single day events in each local AIA chapter throughout the state in addition to the three-day event in Richmond. This will allow each local affiliate the opportunity for training and exposure to new products and techniques in architecture. ❖

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Upcoming NRMCA Training Programs and Courses

December 13-16, 2005, Orlando, FL

Plant Managers Certification Course: Plant managers and batchmen learn about the daily technical, safety, environmental, operations, financial and HR job skills to successfully manage a ready mixed concrete facility. The workshop includes certification exams so RM producers can meet various States' DOT certification requirements.

January 3-4, 2006, Portland, OR

Mentor Driver Workshops: Award-winning, 13-year-old program that teaches senior-level ready mixed concrete drivers how to facilitate weekly peer-to-peer training, using short, industry-specific videos as the knowledge base. The video program encompasses an extensive library of 75 topics that teach immediately applicable skills that enhance driver performance.

January 10-13, 2006, Silver Spring, MD

CCSP Module III: Fundamentals of Accounting, Finance and Business Law for the Ready-Mixed Industry: Business today is too competitive for RM staff who deal with customers to not understand basic business principles. Workshop topics include break-even analysis, pricing fundamentals, collection, construction finance cash flow, fundamentals, and contract law, all with industry-specific examples.

For more information, call the NRMCA at 301.587.1400.

VRMCA 2nd Annual Truck Roadeo



Left: Neal Logan of Cardinal-Virginia Concrete Company measures the distance between the barrels and cones to determine a driver's accuracy.



Roadeo contestants taking the written portion of the exam.



A VRMCA Roadeo driver takes his shot driving through the tricky serpentine course.



Officer Chip Rosemond observes and judges participants during the pretrip inspections.

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Another Successful Event at NRMCA International Center for Concrete Research

by Hessam Nabavi, R.A.

Director of Industry Services, Northern Virginia



From left to right: Architect, John LaMonica, of Marshall, Virginia, Site inspector, Joe Nichols, of Arlington County Department of Environmental Services and David Goodman, Urban Design Program Director of Walk Arlington-Arlington County Planning Department.

Several months of planning and a joint effort by NRMCA, MRMCA, VRMCA, PCA, Grace Construction Products, DEGUSSA Admixtures and L.M. SCOFIELD Company to plan a promotional event had a big pay off.

The target audience included Architects, Landscape Architects, Interior Designers, School Facility Planners, Owners/Municipal Consultants, Grocery/Department Store Owners, and Large Residential Builders/Developers.

The message was the application of colors and textures for concrete, (surface applied or mixed throughout), interior and exterior applications, horizontal and vertical placements, existing or newly placed concrete, and specifications.

On October 20, 2005 at 10:00 am, NRMCA International Center for Concrete Research in College Park, Maryland hosted over 50 guests. A 30-year-old concrete floor which was recently beautifully stained by Hunt Valley Contractors was very inviting and has given new character to the lab.

The program was started by NRMCA's Director of Operations and Compliance, Gary Mullings, introducing the past president of NRMCA and MRMCA and also vice president of Aggregate Industries, Jim Russ. Russ welcomed everyone and gave a brief history of the center, and then he introduced Steve Martin and Patrick McGinty from L.M. Scofield to talk about Topical Applications for Decorative Concrete. At the end of the presentation everyone was invited to view a variety of decorative concrete applications in the parking area. Tom Evans of MRMCA and Hessam Nabavi of VRMCA were assigned to give a tour of the samples and respond to the questions.

At 11:30 am, Chris Forgey with Grace Construction Products was introduced to present Integral Colors and Surface Retarders. Response by the audience with the line of questions was tremendous. The event ended with lunch and an opportunity for networking.

Special thanks to Hunt Valley Contractors and Artistic Concrete for attending the event and being available to respond to the questions. Also many thanks to all the contractors, NRMCA's staff and various individuals for their effort in making the center a great place for education and making this event successful. ❖

VRMCA Board Member Profile: Matt McGlone

Name?

Matt McGlone

Company?

Degussa Admixtures, Inc.

Title?

Director of Strategic Accounts

Where is your company located?

Our headquarters is located in Cleveland, Ohio. We have three Customer Resource Centers (CRC's) and I work out of the one by Baltimore-Washington Airport. We also have fourteen admixture plants in the United States and Canada, and we have sales representatives and service technicians based in Virginia. We also sell globally.

Where is your place of birth/hometown?

I grew up in Baltimore, Maryland and live there today.

What college or university did you attend?

I attended Towson University, which is located in Maryland. I majored in Mass Communications.

How many years have you been in the industry?

I have been in the industry for 25 years.

What current project or activity are you working on?

I am on a new product development team within our company, which is working on ways to get new products to marketing faster. It takes much longer for products to get approved in the United States than it does in Europe or Asia. The team is working to speed up that process both internally and externally.

What is the accomplishment you are most proud of?

Building good teams at Master Builders (which is our brand name); and watching the teams that I helped develop, and the people I've hired, grow and develop professionally.

What is the best thing about living in Baltimore?

It has the advantages and flavor of a small town, as well as the perks of a big city. You get the opportunity to meet a lot of people, and Baltimore has great entertainment activities, with its arts & cultural opportunities, as well as professional sports. Mostly, however, I love the Harbor and being near the waters of the Chesapeake Bay.

The best part of the job?

I really like meeting the wonderful, honest and straightforward people who are in the concrete industry here, and all over the country.

What did you do before this job?

I started working in the cement business in the Maryland/DC/Virginia area in 1980, and then went to work for Degussa Admixtures/Master Builders in Philadelphia in 1992. I attended my first Virginia Ready-Mixed Concrete Association meeting in 1982, as a young cement salesman.

Mentor?

In the admixture business, it is Tom Guennewig, a now retired Vice President of Sales at Master Builders. In the cement industry, it was Smitty Crouch, a Sales Manager for Essroc. I admire both for their integrity and openness.

Hobbies?

I enjoy fly-fishing, waterfowl hunting and golf. I also coach a little rugby.

Favorite Vacation Spot?

I love Fenwick Island, Delaware. It is close and quiet.

Family?

I have my wife Betsy and my son Patrick, who is a junior at Washington and Lee University in Lexington, VA.

UVa or Tech?

I prefer W&L.

Last Book?

I just got through reading *A Simple Truth*, by David Baldacci. It is a thriller novel about the murder of the Clerk of the Supreme Court.

The perfect day off?

I have two perfect days: any day spending time with my family, since I travel so much; and hunting with my son in a duck or goose blind, which combines two of my passions. ❖



STAFF PROFILE: MARY KORNWOLF

Name: Mary Kornwolf

Title: Communications Coordinator

Where is your birthplace? England, but we moved to Virginia when I was two so I've long since lost the accent!

How long have you been with the company? Since July 2005.

What are your job responsibilities? Much of my time is spent researching, writing and desktop-publishing newsletters and other publications, which I really enjoy. I also work closely with the Executive Director on other assignments, such as responding to inquiries from members and the public.

What brought you to Richmond? I came here in 1990 for school and moved to New Kent County in 2002; I enjoy the contrast of living in the country but working downtown.

Tell us about your family? My parents and brother live in Williamsburg. My "family" is 2 dogs, 2 horses and a venerable cat.

What is the best thing about living here? I enjoy having trails right out my back door and being close to work and my family.

What is the best part of the job? The great people I work with. Whenever I have a question or need help, I can count on them!

What did you do before this job? I did publications work for a statewide employees' association and also several state agencies.

Do you have any hobbies? I enjoy 50 and 100 mile endurance rides. It's like trail riding, but more intense. Shiloh and I have about 3000 ride miles and have competed from Maine to Florida.

UVa or Tech? My favorite college football team is W&M's Tribe.

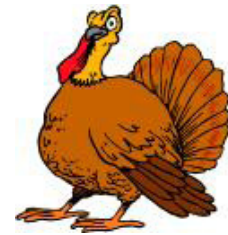
What would be the perfect day off? When it's too hot to ride, I love to spend the entire day boating with my boyfriend. ❖



VRMCA Upcoming Events

.....
2006 Spring Convention
May 21-23
The Homestead

.....
2006 Fall Convention
September 10-12
Wintergreen Resort



The Virginia Ready-Mixed Human Resource Consortium

Human resources has at least two meanings depending on context. Most common within corporations and businesses, human resources refers to the individuals within the company, and to the portion of the company's organization that deals with the hiring, firing, training, and other personnel issues.

This usage is derived from the original meaning of human resources as variously defined in political economy and economics, where it was traditionally called labor, one of three factors of production.

The true value of any company in any economy is its people, but there are still business owners who don't understand this economic reality.

Ask yourself if your company could survive if tomorrow you lost all of your equipment, all of your machinery, or all of your office supplies. Of course it could—because your people would pitch in to make sure it did. Could your company survive if tomorrow you lost all of your employees?

Strong human resources practices have the potential to increase your company's productivity and profitability. Focusing on people does pay off.

Good human resource management is essential to retaining staff and maintaining a high overall level of performance within an organization.

A responsive human resource management system can work to ensure that staff knows what they are supposed to do to get timely feedback, feel valued and respected, and have opportunities to learn and grow on the job.

The next meeting scheduled for the Virginia Ready-Mixed Human Resource Consortium is Tuesday, January 17, 2006.

Please contact Becky Meade at (804) 364-0500 or at bmeade@coxreadymix.com if you would like information about our group. ❖

For safety related links,

| **Please visit the safety** |
| **committee section of** |
| **the VRMCA website:** |
| **[www.vrmca.com/](http://www.vrmca.com/about/safety.aspx)** |
| **about/safety.aspx** |



Blue Ridge Council Hosts ICF Open House

by Bob Nablo
 Director of Industry Services,
 Western Region

An estimated 250 visitors were expected to attend an ICF Open House in Albemarle County on November 18th. This completed home, owned by Anna Chytla and Jeff Crandall, occupies 13,000 sq. ft. on 15 acres of beautiful, rolling terrain.

The event was sponsored by the Blue Ridge Promotional Council and Amvic Building System, and featured representatives from Allied Concrete, Eagle Corp., KW Construction, Valley Building Supply, Carter Machinery and the Virginia Ready-Mixed Concrete Association. A barbeque lunch, prepared by Pig Daddy, of Charlottesville was served to visiting architects, engineers, home builders and contractors, and the owners graciously allowed free access to their home. ❖



Visitors at the ICF Open House.

Education, Education, Education

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

For many months, the NVCAC Residential Committee and VRMCA have been working together to bring education about concrete driveways and stamped concrete to the Northern Virginia Custom Home Builders Council. This effort started in 2004 by sending a specific package designed for the above topics to over 50 Custom Home Builders in Northern Virginia.

A CD of Building Quality Concrete Driveways, PCA brochures, VRMCA brochure on how to protect concrete surfaces and a cost comparison between Concrete and Asphalt were included in the package.

Many months and many phone calls later, we had the opportunity to conduct a very successful educational seminar and presentation to a large group of Custom Home Builders at the Northern Virginia Building Industry Association

office in Chantilly.

This seminar was presented by NVCAC Residential Committee Chairman, Tom Yendall of Titan Virginia. NVCAC Vice Chairman, Duane Laughlin with Crider and Shockey was also present at this meeting.



Tom Yendall with Titan Virginia and NVCAC Residential Committee Chair presents at the seminar.

The builders who attended the meeting showed a great deal of interest in learning about the architectural concrete with colors and patterns. With the line of questions that were being asked, we feel it was a good learning experience for them. As usual, one of their concerns was finding qualified stamped concrete contractors.

Among the literature that we provided for the audience, the VRMCA brochure, "How to Protect Your Concrete Surfaces," drew a lot of attention. This could be the beginning of a strong relationship between NVBIA and NVCAC. Planning is in the works for a seminar and presentation on ICF in 2006. ❖



Tim Parrish, course instructor and owner of Cornerstone Foundations in Harrisonburg.

Cast-in-Place Foundations Courses November 9-11

Right: The Cast-in-Place Foundations Course at the Sheraton Conference Center in Richmond.



Below: Parrish and attendees at the Salem Civic Center in Roanoke.



Parrish answers participants' questions at the course held in Charlottesville.





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

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

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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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