

IRMCA NEWS

Volume 25, Number 3

September



IRMCA is 25!

On February 25, 1981, the Illinois Ready Mixed Concrete Association was incorporated in the State of

Illinois, citing 997 Dayton Drive, Galesburg, IL, as its base of business.

Many members will recall that previously Illinois producers and associates belonged to the Midwest Ready Mixed Concrete Association, which consisted of an Illinois Division and an Indiana Division. In the late 1970's producers



Above is Harvey Hage's home, which housed the first IRMCA office from 1981 thru 1989. Below is the current office building.



from these two states mutually decided to dissolve the MRMCA and reorganize into separate state associations. IRMCA founding board members cautiously chartered a course for growth and expansion and, in 1983, hired Harvey Hage as executive director. Paid part time but working full time, Harvey created the first IRMCA office in a spare room in his Galesburg home.

Harvey was given one directive – grow the Association! Responding to Harvey's enthusiasm, almost all companies who had been in MRMCA joined the new IRMCA. Many more joined as Harvey traveled and extolled the advantages of supporting an association that strives to improve conditions within the ready mix industry in Illinois. In 1989, the Association hired Dick Cosgrove, another former member, to serve as its second director and the office was moved to Aurora. Harvey remained on staff as field director until he retired in 1993.

By the early 1990's, IRMCA had grown to represent over 125 producers and 70 associates—both all time highs. With growth came the opportunity to expand Association interests into areas such as education, promotion, insurance, legislative issues, drug testing

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Ken Highlander,
Vice President

George Mobarak,
Past President

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IRMCA News Editor/
Special Projects
Coordinator

John Reed,
Director of Marketing &
Promotion

JoAnn McKeown,
Office Manager

Whitney Rush,
Administrative Assistant

Marissa Innocenzi,
Administrative Assistant

Dick Plimpton, P.E.,
Consultant

*Working together to
create value,
teach excellence,
and produce quality.*



Association

News

From the Board...

Long Range Planning – A Long Range Planning Committee has been formed and charged with the responsibility of developing a strategic plan for the future of the Illinois Ready Mixed Concrete Association. At the September board meeting the board approved a request from the executive director that the association hire a professional facilitator to help with the plan development.

Faculty Scholar Fund – The board voted to commit a considerable sum of money to help fund the establishment of a Faculty Scholar Fund in the Department of Civil and Environmental Engineering at the University of Illinois Urbana-Champaign campus. Dollars from this yet to be named fund will be given to a faculty scholar to aid in concrete research and teaching. IRMCA joins the Illinois Chapter of the American Concrete Pavement Association and the cement industry in this ambitious venture.

New Members...

Buckeye Building Fibers, LLC
Sondra Dowdell, Marketing Manager
1001 Tillman Street
Memphis, TN 38112
Ph# 901-320-8244
Fx# 901-320-8844
Website – www.ultrafiber500.com
P & S: Fiber for concrete reinforcement and automated fiber dispenser.

Geotest Instrument Corp.
Wayne Hickey, National Sales Manager
828 Davis Street, Suite 300
Evanston, IL 60201
Ph# 847-869-7645
Fx# 847-869-8129
Website – www.geotestusa.com
P & S: Material testing equipment for aggregate, concrete and cement.

Legacy Decorative Concrete Systems, Inc.

Directory... In-house production of the 2007 IRMCA Membership Directory is underway. Don't miss the opportunity to advertise in this publication. 2007 rates are considerably lower than 2006 rates and all of the revenue is cash flow for the Association instead of profit for an outside firm. The deadline is December 1, so reserve your ad space soon!

Steve Johnson, President
3421 Lumber Lane
Springfield, IL 62707
Ph# 217-522-6737
Fx# 866-684-9395
Website – www.legacycolor.com
P & S: Decorative concrete products.

Southern Illinois Stone Company
Pearl Gibbons, Aggregate Sales Manager
4800 State Route 37, P.O. Box 38
Buncombe, IL 62918
Ph# 618-995-2392
Fx# 618-995-2005
Website – www.deltacos.com
P & S: All limestone products including manufactured sand and rip rap.

Internship - University of Illinois...

What we are thinking. The Illinois Ready Mixed Concrete Association is investigating the possibility of sponsoring a summer internship program with the Department of Civil and Environmental Engineering at the University of Illinois Urbana-Champaign. A summer internship entails a carefully crafted syllabus that outlines the requirements and expectations of both the student and the employer (IRMCA). IRMCA would be required to adhere to university standards and would be required to submit a thorough evaluation of the student's performance.

What does this mean to our membership? To offer such an internship, IRMCA members must be willing to become very involved in the summer program. Our objective would be to provide the selected student with approximately 10 weeks of educational and practical "field" concrete industry experience. Included in the 10 weeks internship might be time with IRMCA personnel, traveling with a cement market representative, an admixture representative, time in various quality control labs, aggregate production facilities, a cement production facility, a day at PCA, CTL, ACPA, time in one or two ready mix plants, and more.

What needs to happen RIGHT NOW? We are asking that you, the members of IRMCA, consider offering your time and talents to this program by volunteering to participate and integrating this internship into your schedule. We feel that this is a great opportunity to spotlight our industry and to help solidify our relationship and partnership at the U of I. Please contact Bruce at the IRMCA as soon as possible with questions and for details.



New Staff Member...

IRMCA added our newest staff member, Marissa Innocenzi (pictured right) in August. Marissa comes to us from Lakes Forest, Illinois. She is currently pursuing a degree in both Art History and Studio Art with a concentration in drawing at Illinois State University. Her minor is Anthropology. Marissa is planning to graduate in 2008. Welcome, Marissa!



Plan To Attend These Upcoming Events

January 8-9, 2007
Short Course
Par*A*Dice Hotel
East Peoria, IL

January 18-20, 2007
Annual Convention
Indian Wells Resort Hotel

January 22-26, 2007
World of Concrete
Las Vegas

February 2007
Safety Meetings
Date & Time TBA

September 5, 2007
Golf Outing
Pine Lakes Golf Club
Washington, IL

Illinois Ready Mixed
Concrete Association
303 Landmark Dr.,
Ste. 1-A
Normal, IL 61761

Phone: 309-862-2144
800-235-4055
Fax: 309-862-3404
E-mail: irmca@irmca.org
Web: www.irmca.org

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 common goals as an organization that cannot be done individ-

Promotion Help Is Available From IRMCA

“Getting in the Door”

When you are out promoting concrete parking lots, trying to get through the door and nothing is working, try aiming at the environmental angle. Promoting stormwater management through the use of pervious pavement may just trigger that “hot button” that will get you in. You must, however, know a little about pervious concrete.

Pervious concrete is formed when carefully controlled amounts of water and cementitious materials are used to create a paste that forms a thick coating around aggregate particles. Unlike conventional concrete, the mixture contains little or no sand, creating a substantial void content – somewhere between 12% to 30%.

Using sufficient paste to coat and bind the aggregate particles together creates a system of highly permeable, interconnected voids which drain quickly. While the low mortar content and the high porosity somewhat reduces strength compared to conventional concrete, sufficient strength can be readily achieved for most applications.

Pervious concrete allows 3 to 8 gallons of water per minute to pass through each square foot of the material. By allowing rainwater to seep into the ground, pervious concrete can be instrumental in recharging ground water and reducing stormwater runoff. This capability can reduce the need for retention ponds, swales and other hardscape surfaces often connected with stormwater management.

The internet has article after article about pervious pavement. Just go to the IRMCA website, www.irmca.org and click on the Links Section and choose Pervious from the choices column.

Promotion Help is Available

John Reed, IRMCA’s Director of Marketing and Promotion, has begun making presentations to IRMCA member’s salespersons, technical and production staffs. His general topic has been Parking Lots, but he magnifies that topic into full depth, whitetopping, and pervious concrete and will include instruction on the use of NRMCA’s Concrete Pavement Analyst software.

Up to this point, John has been reacting to invitations from our members. John would like to encourage any and all of you to ask for this service – it’s a great way to educate your people on the newest techniques in flatwork promotion. Just call John at 309-862-2144 or e-mail him at jreed@irmca.org.

Call John Reed for help; it's what he does! Office phone: 800-235-4055; mobile phone: 309-287-7719.



2007 Target Market Plan

On August 15, 2006, the Marketing & Promotion Committee met at the Doubletree Conference Center in Bloomington, Illinois. John Reed, IRMCA’s Director of Marketing & Promotion, chaired the meeting attended by 40+ producer and associate committee members.

Committee member Alan Anderson, Buzzi Cement, spoke to the group about Insulated Concrete Forms (ICF’s) and the tax credits that are available to commercial and homebuilder contractors when building with concrete. A short video was seen by committee members regarding “Building Green” with an emphasis on pervious concrete.


Randy Riley and John Reed spoke to the group on Concrete vs. Asphalt and the dynamics of using computer programs that are available including the Concrete Pavement Analyst and Street Pave.

John then spoke on how he would use feedback from the meeting to develop the 2007 Marketing Plan which will primarily target concrete parking lots – full depth, overlays and pervious.

To our Producer Members

Re: Customer Appreciation Days

Many of our producers hold annual customer appreciation events – lunches dinners, or something else. Without sounding like we’re trying for a free meal, we’d like to suggest that you include your IRMCA promotion staff next time. We’ll come and mingle with your customers, bring helpful literature, answer questions that they might have, or even help you arrange for prepared presentations – either by us or one of our promotion partners. We’re here to help!



Big River Industries, Inc.

Producer of rotary kiln structural lightweight aggregate

Available in the following locations:

Utica, Illinois
South Chicago, Illinois
Bussen Quarries, St. Louis, Missouri

In Illinois: Mike Winter (630) 466-3748
In Memphis: Bryan Powers (901) 237-7468

Persistence Pays

Congratulations to years of persistent Riley, P.E. and Dick earlier this year by

On 9/21 Edwards on center. It is hope



Look at OUR Town

The town of Normal edge environmental approach is to follow the LEED (Leadership in Energy/ Environmental Design) standards.

The plans and the classification of Normal's Children's Discovery Museum as **LEED Certified Silver** have gained statewide recognition and have the potential to be nationally known.

The LEED Green Building Rating System™ is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. Green standards and **LEED** standards are approaches to new construction and renovation that emphasize attention to individuals' health while in the buildings, high performance standards for the buildings' heating, air conditioning and ventilating systems, and techniques to use other strategies to add to the appearance of individual buildings and the downtown streetscape in general. Concepts that will be considered in the downtown redevelopment planning include, uniform lighting, roof top gardens, use of energy efficient materials, and recycling of building materials.

By adopting **LEED** eligible for various milestones of **LEED**



Concrete's environmentally friendly features make it the building material of choice for sustainability -meeting present needs without compromising the ability of future generations to meet their own needs. Sustainability's influence of development decisions is growing rapidly. More and more money is flowing to sustainable development. Sustainability drives **LEED**. Sustainability's influence of development decisions is growing rapidly. More and more money is flowing to sustainable development. Sustainability drives **LEED** (Leadership in Energy and Environmental Design).

For information on LEED standards or to see how to make a building LEED compliant, visit the U.S. Green Building Council website at <http://www.usgbc.org/LEED>.

ISU

Using quality durable ready mixed concrete, Illinois State University has successfully whitetopped yet another large parking lot, this one at the corner of Willow and School. This latest project, accomplished this summer, is the third large lot overlaid on campus.

This time, the university chose to install 5 foot wide strips of pervious concrete at the outside edges of much of the lot that allows stormwater to run off the regular concrete onto the pervious and to immediately drain through the pervious pavement into the stormwater removal system which had been constructed below.

University officials express continued satisfaction with the lots, once again citing not only the lack of required maintenance, but also the much greater reflectivity which results in much greater security and safety of students.



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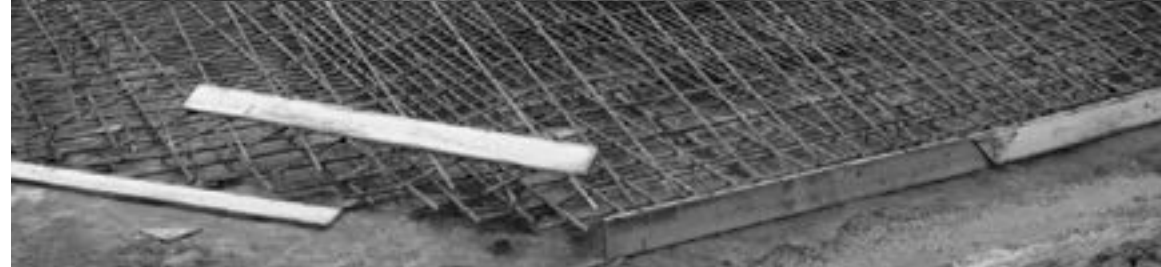
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It was time for the tri-annual refinishing of John and Jean Albinger's wooden deck. Being a good concrete wife Jeanie asked John "why don't we put in a concrete patio"? And being in the concrete business for a long time they knew they had several choices; regular concrete, exposed aggregate, stamped, colored. John talked to his friend Joe Nasvik. Joe is Technical Editor of Concrete Construction magazine and organizes the decorative concrete exhibit at the world of concrete. He suggested acid staining and gave the Albingers some brochures to look at. They liked what they saw and decided to make the concrete, as delivered, light brown and apply two stains, a darker brown and a burgundy.

The patio was over a hundred feet from the street and John needed stone for the base. He waited for a few days of dry weather, put 15 tons in a ready mix truck, and drove the truck over his lawn. 30 minutes later he and a good front discharge driver had placed all the stone.

Now it was time for concrete. Obviously he need more help to place the 14 yards of concrete so he enlisted the help of friends Art King and Joe Nasvik, two of his sons-in-law, and 5 grandchildren (ages 2-12).

The big day finally came. The top of the patio was 15 inches above grade so there were two sets of stairs to pour first. Then came the 24x26 foot slab. They could only bring the trucks to one side of the patio and the chutes on the truck only reached 12 feet so they used an extension chute and put a super plasticizer in the concrete to reach the entire 26 foot width. The two trucks were driven by Davidson's two salesmen, Jody foster and Scott Harsha. The super plasticizer took the slump from 4" to 8"+. While the older guys were pouring (at 8"+ slump you do pour and not place) the younger part of the family were given jobs, mostly cleaning tools. Tyler, 9 years old, was intrigued with everything going on. He watched the big truck maneuver, the concrete go down the chute, and the guys striking off and finishing the concrete. His "papa" asked him if he wanted to try finishing. He accepted the job willingly. Papa first showed him the difference between bull floating and hand floating. With that Tyler became a finisher. The ambient temperature was around 90 at that time and it was time to "fog" the surface. A fogging nozzle was used at the end of a garden hose. This was done several times during and after the finishing operation. An hour after the first truck got there the patio was poured.

Within an hour after the concrete was poured they stripped and finished the stairs. After the stairs they stripped and finished the 15" vertical surface around the patio. The older kids now had another job, pull the nails out of the forms and stack them out of the way. By this time it was getting really hot and it was time to sit back and admire their work. John wanted the joints to be sawed so tomorrow would be another day.

The next morning, less than 24 hours after the concrete was poured, John began sawing the joints. He put in four control joints, 1 1/2" deep, and sawed several lines, 1/8" deep, to create the design he wanted. He then washed the concrete and allowed any standing water to evaporate. The acid stain can be applied to a damp surface but not on to standing water.

It was family time again. This time it was Jeanie's turn. They used a roll of 10" wide sheet metal to mask the surfaces they didn't want to stain. The stain manufacturer cautioned about using tape for masking since an adhesive residue would affect the penetration of the stain. The stains and sealer used were manufactured by Butterfield Colors. Before applied the color of the stains is not indicative of the applied color. The color, once applied, is a result of the reaction of the acid and the surface of the concrete. Since the density of the surface varies the resulting color appears mottled. The stain was first sprayed on and then brushed in a circular motion to insure even coverage. After one part of the design was stained those areas were masked and the adjoining areas stained a different color. Although the process was easy Jeanie said John wasn't neat or patient enough. You can apply more than one coat and with each coat the color becomes more intense. They applied two coats. After the stain was allowed to dry the whole surface was washed with a soap solution to neutralize any residual acid. Otherwise the sealer would not adhere to the surface.

The next day John applied two coats of a xylene sealer. After that the finishing touches were easy, 6 dwarf spruce trees, 12 rose bushes, and 12 other plants that John didn't know the name of. John and Jeanie have become fans of acid staining. It can be used on any concrete regardless of the concrete's age. If you're looking for an easy way to dress up your concrete they suggest considering acid staining. It "looks classy" say the Albingers.

2006 Scholarship Golf Outing

A **huge** thank you to IRMCA members!!!!

Once again the members of IRMCA have responded in charitable style as almost 130 golfers and non-golfers met at the Pine Lakes Golf Club in Washington, Illinois for a day of golf and industry camaraderie. The day was perfect, the golf was spectacular (?), the food was great, and the after golf refreshments seemed to allow everyone's golf game to appear better than it might have been.

While everyone had a wonderful day and while prize after prize was awarded, the real winners are the many Illinois students who will receive IRMCA scholarships this winter. This year's event will allow IRMCA to fund 11 \$1000 scholarships to students studying civil engineering or construction management at colleges and universities in Illinois. So again, thank you to all who support this outing by playing, sponsoring holes, being a reception sponsor, or by just coming for dinner. IRMCA members - you've come through again!



Ask the Question!

In our business, successful promoting is just like successful selling. You hardly ever make a sale unless you ask for the business just like you'll never be given the opportunity to promote your product unless you ask for the opportunity. Case in point.....

John Albinger, T. H. Davidson & Co. was on the jobsite of a new Beatty Lumber Company being constructed in the South Chicago suburbs making a call on the contractor, Brandt Construction, Morris, IL just about the time footings were being poured. Looking at the large yet to be constructed parking lot, John asked the contractor if he had ever considered concrete for the lot. The contractor said no, but that he'd really like to hear about it!

John contacted IRMCA Engineering Consultant, Randy Riley, P.E., and arranged for Randy to make a presentation on the value of concrete parking areas. Following Randy's presentation, John asked the contractor what he thought and the contractor basically said "let's go concrete", resulting in an unexpected 6,000 cubic yard order.

Admittedly, a successful conversion to concrete is often a more complicated than this, but there is one inescapable fact: **If you never ask, it will never happen!**



Insulated Concrete Form (ICF) Seminar

The Springfield Homebuilders Association held an ICF seminar on Saturday, September 16th from 10 am to 3 pm at IRMCA member Legacy Decorative Concrete System's new facility in Springfield. The event attracted over 160 attendees from as far as Champaign and Peoria. Most attendees stayed focused on the exhibit for 30 minutes speaking with vendors such as IRMCA member A. Anderson Building Systems and others. The Illinois Ready Mix Concrete Association was a major sponsor of the event and had an exhibit on the grounds. The interest from the public was very strong and many asked for information about contractors available to build this type of home, brought in their own new home plans or just needed to gather more data to incorporate the possibility of ICF's into their future home plans.

Quarterly Highlighted Industry Association

American Society of Concrete Contractors

The American Society of Concrete Contractors was formed by and for concrete contractors and others who provide services and goods to the industry. It is a powerful organization of contractors who share the same goals – to improve their businesses and their roles as contractors. Members include contracting firms, manufacturers, suppliers, architects, specifiers and distributors. There are over 400 member companies in the U.S. and abroad.

ASCC seeks to be the voice of the concrete contractor, serving as a collective instrument to give them a stronger presence in the construction industry. ASCC is committed to helping members enhance the quality of their construction and their businesses. Contractors become better equipped to improve all aspects of their performance with the help of valuable information and member interaction.

ASCC publishes and offers "Position Papers", currently 26, on topics of importance to concrete contractors; indeed, important to all the concrete industry. They also publish troubleshooting newsletters that contain different questions from contractors that are then answered by a professional in the field.

A relatively new part of ASCC, the Decorative Concrete Council, advances the quality and use of decorative concrete systems. Like ASCC, the DCC publishes and offers position papers.

IRMCA suggests its members visit the website for ASCC, www.ascconline.or. It is large and very informative. Once on the website you can view the many publications and "position papers" that are available and consider ordering some of these very helpful sheets for distribution to your contractors



Congratulations to Kristina (Adams) and Shandon Smith who were married in Allerton Park, Monticello, IL on Saturday, August 5, 2006. Shandon manages IRMCA member Tuscola Builders and Kristina is a dietician at Carle Clinic in Champaign.



WHEN OPPORTUNITY KNOCKS...

Opportunities in this business sometimes are fast and fleeting. Other times they are of long duration extending across several years. I cannot say for sure how long this one will last, but in my 29 years involvement in the concrete industry, I have never seen such an opportunity as I see now.

You are only too well aware of what has happened to fuel prices over the last year or so. Have you thought about your fuel cost increases and implications of what that means to the price of asphalt? The figure below from PCA's Department of Economic Research based on Bureau of Labor Statistics data shows the price of assorted building materials. Though the price of concrete has gone up, the price of asphalt has gone up at a significantly greater rate. In many cases around the country, the price of the liquid asphalt has more than doubled. The implications for this are obvious. In the parking lot and street market, you are now more competitive than you have ever been even with designs that inherently favor the asphalt industry.

Though the price of oil is a big driver of this price increase, it appears from talking to some of my contractor members under the other hat I wear is that availability of asphalt is increasingly becoming an issue. The higher prices the oil producers can now command for the lighter refined products due to worldwide demand means that they can spend a little more cracking the heavy bottom of the barrel materials that the asphalt industry depends on for survival into fuel and plastic products that carry a higher margin. Somewhere along the line, the oil industry has figured out that storing that entire bottom of the barrel waste product requires an expensive distribution system and inventory capability to carry them through the winter months when asphalt pavers are not working in this area of the country. Saving money is making money in any business and until the margins rise on asphalt due to demand the oil producers are probably going to continue the current trend. This is simple free market Econ 101 at work. Capitalism is great for it creates opportunities for others!

As evidence of what is going on around the country, you see the clips from web articles shown in this column. These are all articles clipped since June of this year. Increasingly highway departments, counties, municipalities and developers are beginning to look for other solutions. You as a local producer now have the opportunity to step in, fill their need, and provide that "concrete solution" to their problems. You need to do it now!

The grapevine is good in the highway industry. The asphalt pavers are actively looking for ways to justify thinning up their sections, using more recycled sometimes marginal material, create mixtures at lower temperatures and just in general sell an even more inferior product. The opportunity for us as an industry will not last for long. Recent discoveries in the Gulf of Mexico will find their way here in another five to seven years so if we hope to regain a piece of the local roads and parking lot market and put concrete back in the mind of the specifiers, now is the best time you will likely ever have.

Over the last 18 columns, I have written for IRMCA I have detailed some ideas and things that you can put to use in your promotion and sales efforts. It is time to dust them off. In August, under the joint banner of the Illinois Concrete Industry Alliance that IRMCA and IL ACPA uses for joint efforts, Executive Director Grohne and I sent out a broadcast mailing reminding consultants, counties and municipalities across the state of the concrete alternative as a solution to their problems. However, we cannot reach all of the developers local individuals within your area.

The packet contained a cover promotion piece, a map showing the UTW/Whitetopping projects in Illinois and the specifications and guide design procedures from Illinois Department of Transportation for both types of sections. We will be placing the packet on the web by the time you read this article in an Adobe Acrobat format for easy reprint and mailing or better yet personal delivery at your location.

Take advantage of it! It could be just what you need to respond to that opportunity at your door!

About Randell C. Riley, P.E.

Randell Riley is the Executive Director for Illinois Chapter – ACPA, and a consultant to Illinois Ready Mixed Concrete Association. He is actively involved in the day-to-day promotion of long-life quality concrete pavements. He can be



University of Illinois Whitetopping

After presentations by Randy Riley, P.E., the Executive Director of the Illinois Chapter of ACPA as well as Engineering Consultant for IRMCA and after site meetings with Randy and IRMCA's Bruce Grohne, supervisors at the University of Illinois's Planning, Construction & Maintenance Department decided to adopt a whitetopping plan for a large faculty parking lot at the corner of 4th Street and Pennsylvania - across from the east side of Memorial Stadium.

The promoters as well as the U of I staff felt that the serious deterioration of the asphalt lot coupled with the repeatedly unsuccessful asphalt overlays made this lot a very viable candidate for whitetopping. The plan called for half of the lot to be overlaid this summer and the second half next summer.

Interviews following this summer's work found the staff and the placement crews all very enthusiastic about the success of the project, anxious to finish next summer's work and hopeful that the university will continue to consider concrete for its maintenance work.



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JANUARY 18-21, 2007

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- SPA
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Do not delay in making reservations.
Remember to mention you are with the
Illinois Ready Mixed Concrete Association



Illinois Ready Mixed Concrete Association

303 Landmark Drive, Suite 1-A

Normal, IL 61761

Phone: 309.862.2144 Fax: 309.862.3404 Email: irmca@irmca.org

Advertising in the *IRMCA News* is an effective way to reach members and industry professionals.

Member rates¹

classified: \$25
business card: \$40
1/4 page: \$60
1/2 page: \$100
full page: \$150

Non-member rates¹

classified: \$30
business card: \$48
1/4 page: \$72
1/2 page: \$120
full page: \$180

Send ad copy to: jbedell@irmca.org

For more information call:
800.235.4055

Submission deadlines for 2005:
Feb. 4, May 6, August 5, Nov. 4

¹Commit to a full year placement and receive a 10% reduced rate.

IRMCA Is Grateful For Its Reception Sponsors

Gold: Buzzi Unicem, Continental Cement, ESSROC Cement, Holcim (US), Illinois Cement, Lafarge North America, Lehigh Portland Cement, McNeilus, St. Mary's Cement, Terex Advance Mixer, W. R. Grace.

Silver: Big River Industries, Brett Admixtures, Command Alkon, Feltes Sand & Gravel, General Resource Technology, Industrial Systems, Master Builders, Hanson Material Service Corporation, Sika New Construction, Vulcan Materials.

Bronze: Advanced Fiber Solutions, CIT Group.

Pervious Success – You Never Know

IRMCA member Tom Erps of W. G. Block in Rock Island contacted IRMCA Promotion and Marketing Director John Reed and asked John to meet with Chuck Langman of Langman Construction, Rock Island, to discuss concrete parking lots and specifically to talk about pervious concrete. John, who had discussed concrete overlays and pervious concrete with the Public Works Section of the City of Rock Island on an earlier visit, was to meet with Langman, his staff of estimators, engineers and superintendents and most importantly with his concrete placement crew.

John's dinner presentation was centered on the mix design, the production, the placement and the curing of durable pervious concrete. The placement of pervious was to happen in a new city park in downtown Rock Island, adjacent to the Mississippi River. The presentation was thorough, yet there were an unusual number of questions, especially from the placement crew.

What John didn't know until that evening, and what probably generated the questions, was that the pervious pour was scheduled for the very next morning! Immediately following the presentation, John assisted Langman's mechanic design and build a compaction roller that would be used the very next morning. All went well and Illinois now has another of what we feel will be many successful pervious pavements and stormwater discharge systems.



From NRMCA

Wal-Mart - Wal-Mart will begin bidding concrete alternates on a national basis for parking lots instead of only allowing bids on the competing oil-based product as has been its practice. This decision puts 4 million cubic yards of concrete available for serious consideration in the next year alone! Congratulations to the National Resource Directors of NRMCA on their persistence in communicating the vital marketplace pricing dynamics to Wal-Mart on both full-depth concrete and, responding to Wal-Mart's inquiry, on pervious pavement as well.

www.ConcreteHelp.org - Ready mix industry personnel should acquaint themselves with this new website which was designed for commercial owners, builders, developer, architects or engineers. On this site, these professionals are invited to get free project and planning assistance from the National Ready Mixed Concrete Association (NRMCA) and our network of trade association partners across North America - including IRMCA. Glenn Ochsenreiter, NRMCA Vice President of Marketing says "This resource network provides access to a full range of applications designed to provide personalized expert support at no cost."

International Center for Concrete Research - The April 28 Grand Opening of the International Center for Concrete Research was attended by more than 150 leading industry executives along with local politicians and educators who were treated to a series of demonstrations of the latest in concrete technology. The event was located at the NRMCA Research Laboratory in College Park, MD, and was a cooperative effort between the University of Maryland, Middle Tennessee State University and NRMCA. The event included an open house of current laboratory capabilities, research in progress at the University of Maryland, including a display of a concrete canoe and toboggan and demonstrations of innovative concrete technologies, such as decorative flatwork, pervious concrete pavement and self consolidating concrete.

Jon Hanson - Congratulations to longtime IRMCA friend Jon Hanson who has been named a National Resource Director for NRMCA. Jon has been with the Iowa Ready Mix Association for several years, working closely with former IRMCA Director Jerry Woods. Jon will bring great depth and experience to the job which concentrates on promoting concrete to national accounts. His is replacing Brad Burke who acc



2007 SHORT COURSE

JANUARY 8 & 9, 2007

- Exhibits
- Reception
- Dinner
- Sessions

PAR*A*DICE

HOTEL & CASINO
21 Blackjack Blvd.
East Peoria, IL 61611

MARK YOUR CALENDARS!!

REGISTRATION PACKETS WILL BE MAILED IN NOVEMBER



Illinois Ready Mixed Concrete Association
303 Landmark Drive, Suite 1-A, Normal, IL 61761

Buzzi Unicem, CIT Group, CannonBall Express Line, Cemex, Command Alkon, Continental Cement Company, Cummings, McGowan & West, Deslauriers, ESSROC Cement Corporation, Feltes Sand & Gravel Company, Galena Road Gravel, General Resource Technology, Geotest Instrument Corporation, Hanson Material Services, Headwaters Resources, Holcim (US), Humboldt Mfg Company, Illinois Aggregate Equipment, Illinois Cement Company, Industrial Systems, Kore Data Systems, Lafarge North America, Legacy Decorative Concrete Systems, Lehigh Portland Cement Company, Master Builders, McNeilus Companies, Midwest, Mineral Resource Technologies, NPC Bidco, Putzmeister America, St. Mary's Cement, Schwing, Scotwood Industries, SI Concrete Systems, SIKA New Construction, Solomon Colors, Southern Illinois Stone Company, Stuart Tank Sales Corporation, Terex Advance Mixer, Viking Trucks & Equipment Sales, Vulcan Materials Company, W. R. Grace & Company

The IRMCA staff regrets any omissions from the above list.