

Special Promotion Issue



Persistence Pays Off

Promotion Principle: Don't give up after the first discouragement.

Roller-compacted concrete, or RCC, takes its name from the construction method used to build it. It is placed with conventional asphalt paving equipment and then compacted with rollers. RCC has the same basic ingredients as conventional concrete, but unlike conventional concrete, it's a drier mix—stiff enough to be compacted by vibratory rollers. It needs neither forms nor finishing, nor does it contain dowels or steel reinforcing. It offers three basic benefits for industrial pavement: low cost, high strength and rapid construction. Roller-compacted concrete offers owners the strength to withstand heavy loads, the durability to resist freeze thaw damage, and the low cost to be competitive.

On August 18, approximately 400 cy of very stiff RCC was placed as a part of a road leading from Rte 157 into the Kienstra

Continued on page 19.

Above: Roller-compacted concrete (RCC) offers low cost, high strength and rapid construction. RCC is a drier and stiffer mix than conventional concrete.

Right: CAT rollers were used to help compact the RCC. This placement in Collinsville, Illinois, resulted from years of promotion.



Illinois Ready Mixed
Concrete Association

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produce quality.*

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Mission

To be the voice for the ready
mixed concrete industry in
Illinois. To promote the use of
quality ready mixed concrete
through innovative educational
programs. To accomplish com-
mon goals as an organization
that cannot be done individu-
ally.

Pervious for Driveways?

**Promotion Principle: Keep an open mind when
considering the promotion of new products.**

It seems like everyone is
promoting pervious concrete, and
almost everyone is promoting it for
use in parking lots. In Highland
Park, Illinois, however, a Wisconsin
builder has used pervious concrete
for all exterior flatwork in two brand
new homes. This includes driveways,
parking areas and walkways. Dr.
Bruce Ferguson, noted author of
books on porous pavements, estimates
that over 60% of "covered" surfaces
qualify as porous possibilities,
including exterior residential flatwork.

We will all be hearing more
and more about pervious concrete.
Remember that uses for pervious go
way beyond just parking
lots!



**Above: The driveway is
one area where pervious
was placed.**

**Right: The pervious for
these two new homes in
Highland Park, IL, was
supplied by IRMCA mem-
ber Meyer Material.**



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A parking lot overlay at the University of Illinois Urbana-Champaign. Notice the jointing pattern.

lot overlay. Concrete for this lot, located behind the McKinley Health Services Building on North Lincoln, was again placed by university employees. Personnel from the Maintenance Department expressed satisfaction with the overlay and indicated that more would most likely be forthcoming next summer.

More UIUC Whitertopping

**Promotion Principle:
One hard-earned and
successful promotion
will often lead to
others!**

Continuing a trend that started years ago after successful promotion by Randy Riley, P.E. of IL-ACPA and reinforced by promoters from IRMCA, the engineering maintenance staff from the University of Illinois at Urbana-Champaign recently completed yet another parking



Best Placed Plans

Promotion Principle: There really isn't one except that perhaps the staff should spend more time promoting and less time looking out the window (ask us what we saw on Sept. 27).

We see the darndest things from our office windows! We watched as a section of the street was torn out for repair work. We watched as it was prepared and the concrete was placed. We watched as the workers cured the concrete and carefully placed barricades at both ends of the road before they left. We watched as the workers returned to look at the fruits of their labors (see picture). And we watched as the workers began tearing out the new concrete.

Concrete is the paving product of choice at this Wal-Mart distribution center in Olney.



Wal-Mart Success & More!

Promotion Principle: Decision makers will listen, but we must ask them for the opportunity - regardless of the job size. Be confident that concrete is the building product of choice and don't be shy about spreading that word!

As the Wal-Mart Distribution Center in Olney, IL, neared being ready for parking lots and other exterior flatwork, Brad Doll of IRMCA member Doll's, Inc. managed to set up a meeting with the location manager to discuss the possibility of allowing a bid alternate for concrete. IRMCA promoter John Reed and IL-ACPA executive director and engineer Randy Riley, P.E. made their pitch and, after bids were complete and compared, concrete won. General contractor Walton Construction hired AHAL Contracting Company out of St. Louis to be their concrete contractor. Nearly 13,000 yards of exterior flatwork was



Promotion converted this Family Video lot in Olney to concrete.

placed on this project and all because promoters and ready mix salesmen took it upon themselves to ask for the opportunity!

With additional promotion effort, Doll's was able to recently convert two other projects in Olney. Prairie Farms chose concrete for a 1200 yard parking area and 250 yards were converted to concrete at the local Family Video store. Dolls worked closely with the contractors to ensure that the



Top to bottom: Concrete is tested at the Wal-Mart jobsite; Concrete is being placed with a laser screed; A Prairie Farms truck parking lot was converted to concrete after a promotion effort by Doll's, Inc.

“after bids were compared, concrete was chosen”



placements were done properly and efficiently.

Conversion to concrete is certainly not assured in each project, but successes are being tracked with regularity. The one certainty is that there will be NO conversions unless decision makers are approached and convinced!

WORKING TOGETHER

Promotion is not about “me”; it is about “we.” Let me explain. Over the years in my promotion activities, I have been involved in a number of successful efforts. Many of you have been a part of them, and that is a key point, for promotion is about partnerships!

In our close working relationship with Illinois Ready Mixed Concrete Association, Jimie Wheeler and I have often had the opportunity to work directly with IRMCA staff and its members to promote new concepts and new projects. If the staff calls, we have a partner. If the producer calls, we have a partner. If a consultant calls, we have a partner. If a contractor calls, we have a partner. Finally, if the owner calls, we have a partner. The most successful of these efforts will have more than one partner.

As an example, the city of St. Charles, IL, just completed its most recent concrete overlay project. In 2006, the city started by trying an Ultra-Thin concrete overlay on one block. This year it has expanded the program to two blocks. According to our “engineering partner” with the city, they hope to expand the program by doing more such work every year as funds permit. That partnership started with a simple phone call one day several years ago about a joint pattern in a firehouse

Swederski Concrete Construction, Inc. at work on a thin concrete overlay in the City of St. Charles. The city plans to start using more of this technique annually as funds permit.



Promotion Principle: Take advantage of partnerships available to you, including IL-ACPA & IRMCA - it pays!

By Randell C. Riley, P.E.

driveway. This was later followed by construction of a block that combined a short stretch of both whitetopping and new construction. Repair issues on some of their existing concrete streets was discussed with the City on some other projects at various times. The partnership expanded from there as others were involved along the way.

Richard J. Plimpton, P.E., your retired Director of Marketing, was part of the efforts in St. Charles as things progressed a few years ago. George Burger, Holcim USA lives in the neighboring community. He helped out, calling on the city, answering questions, monitoring progress and calling for assistance when necessary. A couple of IRMCA producer members were involved in the effort too offering seminars or information. When some specific questions came up regarding the construction, Joe Swederski and Dan Reynolds, Swederski Concrete Construction lent their expertise to provide answers. The company was actually the winning bidder on each of the two projects the City has awarded, though a couple of other non-member firms provided input as well. We welcome them too!

This is but one example. Every successful project that I have been involved over the years has been like this, and I could name literally dozens of people that have had a part

in making our efforts successful. Think back a couple of years to the “mega-partnerships” such as the Schaumburg, Illinois Department of Transportation, District One, Whitetopping Open House and demonstration. The number of people involved in that effort with the Department, IRMCA members, the Great Lakes Cement Promotion Association members and IL ACPA members is so long I could not even begin to name them all. But, it is this combined synergy of multiple partners unselfishly moving in the same direction with the same goal that is the key to long-term success! It resulted ultimately in making Whitetopping and Ultra-Thin concrete overlays a viable alternative in Illinois.

The lesson in all of this is simple: “Take pride in your partnerships rather than your efforts. It pays!”

promotion is about partnerships

Promotion Principle: Big projects create big opportunities for IRMCA members. By Randell C. Riley, P.E.



The concrete for this section of the Dan Ryan Expressway is being produced in an area producer's central mix plant.



This section of the Illinois Toll Highway Authority's extension of I-355 provides high volume opportunities for IRMCA members.

Big projects create big opportunities for IRMCA members, and the biggest of these are frequently roadway paving projects. Whether it is on the Dan Ryan Expressway or Illinois Toll Highway Authority's I-355 south extension to meet I-80, ready mixed concrete producers have played a part – a big part. But even though these are big projects, it is important to remember that “big” is a relative term. Outside of Cook and the collar counties, concrete paving also provides tremendous opportunities. Most of our Whitetopping and UTW projects in the downstate Illinois have been supplied by ready mixed concrete producers. Most of this is driven by volume.

Due in large part to the volumes associated with concrete paving projects compared to the costs of the contractor placing a portable plant, the IRMCA producer members best opportunity to land any kind of paving project in his or her back yard would be any project less than about three miles in length. This is based on current market dynamics. For the downstate producer, this is not an insignificant quantity of material and some extra effort may be required in order to meet the sudden spike in demand, but the opportunity to substantially expand your volume in a down year or any may well help you to replace one of your aging ready mix fleet with one or more new units. And that is something to think about!

For assistance in promoting these types of projects contact your IRMCA or IL ACPA Staff.

Two New Powerhouses in Central Illinois

Promotion Principle: Even when you haven't promoted the concrete on a project, the quality and service you offer can lead to a top-notch reputation and favorable status for future jobs.



Two major power suppliers in central Illinois are constructing new operations and are using a LOT of concrete! Ameren Energy Generating is installing a new absorber and accompanying stacks at their coal-fired plant in Coffeen with the ultimate goal being to use coal with higher sulfur content. Concrete for the absorber was supplied by IRMCA member

Mid-Illinois Concrete from their plants in Vandalia and Greenfield and from IRMCA member Fuller Brothers in Hillsboro.

In Springfield, the city's City Water, Light & Power Company is basically constructing an entire new generating plant. The company has endeavored to create the most environmentally friendly coal powered plant in the country. Watched over by environmental groups, the company has done just that; they are even supplying power that has been generated by wind farms. Concrete for this project is being supplied by IRMCA member Capitol Ready Mix.



Top to bottom: City, Water, Light & Power Company in Springfield is constructing a new generating plant; Extensive formwork at the Ameren Energy jobsite in Coffeen; Concrete pumps being used for placement in Coffeen.



As can be imagined, concrete specifications on both projects are tight and suppliers are being held to a high standard. By successfully fulfilling these specs, these IRMCA members are establishing a reputation as excellent suppliers. Providing quality and service is essential for future considerations.

Promotion in Geneseo

It was 2006 when Dan Edwards of IRMCA member Edwards Ready Mix in Geneseo contacted IRMCA's John Reed and IL-ACPA's Randy Riley and asked that they join him at a meeting of the city's council and supervisors. After asking for some

Another promotion success in Geneseo occurred when Jim Glazier, general manager of Edwards Ready Mix, learned that a teacher parking lot and bus lane at the high school had been specified to be asphalt. Jim attended a school board meeting

Promotion Principle: Work like heck to set a meeting, call in expert help, persevere and don't be afraid to ask for the order!



and suggested the alternate use of concrete, explaining its many advantages. The result was 250 cy, 4000 psi concrete!

The successes don't just happen. They certainly do not just happen overnight. They happen because the promoters know their facts, they know the decision makers and they are not afraid to both persevere and to ask for the order!

Left: Successful promotion "turned" this high school parking lot in Geneseo.

Below: After several presentations to city officials, Geneseo streets are being overlaid with concrete.

period of time, Dan had secured an opportunity to present the case for concrete use in city streets and he decided to get as much expertise and promotional help as he could. The talks, coupled with Edward's persistence, were so successful that in addition to an immediate overlay project, the city now specifies all new streets in concrete – one project of which is ongoing! This success, like most, did not come about easily; it took months of effort and several meetings. The result of all this effort is well worth the time spent.



Colored, Stamped Concrete Enhances Genevieve Green Gardens

By Jennifer Bedell



**Promotion Principle:
Promote decorative
concrete! Not only
can decorative
concrete provide
successful conversion
opportunities and
become a profit
center, but most
often it is placed by
the very best trained
concrete contractors,
affording repeat
business.**

Colored, stamped concrete is being used in the construction of the Genevieve Green Gardens at Ewing Cultural Center in Bloomington. The six-acre enhancement project includes courtyards, pathways and gardens. Managing this project is Allan Feltner, Illinois State University's construction administration director. He commented that the research conducted for the project identified decorative concrete as a cost-saving material.

IRMCA member Modahl & Scott of Bloomington is supplying the concrete for this job. Modahl & Scott dispatcher Darrell Brown mentioned that the concrete for this project is primarily 4000 psi and the decorative elements include red liquid and grey powder. Exposed

aggregate concrete with 5/8 crushed gravel is also being placed.

Approximately 150 yards of colored, stamped concrete is required, including red running bond cobblestone for the courtyard on the east side of the house and brown random stone for the primary path on the east side of the property. Felmley Dickerson is the general contractor for the project and superintendent Rick Kull noted that the decorative concrete is workable, the color mixes nicely in the truck and the releases work well. He continued, "Felmley Dickerson and Illinois State University are happy with the decorative concrete placement - it went well and looks nice."

The project is funded by the Illinois State University Foundation

Continued on page 18.



Clockwise from left: A gray powder is put on the colored concrete before it is stamped (photo courtesy of *The Pantagraph*); A view of Ewing Manor during the construction of the Genevieve Green Gardens at the Ewing Cultural Center in Bloomington; The red running cobblestone courtyard on the east side of Ewing Manor.



Exhibits and Displays

**Promotion Principle: Keep our product “out there”.
If decision makers are there, we should be too!**

It is a definitive priority of both the Illinois Ready Mixed Concrete Association and the Illinois Chapter of the American Concrete Pavement Association to be where the decision makers are. Displaying/exhibiting at conventions and trade shows affords us the opportunity to promote our industry to a great number of prospective customers at a really low per person cost. We exhibit both separately and together, depending on the audience and we share display boards, pictures, brochures, and manpower. Sometimes we display primarily to support other organizations such as we did on September 20th at the Illinois Department of Transportation 2007 Career Day.



Promotion is all about getting our story before decision makers and displaying and exhibiting at industry events will continue be a big part of our effort.

Above: IRMCA was one of many exhibitors at the Springfield Home Show.

Left: (l-r) Bruce Grohne of IRMCA, Randy Riley of IL-ACPA and Tom Winkelman of Continental Cement prepare for the 2007 IDOT Career Day on September 20th in Springfield.



Robinson Park, Peoria

Promotion Principle: When asking for concrete on a job, ask for everything to be concrete! You just might get the order!

In the June 2007 issue of the IRMCA News, we promised to complete the story of the conversion to concrete at the Peoria Park District parking lot in Robinson Park. Remember that when helping the district with the pervious part of the project, IRMCA's John Reed was able to convert the rest of the project to concrete as well. The project is complete and a great rapport has been established with the park district. They have already specified more pervious and we are confident that more will come.

IRMCA intends to create a *Concrete Notes* flyer on this project and will distribute it to all park districts in Illinois. We will also institute a follow up with our producer members' help. When promoting concrete on a project, remember to ask for it all - it can't hurt. Believe in your product!



Photos: Peoria Park District chose pervious concrete for the parking areas and conventional concrete for the driving lane.



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Can Macro Fibers be a Profit Center?

Promotion Principle: Learn as much as you can about everything you sell, only then can you sell smartly!

It's a fact! More and more major building projects are specifying macro fibers! Another fact – macro fibers are almost always introduced into the mix by producers at the plant! Therefore, wouldn't it be prudent for all of us to know a little more about macro fibers? If they are specified and if we are delivering them, shouldn't we try to make sure they are used correctly and profitably?

SCC Self-Consolidating Concrete

Promotion Principle: When we promote either the entire industry or an individual ready mix operation, we must be ready to

Self-consolidating concrete, also known as self-compacting concrete and SCC, is a highly flowable, non-segregating concrete that can spread into place, fill formwork and encapsulate even the most congested reinforcement, all without any mechanical vibration. SCC has been used throughout Illinois in foundations, in areas with complicated steel-work and prominently all along the I-74 project in Peoria.

SCC can be a very useful product for our producer's customers and can be a good opener for promotion talks; contractors are always willing to listen to ideas that might save labor. Remember, however, that before you promote a product, you must learn all you can about it, see it and be ready to deliver – you might just get the order!



A laborer in a lift bucket directs SCC into tall forms on a jobsite in downtown Normal.

“Macro fiber” is a generic term for fibers, synthetic or steel, that are designed to insure good dispersal of high strength reinforcement throughout a prescribed mix. Purveyors of these fibers also tout toughness and durability. Macro fibers are being specified for commercial, industrial, and residential floors as well as other flat work and form work. Macro fibers often replace reinforcing steel and, because macro fibers are introduced into the mix at the ready-mix plant, the contractor/owner may view the macro fibers as work savers.

Please understand that IRMCA is in no way recommending the use of macro fibers, nor, for that matter, does IRMCA recommend any particular product. The purpose of this article on macro fibers is to alert members of its increasing specification and to encourage members to learn as much about them as they do any other products they sell. Your fiber salesperson can help with this education.



Workers are placing a floor mix that contains micro fibers.

Gas Station Conversion

Promotion Principle: Once you get the reputation for quality and service, decision makers are more willing to listen to your story. Success breeds success.

Once again, IRMCA member Don Payne of Contractors Ready Mix in Clinton has been successful in converting a parking lot from asphalt to concrete. This time, a new Shell Oil Station owned by Beck Oil of Princeton, IL, has become the latest, and highly visual, example of conversion success in Lincoln. Don was able to convince the general contractor, Lensco Contractor from Morton, IL, to entertain a concrete alternate bid and then worked with him to look at life cycle costs as well as immediate costs. Contractors Ready Mix is providing 2500 yards of 6" pavement mix to the concrete contractor, Rossi Concrete Construction, for this project, which is located on the far west side of Lincoln.



Shell station in Lincoln, Illinois, chooses concrete for entire project.

Don't Forget ICF's

Promotion Principle: when a new concept comes along that MUST use concrete - no alternative - it is worth promoting.



400 yards of above grade concrete goes into this ICF home outside Lincoln, IL.

Insulated Concrete Forms (ICF's) continue to be sold and used to build all concrete homes in Illinois, but sometimes it seems that no one is promoting them. When a builder chooses to build with above ground concrete, the decision automatically adds 30 or more yards of concrete to a residential project and much more to a commercial project. This is yardage that should not be ignored. IRMCA is currently advertising in the Illinois Home Builders magazine and the ads feature ICF's, but that is not enough.

We all know that residential construction is down and we all know that energy prices are up. Why not take these two facts under consideration and promote ICF's? Try to maximize the amount of concrete that you can possibly supply to a new home or commercial building by promoting above ground concrete. Now's a great time!

Memorial Stadium Renovations

Promotion Principle: Even when not directly promoting concrete on a job, be sure that you produce top quality product and service to encourage decision makers to choose concrete for future projects.



Approximately 60 - 70 workers can be found on site almost any day as work continues on the \$120 million dollar renovation of Memorial Stadium at the University of Illinois at Urbana-Champaign (UIUC). The project, known as Illinois Renaissance, entails tearing out the entire west balcony and rebuilding it to include: luxury suites; premium seating areas; a new press box; and new permanent stands on the north

Above: Concrete supports the new stands at the north end of Memorial Stadium.

Right: Massive, unseen walls and piers support the new construction.



end of the stadium to be used by students, including the *Orange Crush*. Great care has been taken to preserve the ambiance of the 83 year old structure and work will continue, although slowed a bit, throughout the football season.

The project management firm is The Hunt Construction Group (new Busch Stadium, new Indianapolis Colts stadium, Miller Park in Milwaukee) and Hunt is working with sub-contractors Grunloh Construction (Effingham) and Williams Brothers (Peoria).

When engineers designed renovations to Memorial Stadium at the University of Illinois, there was no question over what would be the building product of choice: piers, caissons, footings, beams, walls, floors, and sidewalks were specified for ready mixed concrete – just like the original.

IRMCA member Champaign Builders, about 8 blocks from the site, is providing concrete for the renovation. Specifications are strict and testing is constant and yet much of the concrete will never be seen; such as the 164 foundation piers that are 75 feet deep on the west side. Concrete is being required through the winter months, making this job attractive, yet at the same time requiring even more attention to production and specification details.

The entire project should be complete by the start of the 2008 football season and it's almost certain that all who see and enjoy this renovated stadium will realize and appreciate the quality workmanship and, if they look hard enough, the quality concrete.

Don't Overlook the Wind Farms

Promotion Principle: Be aware of new placement opportunities.

While most of us will never go out and actually “promote” wind farms, it would be prudent for each IRMCA producer to be aware of possible new or expanded wind farm development in their area. As we have been reporting for a few years now, SUSTAINABLE DEVELOPMENT (Green Building) is HERE! Remembering that sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs,” you can understand the rapidly emerging fascination for wind farms.

There are currently nearly 1000 windmills creating power in Illinois with more coming. There are municipal governments in Illinois that are requiring that their power company provide a percentage of the power from wind farms.

So, why be aware? Remember, the base for each wind mill requires approximately 350 -400 cy of concrete and usually it is “back-up & dump”, good, fast work, so keep your eyes and ears open!

A good idea: keep tabs on everything going on in your area, you never know when a potential sale will jump up.

400 cy per base can add up fast on wind farm projects.





Concrete ceiling beams in the living room. Photo courtesy of ISU Marketing and Communications.

Davis Ewing founded the Davis Ewing Concrete Company in 1899 to meet the demand for sidewalks in the growing community of Bloomington, Illinois. Located at 712 East Empire Street, the company contracted and manufactured high-grade concrete products.

In 1907 Ewing married Hazle Buck and for almost twenty years they lived on Olive Street in Bloomington. Then, they began plans for Ewing Manor to be built at the edge of town on the Sunset Hill estate they had purchased. Local architect Phil Hooten designed the Manor in the Channel-Norman style, though a unique feature was concrete ceiling beams used in several of the rooms, a design decision likely influenced by Ewing's involvement with the concrete industry. Shortly after construction was completed in 1929, the Ewing's divorced. Hazle remained at the Manor and bequeathed the property to Illinois State University Foundation.

Today the Manor is part of the Ewing Cultural Center, which includes a 430-seat theater that is home to the Illinois Shakespeare Festival. This beautifully maintained landmark is a popular place for weddings, meetings, events and leisurely strolls through the gardens.

Gardens continued from page 10.

through a donation of more than \$5 million by Bruce Green in honor of his late wife, Genevieve Carlock Green. The construction budget is approximately \$2.5 million and the remainder of the endowment will fund the upkeep.

Dedication of the Genevieve Green Gardens is planned for Fall 2007. According to Rebecca Landau, Executive Director of Ewing Properties, the Ewing Cultural Center grounds are free and open to the public during daylight hours.

Pictured below are workers stamping the cobblestone path and the cobblestone path upon completion.





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Persistence continued from cover.

ready mix plant in Collinsville. Kiesnta supplied the RCC by dump trucks from its central mix plant in Alton. The RCC was placed by Keller Construction, who used a CAT AP650B spreader and 2 CAT rollers for the placement.

The road was placed in 2 side-by-side strips and in 2 lifts of 5" each. Each lift was expected to compact 1/2", leaving a 9" pavement. RCC should be cured, and in this case a white wax based curing compound was sprayed onto the surface.

This placement was the culmination of years of promotion by Continental Cement Company staff, headed up by Tom Beck and Jim Posadny. The mix



Above: RCC is placed by an asphalt spreader.

Left: RCC was placed and compacted in two lifts.



provided had been originally developed for use at Continental's Hannibal plant. The heavily used road will offer the opportunity to observe and test RCC with the expected result of much more RCC in the area.



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Attention

If you liked this special issue of the *IRMCA News*, please let us know. And, if this special issue is something you'd like to see us continue, please let us know about special projects & promotion efforts. We want to include more of your successes in the next special issue!



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