

Virginia Ready-Mixed Concrete Association Newsletter

September 2011

Pervious Concrete Sees Success Statewide Five Years After Start of Marketing Program

By J. Keith Beazley, Director of Industry Services

Pervious Concrete was introduced to members of the VRMCA in the "Pervious Concrete Technology Symposium" in the Williamsburg Kingsmill Hotel on November 1, 2006. The program was the first information on a new product, Pervious Concrete, and the program included information on the Introduction of Pervious, Concrete, Design of Pervious, Basics of Pervious Concrete Construction, and a visit to Bush Gardens to view the first new section of Pervi-

ous Concrete placed in a parking lot. The event was sponsored by the Hampton Roads Concrete Advisory Council and VRMCAmembers attended from across the state to learn more about the product and see the placement of Pervious Concrete. A class was also held for the NRMCA Pervious Contractor Certification and 135 attendees were certified, the largest class ever held by the NRMCA.

Now in 2011, five years after the introduction of Pervious Concrete, the usage is found in all parts of Virginia. Green Building, LEED Certifications of projects, Stormwater Management have all created a demand and acceptance for this unique concrete product. Pervious concrete is found and used in all parts of Virginia from the Blue Ridge Mountains to the Chesapeake Bay. Projects include major shopping centers, schools, commercial parking lots, residential driveways, sidewalks, and other types of projects.



New Marketing Plan 2011: Local Streets and Roads

The VRMCA is now embarking on another Concrete Marketing and Promotion plan to benefit the Commonwealth of Virginia. This new plan is Local Streets and Roads. Unlike Pervious Concrete, Concrete Streets and Roads have been a part of Virginia since the early 1900's but the benefits have been overlooked and forgotten. The VRMCA is marketing the Concrete Local Streets and Roads through the Advisory Councils like the marketing plan the Advisory Councils performed in 2006. The Advisory Councils have established marketing teams to educate VDOT personnel, local cities, towns, and counties, engineers, builders and developers on the benefits of concrete for streets and roads. The project is different but the benefits to our industry and Virginia will simply feature a new product, and the success will be the same as the Pervious Concrete with members working together to achieve our goals of concrete paving. A seminar is being held on October 20th in Charlottesville on Local Streets and Roads marketing and promotion. You can register online for this event at www.vrmca.com.

The successes of Pervious Concrete in just six years through our marketing efforts are encouraging as we start our statewide marketing plan of Virginia Local Streets and Roads. The marketing of Local Streets and Roads will have more of an impact on our market and concrete paving market share than the Previous Concrete Program and will greatly benefit Virginia. Sometimes to look to future, you look to the success of the past.

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Concrete Field Testing Technician Certification Program

Register Now! ... Space is limited to the first 35 registrants!



The following dates remain for 2011:

Bristol October 25, 26, 27

Richmond November 15, 16, 17 FULL

Harrisonburg November 29, 30, December 1

Roanoke December 6, 7, 8

Questions? Contact Christina Sandridge at 434/977-3716 or email christina.sandridge@easterassociates.com.

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MIT Study Examines All Phases of a Building

The need to decrease energy usage and subsequent emissions from the building sector has been at the forefront of U.S. green movement. Not only has energy reduction been viewed as a step for improving the environment, it has financial benefits for companies and homeowners.

To address this, researchers at the Massachusetts Institute of Technology's (MIT) Concrete Sustainability Hub conducted a life-cycle assessment (LCA) study to evaluate and improve the environmental impact and study how the "dual use" aspect of concrete – its ability to offer a durable structure while providing thermal mass benefits for energy loads – affects the environmental footprint of the structure.

Methods, Impacts, and Opportunities in the Concrete Building Life Cycle provides a comprehensive analysis that advances three key areas relevant to the buildings LCA field: methodology, benchmarking, and impact-reduction opportunities. The study is a major development for construction-related life-cycle assessment because it thoroughly examines all phases of the complete life cycle of a building – from acquisition of materials to construction, the use of the building, and finally demolition and end of life.

"Most environmental assessments do not move beyond the construction phase and only provide a partial picture of the full impact a particular material can have on a building. This is short-sighted," David Shepherd, director of sustainable development for the Portland Cement Association (PCA) said. "The heating, cooling, and general operations of buildings and homes in the United States accounts for approximately 70 percent of national energy consumption each year and an accurate LCA

needs to include the operational phase."

Concrete, essential for the construction of buildings and homes, has largely been chosen as a building material for its structural properties rather than its energy-saving properties. Although sustainable builders have known the thermal mass attributes of concrete significantly reduce heating and cooling needs, the energy consumption required to produce its key ingredient, cement, has raised questions about its environmental viability.

In its environmental assessment, MIT researchers found concrete homes produce lower greenhouse gas emissions than current best practice code – compliant wood-frame residences throughout a 60-year service life.

Concrete homes did have a higher

continued on page 4



Christiansburg Church Converts to Concrete

Grace Life Baptist Church in Christiansburg has a very nice, new church and a large, new concrete parking lot thanks to a contractor who understands the concept of life-cycle costs and a persistent ready-mix producer. The parking area was initially intended to be asphalt, but when conversations between ConRock representative Scott Stoots and contractor/consultant Rick Byrd determined that this congregation anticipated large numbers of church service attendees and even tour busses with singing groups, the contractor became convinced that concrete parking was the solution to averting future problems. Once the contractor favored concrete, a series of meetings, discussions and proposals

followed – and the concrete paving was approved.

The parking area was designed to accommodate more than 200 vehicles and is easily larger than a football field – more than 25,000 sq. ft. – and includes walkways, access ramps, stair steps and separate office parking. Church officials looked at NRMCA's Concrete Paving Analyst comparisons, listened to lighting requirement, safety and environmental issues discussions, and accepted the plan. The church is "open for business", and although all of the signage and interior details are not quite finished, the attractive new concrete parking area is complete and ready for years of service.

MIT continued from page 3

embodied global warming potential (GWP) associated with the pre-use phase of LCA when raw materials are harvested and turned into construction materials. transported to the site, and assembled into the finished home. However, this phase accounts for only about 2 to 12 percent of the overall global warming potential for the life of the home. For the 60-year period of the study, houses constructed with insulated concrete forms have 5 to 8 percent lower GWP than current code compliant light frame wood houses, based on greater thermal mass and higher Rvalues. Researchers found similar results when evaluating multifamily residences.

Commercial office buildings built with a concrete structural frame produce slightly less greenhouse gas emissions over a 60-year service life than commercial structures built with steel frames, based on the results of the comprehensive MIT assessment.

MIT researchers then evaluated strategies to lower a concrete building's carbon footprint and overall environmental impact. A major advancement was the incorporation of a cost-impact analysis to determine whether or not a given environmental reduction strategy made economic sense. Among the strategies evaluated, the two that reduced embodied emissions – increased fly ash and reducing the thickness of concrete walls from a 6-inch to a 4-inch concrete core – were found to be both economical and effective ways to reduce emissions.



New ICF Building Expects LEED Platinum Certification



By Bob Nablo, Director of Industry Services

Because a Grottoes-area business owner has been so pleased with his Insulating Concrete Form home, he has now built a new commercial complex using the same system...and has included concrete parking areas, as well.

Wellness Concepts, LLC, a pharmaceutical packaging and distribution company owned by Dan and Cathie Atwell, has recently completed a new 19,000 sq. ft. office and distribution center in Grottoes, Va. Seven years ago ICF builder Glen Stoltzfus constructed a new home for the couple, and they were so impressed with the low utility bills and general construction of the house that they insisted the new commercial building be ICF as well. Dan comments that the utility bills for the new, larger building are about the same as they were for the older 6,000 sq. ft. building the company formerly occupied. He adds that the utility bills

will decrease even more when the solar heating system is completed.

Stoltzfus says construction included about 1,500 of the 4 foot long PolySteel ICF blocks for the walls, and that the second floor is 12-inch Insul-Deck. The third floor, mostly used as office space, is 10-inch InsulDeck. The 15,800 sq. ft. parking area is concrete, and the building and parking area combined used about 1,050 cu. yds. of concrete, supplied by Superior Concrete of Harrisonburg. Employees, delivery vehicles and occasional visitors now fill the parking area, and there are plans to expand the concrete parking. Rain water from the roof and parking area is collected underground and is used to flush toilets. Low energy consumption lighting and high efficiency mechanical systems also gained LEED points for this security-conscious environment, which hopes to achieve LEED Platinum status when all the systems are completed.

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Morgantown STAR® Newburg, Maryland opening early 2012







VRMCA/NVCAC & MRMCA Partner in Pervious Concrete Certification Course Training

By Hessam Nabavi, Director of Industry Services

The NVCAC Paving Committee and MRMCA recently partnered in sponsoring a NRMCA Pervious Concrete Contractors Technician Certification Course and Hands-On Training. This was the second pervious concrete certification and training course sponsored by NVCAC paving committee this year. This event was initiated based on an email from Ken Iustice, Promotion Director for NJ & DE regarding a Maryland contractor who is seeking certification in pervious concrete. This contractor has recently been awarded a large pervious concrete parking lot project in NOVA. Certification is as part of the preparation for this project since ACI 522 requires that in every pervious concrete placement project there should be 5 Pervious Concrete Technicians or 3 Pervious Concrete Installers or 1 Pervious Concrete Craftsman present.

For detailed information about various levels of Pervious Concrete Certification, please visit http://www.nrmca.org/certifications/pervious/index.asp.

In recent years it has become noticeable that there is an increasing level of interest in learning about pervious concrete among various counties and engineering firms in Virginia and Maryland. This has been a direct result of the new requirements by these states to provide sustainable design/ LEED in all newly designed public projects.



This course was a self-study course with a brief review session by Tom Evans of MRMCA in the morning, followed by a Hands-on Training performed by NVCAC paving committee chairman, James Murray with Rowe Materials. Partici-

pants were encouraged to be involved in this placement process.

Many thanks to the following individuals for their contributions to the success of this event: Mark Jeffers, Executive Director, MRMCA; Tom Evans, Director of Promotion, MRMCA;

Lars Hill, P.E., RK&K Engineers; James Murray, NVCAC Paving Committee Chairman, Rowe Materials; Tom Pittman, President, PCS; Jose Calderon, President, Tobar Construction, Inc.; and Louie Hankins, Project Manager, Tobar Construction, Inc.



SWCAC Renews Golf Outing

With the idea of making new contacts with VDOT Land Use officials, municipal engineers and developers, the Southwest Virginia Council is hosting a golf outing at Ashley Plantation on October 7. Lunch, refreshments, golf and the usual prizes will be provided. It is anticipated that this will be a good opportunity to meet with design and construction professionals and discuss the ongoing Streets and Local Roads promotion with them.

If you are interested in sponsoring a team, a hole prize, or in playing, please contact Paul Bryan at pbryan@fandr.com.



The Virginia Ready Mixed Concrete Advisory Council and the National Ready Mixed Concrete Association invite you to attend a

Local Streets & Roads Seminar & Luncheon











Topics will include:

- How Virginia fits into a national initiative
- The VDOT "interface"
- How to read the VA projects that might be good prospects
- Performance bonds
- Utility work
- What SLR means to northeast producers and how they get the jobs
- Contractors
- Design plan, step-by-step
- Panel discussion

The cost to attend is \$40/per person

Thursday, October 20, 2011 • 9:30 a.m. to 3:30 p.m. The Boar's Head Inn • Charlottesville, VA

Lunch is included in the registration fee. For those who will be staying at the hotel Wednesday night, we invite you to join us for a sponsored dinner at the Boar's Head.

A room block is available with a group rate of \$165 for the night of October 19th. To reserve a room please contact the Boar's Head directly at 434/972-2250. Remember to mention "VRMCA" to get the discounted rate. The cut off

date for making room reservations is October 6th.

Registration is available online at www.vrmca.com. Be sure to RSVP for the Wednesday night dinner if you plan to attend. Questions? Contact Raphael Snably at 434/326-9842 or email raphael.snably@easterassociates.com.

We hope to see you in Charlottesville!

REGISTER NOW FOR THIS SPECIAL INDUSTRY EVENT!

Drivers Could Be Paying Tolls on 195 in Two Years

In two years, drivers on Interstate 95 could be paying tolls to use the state's most heavily traveled road.

The Federal Highway Administration has given the state tentative approval to place tolls on portions of I-95 under a federal pilot program, Gov. Bob McDonnell said Monday.

Based on tolls of \$1 to \$2 per axle—or \$2 to \$4 per car and \$10 or more for tractor-trailers—early VDOT estimates indicate the tolls could generate \$30 million to \$60 million a year during the first five years and larger annual amounts later.

The tolls would be on for at least 10 years, and perhaps indefinitely, officials said. Tolls ended on I-95 from Richmond to Petersburg in 1992 after 34 years.

Virginia officials had been considering a toll-collection point at the North Carolina border. But now they will look at other locations because federal officials want tolls to be collected in the areas where the money will be spent.

The revenue from the proposed tolls would have to be used for projects in the I-95 corridor. It would focus on projects — initially the ones to improve safety — from the North Carolina line to milepost 126 at Massaponax in Spotsylvania County.

The state wants to use the money to pay for expanding the road capacity, operational and safety improvements, and pavement and structure rehabilitation, the governor's office said. Building those projects would run into the hundreds of millions of dollars, the Virginia Department of Transportation told the Federal Highway Administration.

Having a dedicated source of money for work on I-95 would in turn free up transportation funds for improvement projects on other highways across the state, officials said.

"Limited funds and growing capital and maintenance needs have led to deficient pavements and structures, congestion, higher crash density and safety concern," McDonnell said in a statement, calling the federal approval "a major step toward funding critical capacity and infrastructure improvements needed in this corridor."

Examples of specific projects that

Limited funds and growing capital and maintenance needs have led to deficient pavements and structures, congestion, higher crash density and safety concern."

could be funded through toll revenues include widening I-95 between Interstate 295 and the North Carolina border, upgrading electronic message board and road weather information systems, installing over-height detectors on bridges, widening shoulders and repaving within the corridor.

Road-user groups were not pleased with the tolling proposal.

"We are opposed to any proposal that would allow tolling of existing highways," said P. Dale Bennett, president and CEO of the Virginia Trucking Association, which represents about 350 trucking companies.

"Although we understand the dire need for transportation funding in the commonwealth, AAA does not believe the tolling should be imposed on existing capacity, especially on the interstate highway system," said Windy VanCuren with the AAA Mid-Atlantic travel organization. AAA has nearly 850,000 members in Virginia.

Others backed the toll initiative.

"We support the tolling of new highways and the tolling of existing highways as well," said Jeffrey C. Southard, executive vice president of the Virginia Transportation Construction Alliance, representing the state's road-building industry.

And, said University of Richmond transportation economist George E. Hoffer, "it is a great way to control congestion on I-95," by encouraging drivers reluctant to pay the toll to use other roads.

Virginia's I-95 toll plan will have to go through the federal environmental review process before it can receive full U.S. approval, Federal Highway Administration chief Victor M. Mendez told the state.

The state also will have to detail to the federal government the improvements it will make with the money, why those projects were selected, how the tolls will help I-95 carry more traffic, and where the tolls will be collected and why VDOT picked particular toll-collection locations. The federal Interstate System Reconstruction and Rehabilitation Pilot Program allows the conversion of free interstate highways into toll facilities in conjunction with reconstruction or rehabilitation work that is possible only using tolls, the Federal Highway Administration said.

The state's toll collection must be for a specified term of at least 10 years, the federal highway agency said.

Because the federal interstate tolling program allows for only one pilot project, the agency rescinded its earlier approval for a proposed toll on Interstate 81.

Traffic volumes on I-95 run from about 40,000 vehicles a day at the North Carolina line, to about 145,000 vehicles a day in Fredericksburg, and to about 215,000 vehicles a day at the Springfield interchange in Northern Virginia.

Having tolls on I-95 in Virginia would not be new. The Richmond-Petersburg Turnpike, designated as part of Interstate 95, was a toll road from its opening in 1958 until the fee was removed in 1992.

Some interstate-designated highways have tolls, such as the New Jersey Turnpike, which carries I-95, but those highways generally were constructed as independent toll roads.

Virginia's pilot tolling project could be a harbinger of a larger shift in federal transportation funding policy, officials said.

"This would represent a major change in how we finance interstate highways, and it is part of a national trend of increasingly looking to tolls to fund transportation given increasing aversion to raising the gas tax and other trends affecting funding," said Trip Pollard with the Southern Environmental Law Center.

"The devil is in the details," Pollard said. "This proposal needs careful study."

Article courtesy of Peter Bacque from the Richmond Times-Dispatch.

Virginia Concrete Industry

- 79 Ready Mix Plants
 - 18 Block Plants
- 26 Precast/ 6 Concrete Pipe Plants
 - 11 Cement Terminals
 - 1 Cement Plant



Facts and Figures to Build the Foundation for Virginia's Economic Success

- Virginia has 1 cement plant and 129 concrete production facilities (includes ready mix, block, precast and concrete pipe plants), an average of 1.4 facilities for every county in the state.
- The Concrete Industry directly and indirectly generated 56,000 jobs.
- The Concrete Industry made a direct and indirect contribution of \$579 million to state revenue in 2010.
- The Virginia Concrete Industry had a \$590 million payroll, and generated \$981 million in shipments.
- Virginia consumed 6.1 million cubic yards of concrete in 2010.
- Concrete's inherent durability is important to Virginia's sustainable development. Concrete is produced locally, completely recyclable and offers many energy-efficient products (fuel-efficient pavements and energy-saving buildings).

Source: www.cement.org

Substantial Changes in Favor of Union Organizing

By John G. Kruchko and Kathleen A. Talty

Despite the still-shaky economy in many business sectors, recent regulatory announcements confirm that organized labor is exerting its political clout to strengthen its foothold in the workplace. The result of these actions is to the disadvantage of employers.

For several years, there were Congressional attempts, spear-headed by organized labor, to enact the Employee Free Choice Act ("EFCA"), which, if enacted, would have greatly facilitated union organizing efforts. Under EFCA, if more than 50% of workers at a facility signed a card, the government would have to certify the union, and a secret ballot election would be prohibited—even if workers wanted one. When Congressional opposition to the EFCA remained strong, organized labor looked to alternative avenues to increase its odds at winning union elections and expanding union member $ship. \ The avenue \ pursued \ was \ with \ the$ union-attorney-dominated National Labor Relations Board ("NLRB" or "Board").

In the last fiscal year, the average time between the filing of an election petition and the conducting of a secret ballot election by the Board was 31 days, and over 95 percent of the elections were held within 56 days of the filing of the petition. Of the elections held under the above time line, unions won over 67 percent of the elections in the last two years. Despite these impressive statistics, the union-dominated NLRB claims it is necessary to "remove unnecessary barriers to the fair and expeditious resolution of questions concerning representation."

Therefore, on June 21, 2011, the Board proposed reforms of the procedures it follows prior and subsequent to conducting a secret ballot election to determine if employees wish to be represented for purposes of collective bargaining. (See "Proposed amendments to NLRB elec-



Employers can no longer afford to wait for a union petition to be filed before they begin to "campaign" against unionization.

tion rules and regulations fact sheet" at http://nlrb.gov/node/525 ("Fact Sheet")). As stated by the Board in its Fact Sheet: "The proposed amendments are intended to reduce unnecessary litigation, streamline pre- and post-election procedures, and facilitate the use of electronic communications and document filing." In his dissent, Member Hayes, the only management attorney on the Board, described the proposed changes to the Board's rules differently, stating: "[T]he principal purpose for this radical manipulation of our election process is to effectively...eviscerate an employer's legitimate opportunity to express its views about collective bargaining."

In its Fact Sheet, the Board identifies at least twelve substantial changes that

will be wrought by the proposed amendments to its election rules including (1) mandating that a hearing be scheduled within seven days after the petition is filed, while at the same time deferring litigation of most voter eligibility issues until after the election unless the issue in dispute concerns the eligibility of at least 20% of the proposed bargaining unit; (2) requiring each party to file a Statement of Position no later than the date of the hearing that identifies the issues to be resolved at the hearing and describes the supporting evidence to be presented at the hearing; (3) eliminating all posthearing briefs and requests for review to the Board; and (4) within two days after the Direction of Election, requiring the employer to provide the union with

a voter eligibility list that contains the names, addresses, telephone numbers and email addresses of eligible voters. The net effect of these changes will be to reduce dramatically the representation election cycle. Currently, union elections normally are conducted within 38–40 days of the filing of a petition by the union. Since the typical employer is completely oblivious to the fact that a union has been organizing its workforce for the previous six (6) to eight (8) months, the filing of the representation petition is usually the first time the employer becomes aware of the unionization campaign. The employer then uses the 38–40 days between the filing of the petition and the election to engage in a campaign in order to educate its employees about the effect of unions in the workplace and the monetary obligations that are created when employees are represented by a union. Under the Board's proposed "quickie" election rule, the opportunity for an employer to engage in the important educational campaign will be non-existent. In addition, there will be no meaningful opportunity to raise pre-election voter eligibility issues that would inform employees as to the scope and composition of the bargaining unit. Instead, post-election litigation could result in a bargaining unit that is significantly different than the proposed unit voted upon by the employees.

Organized labor also won a significant victory when the Board issued on August 30, 2011, its final rule on Notice of Employee Rights, which will require most employers to notify employees of their rights under the National Labor Relations Act ("NLRA" or the "Act"). The Notice of Employee Rights (the "Notice") states that employees have the right to act together to improve

wages and working conditions, to form, join and assist a union, to bargain collectively with their employer, and to refrain from any of these activities. The Notice requirement takes effect on November 14, 2011.

The major points of the Board's Final Rule are:

- The posting requirement applies to all private-sector employers (except very small employers) subject to the NLRA, which does not include agricultural, railroad and airline employers.
- The Notice must be posted "in conspicuous places where [it] is readily seen by employees."
- The Notice must be posted in English and in another language if at least 20% of employees are not proficient in English and speak the other language.
- It does not matter whether you currently have a union or not.
 You still have an obligation to post the Notice even if you are a non-union employer.
- Failure to post the notice may be treated as an unfair labor practice under the National Labor Relations Act.

Employers can no longer afford to wait for a union petition to be filed before they begin to "campaign" against unionization. More than 93% of employees working in private industry are non-union. There is a reason these employees feel there is no need to pay dues to a union. You have a good story to tell. Let employees know where you stand and listen for their response.

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John G. Kruchko is a Partner with the Management Labor & Employment Law Firm of Kruchko & Fries in McLean, Virginia; Kathleen Talty is a Senior Counsel with the Firm. For more information, please contact Mr. Kruchko at (703) 734-0554 or Ms. Talty at 410/321-7310 or JKruchko@KruchkoandFries.com, or KTalty@KruchkoandFries.com. This article is published for general information purposes, and does not constitute legal advice.

On the Horizon Calendar of Upcoming Events

OCTOBER 7, 2011

Southwest Virginia Golf Tournament

Ashley Plantation Country Club Daleville, VA

OCTOBER 11, 2011

HRCAC Business Meeting

11:30 AM - 1:00 PM Surf Rider Restaurant, Cypress Point Virginia Beach, VA

OCTOBER 13, 2011

NVCAC Business Meeting

7:30 AM - 10:00 AM Manassas, VA

OCTOBER 18, 2011

CVCAC Business Meeting

11:30 AM - 1:00 PM Meadowbrook Country Club Richmond, VA

OCTOBER 19, 2011

SWCAC Business Meeting

8:00 AM - 9:30 AM Roanoker Restaurant Roanoke, VA

OCTOBER 20, 2011

VRMCA Local Streets & Roads Seminar

9:30 AM - 3:30 PM Boar's Head Inn Charlottesville, VA

OCTOBER 25-27, 2011

ACI Concrete Field Testing Seminar and Examination*

VDOT-Bristol 870 Bonham Road Bristol, VA *PRE-REGISTRATION REQUIRED

NOVEMBER 4, 2011

Green Living Expo

9:00 AM - 5:00 PM Roanoke Civic Center Roanoke, VA

Please visit the online calendar for an up-to-date list of events. www.VRMCA.com/calendar



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AT THE **RIGHT** TIME

ROANOKECEMENT

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.