

Improve Your Profit and Productivity

Learn creative and practical solutions for the critical challenges you face at work. Be among the first to know about the latest developments and research related to our industry.

In today's competitive business environment, staying ahead of the ever-changing technical requirements, marketing strategies and management practices are key to every company's survival. Concrete Products University (CPU) is the number one source of high quality, cutting edge educational programs tailored to the specific needs of the concrete masonry and hardscape industry. CPU certification programs independently verify individual's industry knowledge and are highly valued by those attending the sessions.

In addition to webinars, on-line courses and classroom based courses offered throughout the year at the NCMA Headquarters in Herndon, VA and across the United States and Canada, CPU offers cutting edge education session at the NCMA Annual Convention and ICON EXPO. These conference seminars deliver relevant and timely information and help concrete product manufacturers, industry suppliers and installers build a more prosperous future for themselves and our industry.

CPU education tracks, forums and CPU breakfast are included in the full NCMA registration package and the ICPI Education Package.

EDUCATION NETWORKING BREAKFASTS

Industry Challenge Networking Breakfast

Economic Status and Forecasting

Thursday, March 1 - 7:00 am – 8:00 am

Join us at the ever-popular Industry Challenge Breakfast where you'll hear an update on the economic climate and what the future holds for the construction industry, while enjoying a family-style continental breakfast.

Speaker: Ed Sullivan, Vice President and Chief Economist, Portland Concrete Association

Education Networking Breakfast

Friday, March 2 - 7:00 am – 8:00 am

Getting People on Board – Unlocking the Power of Influence

You get from people what you expect from them. The Pygmalion Effect is powerful. Attend this session and learn how setting high expectations for others – professionally and personally – positively impacts how they perform, their attitudes and ultimately enriches their overall quality of life.

Speaker: Ed Fioroni, Vice President of Distributor Sales and Marketing, Immediate Past Chairman of the ICPI, Pavestone Company



ICON EXPO CPU EDUCATION SESSIONS

THURSDAY, MARCH 1

1:00 pm – 2:00 pm

Architectural Design with Cast Stone **AIA HSW**

In this general information seminar, you will learn how Cast Stone is made, how it differs from related precast and natural stone materials and the testing requirements for cast stone as per ASTM that include a freeze thaw requirement. The applications, design recommendations and appropriate specification of Cast Stone for architectural applications will be discussed. Do's and don'ts for specifying cast stone and suggestions to reduce labor, manufacturing, shipping and setting costs will be reviewed. The sustainable attributes of Cast Stone related to LEED and green building will also be discussed.

Speaker: Joe Schmadel, President of Sun Precast Company and Past President of the Cast Stone Institute.

2:00 pm – 3:00 pm

Cast Stone Connections **AIA HSW**

In this detailed seminar, the common terminology, design and installation techniques for interior and exterior architectural applications and anchoring for veneer applications of Cast Stone will be taught. Attendees will understand the common exterior veneer installation methods as well as guidelines for stacked or relief supported cast stone veneer, rebated anchors, mechanical cladding systems, appropriate wall ties, back anchors, kerfs, shims, mortar joints, sealant joints and caulking options. Additionally, industry codes and regulations as they relate to proper cast stone details and setting will be reviewed.

Speaker: Ken Bownds, PE, Cladding Engineering Manager & Senior Associate with Curtain Wall Design & Consulting, Inc. and Cast Stone Institute Board Member.

Introduction to Green Building and the International Green Building Code

What exactly is the IGCC and how does it affect me? Come to this session to find out! Speaker Christine Subasic will provide an overview of the recently approved International Green Building Code (IGCC) and how it is used. There will be a special focus on those aspects that relate to masonry products.

Speaker: Christine A. Subasic, P.E. (NC and VA), LEED Accredited Professional Consulting Architectural Engineer

Selling Permeable Interlocking Concrete Pavements Against Competitive Systems

Learn the facts about permeable interlocking concrete pavement (PICP) that will convince your customers that PICP is the right system for their project. This session will examine the similarities and differences between permeable pavers, pervious concrete and porous asphalt, by looking specifically at the design, construction, and maintenance of these very different systems.

Speaker: Robert Bowers, P. Eng., Director of Engineering, Interlocking Concrete Pavement Institute (ICPI)

Overview of New ASTM C90 Web Requirements

Currently, changes are underway in ASTM C90 to reduce the necessary size and configuration of webs in concrete masonry units. These changes could result in less material used in the production of standard CMU, increasing construction productivity, and enhanced thermal performance of the finished wall assembly. The purpose of this session is to explain new requirements, provide an overview of the potential benefits, and provide caution on the potential drawbacks to these new minimum requirements.

Speaker: Nick Lang, Manager, Research & Development Laboratory, National Concrete Masonry Association (NCMA)

Leadership Styles of Men and Women – Embrace the Differences and Capitalize on Gender Strengths

The population of the American workforce is 50% men and 50% women. Improve internal communication by understanding the different leadership attributes of both genders. Increase your company's competitive edge by understanding the innate differences in leadership skills of men and women.

Speaker: Lisa Lackovic, Western Regional Sales Manager. Pavestone Company

ISO 14000 Environmental Management and Masonry

ISO 14000 series standards form the basis for performing Life Cycle Inventories (LCIs) and Life Cycle Assessments (LCAs). These are used to develop

Environmental Product Declarations (EPDs) which provide quality assured and comparable information regarding environmental performance of a product and/or service. The goal of EPDs is provide a demand for products that have less impact on the environment. Market forces will then have the potential to promote continuous improvement and lessen the environmental impacts of products. EPDs will ultimately be used to compare masonry systems to other systems.

Speaker: Martha VanGeem, Principal Engineer, CTL Group

FRIDAY, MARCH 2

8:00 am – 9:00 am

Green Building Rating Systems (LEED)

What can you say about LEED and your products? This presentation will help you understand the LEED rating system and how masonry products can be used as part of sustainable design strategies. The focus will be on helping sales and technical staff understands the nuances of “LEED-certified”, “LEED Accredited” and the alphabet-soup of green rating programs.

Speaker: Christine A. Subasic, P.E. (NC and VA), LEED Accredited Professional Consulting Architectural Engineer

Surviving an OSHA or EPA Plant Inspection

Whether or not you have effective compliance plans in place, the federal government has given our industry notice that the administration places a high priority on worker safety and environmental protection—so you may soon find your manufacturing plant visited by an OSHA or EPA inspector. Don't panic; prepare! Come to this session and learn what an inspection typically involves, which regulatory violations are commonly cited, how to take action now to minimize your risk of being cited, and what steps you can take following an inspection if things didn't go quite the way you expected.

Learning Objectives:

1. Describe what to expect from a regulatory agency plant inspection.
2. Proactively eliminate existing environmental and safety non-compliance.
3. Identify what to do if you are found in violation of OSHA or EPA regulations.

Speaker: Robert Stewart, EHS Director, Oldcastle Building Products

Mastering Virtual Teams

Four Keys to Success

Throughout history, humankind has found ways to use technology to communicate over vast distances. For example, the 19th century US Army used heliographs, perched on mountain peaks throughout the American southwest, to keep its network of outposts linked up. Nowadays, we have fiber optic, microwave, and even satellite technology to supercharge our networks. All this new technology is great, and it helps teams work together, even if the members are spread out in terms of geography, culture, and even organizational boundaries.

Today's economic woes have forced many companies to pick members of project teams from across various global locations and have them communicate virtually – by phone, email, and videoconferencing – thereby saving both time and money. There are more global virtual teams today than ever before. And their numbers are increasing rapidly. In a recent article for Forbes.com, author and speaker Erin Meyer highlighted four principle ways that virtual teams differ from co-located teams. It's important that we understand these differences (and act accordingly); doing so leads to mastering virtual teams, instead of just getting by.

This seminar is designed to provide the “how to” for people who work in or lead virtual teams and for people who do both. Does that description fit you? If so, then please join us!

Speaker: Ronald Mulligan, Vice President of Manufacturing, Basalite Concrete Products, LLC

8:00 am – 12:00 pm

First Aid & CPR

This class will focus on teaching Basic Adult/Pediatric CPR & AED and Basic First Aid and participants will leave with 2-year certification cards. The class will cover the following:

Basic First Aid Class

- Rescuer Duties
- Victim and Rescuer Safety
- Phoning for Help
- Finding the Problem
- After the Emergency
- Breathing Problems
- Chest Pain and Heart Attack
- Fainting

- Diabetes and Low Blood Sugar
- Stroke
- Seizure
- Shock
- Bleeding You Can See
- Wounds
- Bleeding You Can't See
- Head, Neck and Spine Injury
- Broken Bones and Sprains
- Burns and Electrocution
- Bites and Stings
- Temperature-Related Emergencies
- Poison Emergencies

Basic Adult/Pediatric CPR & AED

- CPR for Adults
- How to Use a Mask on an Adult or Child
- Using AEDs
- Adult Choking
- CPR for Children 1 to 8 Years of Age
- CPR for Infants
- Infant Choking

9:15 am – 10:15 am

Managing Storm Water Runoff with Permeable Interlocking Concrete Pavements

The successful use of Permeable Interlocking Concrete Pavement (PICP) to manage storm water runoff has been well documented. This session will demonstrate how PICP systems can capture, treat and reduce storm water runoff while at the same time providing an economical solution at the time of construction and into the future. This will be done by reviewing PICP system design and maintenance, in addition to identifying markets that have highly receptive customers.

Speaker: Chuck Taylor, National Commercial Hardscapes Advisor, Oldcastle APG

Positioning Products for IGCC Application

2012 will mark the release of the first edition of the International Code Council's International Green Construction Code (IGCC), which is intended to provide a comprehensive set of design and construction requirements that increase the sustainable attributes of new construction. Unlike voluntary rating systems, the IGCC defines mandatory requirements that once adopted and implemented by state or local governments work in conjunction with the International Building Code to drive green and

sustainable building practices for site development, material use, and energy conservation beyond current minimums. This seminar will introduce attendees to the new requirements of the IGCC and how concrete masonry and hardscape products can offer custom solutions to these new regulations.

Speaker: Jason Thompson, Vice President of Engineering, National Concrete Masonry Association (NCMA)

Leveraging ASTM C90 Performance Requirements

In recent years there has been increased interest in the use of non-traditional materials in CMUs as well as unique CMU configurations for purposes such as thermal performance. These materials and configurations may fall outside of the limits of current material specifications. NCMA has published performance guidelines for non-traditional CMUs. This session provides an overview of these guidelines, and how producers can use them when evaluating their products.

Speaker: Nick Lang, Manager, Research & Development Laboratory, National Concrete Masonry Association (NCMA)

Health in the Workplace: Silica and Ergonomic Considerations

The United States Occupational Safety and Health Administration (OSHA) is developing proposed regulations that will address workplace ergonomics and silica exposure. The scope of those regulations will likely have a significant impact on the construction industry, especially given the presence of silica in concrete. Attend this session to learn what the safety concerns are, how the federal government is likely to address these issues, and how you can minimize your workers' exposure to these risks.

Learning Objectives: Know what silica and ergonomics are and why they are an issue in manufacturing and construction.

Speakers: Robert Stewart, EHS Director, Oldcastle Building Products and Ken Headley, Technical Sales and Training Consultant

10:30 am – 11:30 am

Social Media

What is social media? Why does my business need it? And, how do I do it? Additionally, which are best suited for business to business and business to customer communication? How is it used most effectively? Various Social Media vehicles will be explained including: blogs, wikis, Ning, podcasts, Facebook, Twitter and Second Life.

Speaker: Elliot Bender, Vice President, Sales & Marketing Landscape Products, Brampton Brick

Recycled Materials – Do's and Don'ts

How often does a masonry job specification require the use of recycled content in the concrete masonry units that will be provided to the job? Once upon a time, it wasn't that often and the use of recycled materials was limited to a scattered number of designers, architects, and builders. Once upon a time is now gone and thanks to green initiatives, rising fuel costs, and a resurgence of repurposing waste materials and byproducts concrete masonry producers have been barraged by requests for units containing recycled content. This a huge potential for concrete masonry producers in not only helping the environment but also increasing profits in an already bearish economy.

“Recycled Materials – Do's and Don'ts” will be an essential primer in getting on track with utilizing recycled materials in concrete masonry unit production. Some of the topics covered will be:

- What is recycled content? Understanding the difference between post-consumer and post-industrial.

- Using recycled concrete as an aggregate. What has to be done to control its effects on the mix it's being added to?
- Using post-consumer glass and addressing potential alkali-silica reaction in the cement paste.

“Recycled Materials – Do's and Don'ts” isn't a seminar. It's an opportunity to see what's available in recycled materials and how to strategically use them to not only increase your bottom line, while also helping the environment.

Speaker: Mike Maroney, NCMA Research and Development Laboratory, National Concrete Masonry Association (NCMA)

Strategies for Sustainable Production: How Green Practices and Green Products can Transform your Business

Learn how Brendan Quinn has positioned his company at the nexus of green production practices and the manufacture of products that profit from the implementation of green building standards.

Speaker: Brendan Quinn, President, Ernest Maier Inc.

Understanding Production System Variations and Strategies for Improvement

This seminar will explore the nature of variation, outline the many sources of variation inherent in our production systems and provide tools and strategies to target and reduce variation in order to improve quality and throughput.

Speaker: Brad Cobbledick, Technical Director, Brampton Brick/ Oaks Concrete Products

