

CM NEWS

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Read by *movers and shakers* in the concrete masonry industry

Mold and Fire Safety Messages at Top of Marketing Campaign

page 3



Ahhh... a feast is being prepared.

Mold growth requires moisture, oxygen and an organic food source. Concrete masonry building materials, however, is not a food source for mold. Many advantages of using concrete masonry in construction projects of all types. Mold prevention requires proper design and climate control in buildings.

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Mold and Fire Safety Messages at Top of Marketing Campaign

Mold and fire...fire and mold. These are two simple concepts, both with significant negative effect on whomever or whatever they affect. Both destroy property and harm or kill people. They also share another important factor in relation to concrete masonry. When fire strikes, concrete masonry doesn't burn. When mold strikes, concrete masonry does not provide a ready food source. In a nutshell, that's why both of these issues are hot marketing topics for the National Concrete Masonry Association.

Coupled with the devastating impact of fire is the fact that building codes have paid insufficient attention to the quality of firewalls in construction. Wood framing in buildings remains commonplace and is essentially nothing more than kindling and less than adequate barrier in many fires. NCMA has also proven in fire tests at Omega Point

NCMA Marketing Campaign Gets Boost

Beginning in July of 2002, NCMA's marketing campaign took wings with the delivery of powerful messages about fire safety and mold. Trade publications where tough advertising messages typically don't appear began delivering a battle cry from the concrete masonry industry. The messages did not go unnoticed and NCMA gained recognition for taking the gloves off and fighting.

At NCMA's 2004 Annual Convention in Atlanta, the membership reaffirmed support of the ongoing marketing campaign and took steps to commit even greater resources to carrying the fire safety and mold messages forward in a greater number of venues. Adding to the advertising schedule in magazines like *Architectural Record*, *Building Design and Construction*, *Builder*, *Construction Specifier*, *Correctional News*, and *School Planning and Management*, the association began a schedule of similar ads in *Retail Construction* magazine and *Canadian Architect*.

Tom Tallman, chair of the NCMA Marketing Committee said, "We've got the right marketing messages; we've got momentum, and we're widening our message delivery system. We also have found great support for NCMA's marketing messages from the state and province associations. We greatly appreciate the fact that they have taken these powerful messages on to the next level and have helped us multiply our impact. That's what effective marketing is all about!" ■

Laboratories in April of 2002 that a gypsum board wall system with steel studs can't withstand the impact of a water hose after two hours of exposure to fire. These facts, taken together, argue strongly in favor of using concrete masonry firewalls. And, as a marketing message, fire safety is at the top of the list for users, owners, designers, and specifiers.

Mold is not going away as a potent marketing message and NCMA has an excellent story to tell about concrete masonry. It's really very simple. Concrete masonry does not provide a ready food source for mold. The question then becomes, why construct a building using wood and paper products which come from the factory ready to be consumed by mold? With paper and wood, one needs to add only oxygen and moisture for mold to do its dirty work. NCMA has effectively used the "Mold Monster" in advertising and at trade shows to communicate the message, "Don't feed the mold!" Concrete masonry is the right choice!

Jerry R. Harke, vice president of marketing at NCMA said, "We know when we've got a good thing going. So does the competition! Manufacturers of products who can't make the claims we make about concrete masonry, in relation to fire and mold, are not pleased with the fact that we are out there telling the truth and people are listening." ■



About our Cover...

NCMA's marketing campaign continues to emphasize the issues of mold and fire safety. These two issues are at the forefront of the NCMA message and they are ringing true in consumers ears. Page 17 of this issue talks about the results of the Duracell/Harris Interactive Preparedness Study, which shows a 39 percent increase in the fear of fire. The message that concrete masonry does not burn is an important message to reassure consumers that a better building system is available. NCMA mold and fire advertisements are available for free download at www.ncma.org/online/art.html.



Midyear Sets the Stage for 2005 Programs

The Midyear Meeting is an important event, bringing association members together to discuss issues of common concern within the industry and to plan activities and programs for 2005. NCMA members are encouraged to attend and participate in establishing the direction of the association for the coming year.

Committee Meetings

The NCMA Town Hall Meeting on Wednesday, August 4, is an opportunity for all members to gather together to discuss issues related to various committee meetings during Midyear. Committee meetings will begin on the afternoon of Wednesday, August 4 and conclude with the Board of Directors Meeting on Sunday, August 8. During these meetings each committee will have the opportunity to review the budget and schedule programs and activities for 2005.

Program Highlights

In addition to the committee meetings, NCMA sponsors several events that allow members to network and share ideas. For instance, immediately following the Town Hall meeting on Wednesday, August 4 will be the Chairman's Welcome Reception, which allows members an opportunity to meet and network with other members. In addition, the first ever Hot Topic Breakfast will be held on Thursday, August 5. Stay tuned for information on the topic and speaker in future *CM News'* and member mailings.

The Business Lunch will be held Friday, August 6. NCMA Chairman of the Board Scott Weber will open with the chairman's address. Attendees at this luncheon will also receive new and exciting economic predictions made by Edward Sullivan, Chief Economist for the Portland Cement Association. Sullivan is a frequent speaker on predictions for the building and construction industry and will show members how federal reserve policies, housing starts, public construction, and a host of other important factors go together to look into 2005 and beyond. Sullivan will come to the Midyear Meeting, having participated in NCMA's long-range planning meeting in May, armed with the kind of information that NCMA leaders are using to chart the association's course. His presentation will help members to be better prepared for discussions during ongoing committee meetings at the Midyear Meeting, as well as implementing strategies to expand the marketplace for their own companies.

The Product Development and Creative Concepts (PDCC) Forum will also be conducted. The PDCC Forum provides a platform for expressing the newest and freshest ideas in the industry. Prior to the forum entrepreneurs and inventors are invited to apply for speaking time and a panel of concrete masonry producers selects the most appropriate speakers. This year's forum also includes winners of the first Collegiate Competition. These winners are a team of four students who designed a new concrete masonry unit.

With an election year in full swing, the NCMA Political Action Committee (PAC) reception will be one members wont want to miss on Friday evening, August 6th. PAC continues to work to protect the future of the concrete masonry industry and member support is always needed. New at Midyear this year, NCMA will offer a silent auction of fun and valuable items to support fundraising for the NCMA PAC fund. Attendees will be able to write in their bids onsite for the items donated by generous NCMA members. Winning bids will be announced during the NCMA PAC reception. It is not necessary to be present to win. Look for more details onsite, and bid high!

The Annual Paul and Helen Lenchuk Golf Tournament and Tennis Mixer will take place on Saturday, August 7. This annual event raises funds for the NCMA Foundation.

Optional Tours

Optional tours have been arranged to highlight the unique history and culture of Maryland's Eastern Shore. Attendees can choose from a guided Nature Walk on the resort's own 18-acre Wild Nature Preserve; or a day trip to Annapolis, where you'll enjoy a walking tour of the first peacetime capital of the United States, visit the Naval Academy, and have lunch and a boat tour of the harbor. Additional tours will go to charming St. Michaels, a nearby town full of quaint shops and restaurants; and a Lighthouse Tour will be offered on Saturday, which will stop by three lighthouses and will also give insight into the bay's history as well as its beautiful ecosystem. ■

Additional information on the Midyear Meeting can be found on the NCMA Web site at www.ncma.org/meet/midyear.html or by calling NCMA's meeting department at 703.713.1900.

Do you or your company have a new product or idea that could change the concrete masonry market?

If so, you are a perfect candidate to speak at the next Product Development and Creative Concepts Forum.

August 2004 in Cambridge, Maryland

download an application from
www.ncma.org/meet/pdcc.html

Marketing Committee Begins Third Year, Grows in Size

NCMA's marketing committee begins a third year of activities in August with an increase in the size of the committee from 10 to 16 members. The committee was founded in July of 2002 with a mission to develop the association's recommended strategic marketing plan, guide implementation and execution, and evaluate the progress and success of strategies and tactics found in the plan.

When the committee was formed in July of 2002, the 10 members selected by the Chairman and Chairman-elect of NCMA's board of directors began two and three year terms to ensure continuity of the committee's activities. When the committee convenes next at the Midyear Meeting in August, six members will have completed their two-year terms and 11 new committee members will begin serving two and three year terms.

Committee Chairman Tom Tallman said, "Working with the Marketing Committee under the concept that began in July of 2002 has been an exciting experience and I believe we have made huge changes in the right direction to expand the market for concrete masonry products! We are focused on our strategic plan and the results are evident. I want to thank those members who are completing their two-year terms on the committee. Each has put a lot of time and effort into helping guide our marketing efforts and putting us on the right track."

Members completing two-year terms on the Marketing Committee include Dan Quinn of RMC Allied Materials, Inc., Frank Werner from Adams Products Company (division of Oldcastle), John E. Stipp, now retired from Irvin's Interstate Brick & Block Company, R. Stephen Oberfield from Oberfield's Inc. Concrete Products, Michael Johnsrud from Minnesota Concrete Masonry Association, and James Martin from Krete Industries, Inc.

Continuing members of the committee include committee Chairman Tom Tallman of Riefler Concrete Products, LLC, Joe Russ from Oberfields, Inc. Concrete Products, Gary Schripsema of Consumers Concrete Corporation, Lisa Lackovic of Watkins Concrete Block Company, Inc., and Ted Kozikowski from Superlite Block.

Also beginning two-year terms on the Marketing Committee in August include Keith May of Peerless Block, Terri Meyers of Rinker Materials, Trey Atwood of Featherlite Building Products, and Tim Dougherty of Anchor Block Company. Those beginning three-year terms in August include Joan Borter of the Arizona Masonry Guild, Rosemary Clyburn of CEMEX, Inc., Becky Felling of Keystone Retaining Wall Systems, Inc., Robert Ryan of Master Builders, Don Gordon of Atlas Block, and Keith Haas of Oldcastle APG South, Inc. ■



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“What You Don’t Know About Your Utilities May be Costing You”

NCMA is continually developing ways to increase the value of your membership. Providing you with education and tools to increase your business, keeping you informed about pending legislation, and offering services that make your job easier are just some of the ways NCMA provides value. An updated addition to the NCMA membership portfolio is the Affiliated Power Purchasers International (APPI) Savings Solutions Program.

Take a moment to think about this: Seventy percent of utility bills and 90 percent of telecommunications bills con-

tain errors. Although you may realize these errors exist, you may not know what to do about them. Unless you have dedicated personnel with the technical knowledge and relevant market information who review the bills each month, you may be leaving money on the table. Money that equates to 15 to 25 percent of your monthly spend.

Members value tools that can increase their company’s productivity and efficiency. The APPI Savings Solutions Program provides these tools. APPI, an independent utility consulting firm, administers the program. Services include a



“APPI has been managing our electricity accounts for over two years. We have been very happy with its ability to bring us reliable supplier offers that have reduced our costs considerably. Our current contract has even saved us money beyond our projected savings through a manage-down discount. APPI’s advice has proven to be in the best interest of our business. I would recommend everyone take a look at this program.” — Jeff Nickerson, Concrete Block Insulating Systems



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review of your current supplier network, a determination of your needs, and a comparison of current costs versus needs ensuring that the services you pay for are the services you receive. The utilities covered are electricity, natural gas, water/sewer, waste removal/recycling and telecommunications. APPI can detect overcharges and erroneous fees resulting in refunds for your business. Instituting changes in your rate plans for the same service that results in an overall reduction in costs with no change or reduction in services is all part of the program. APPI handles the whole process from review to implementation to monthly follow up.

This program is an exclusive membership benefit to assist NCMA members in reducing their utility costs. As a member of NCMA, there is no cost for you to participate in the program! APPI is compensated only when it demonstrates and delivers savings. You owe it to your business to take 10 minutes to explore the opportunities. ■

Take the next step in reducing utility expenses by contacting Kathy Kiernan, Vice President of Business Development at 800.520.6685, kkiernan@appienergy.com or call NCMA at 703.713.1900. You may also schedule a one-on-one appointment with an APPI representative at the Midyear Meeting, August 4-8 in Cambridge, Maryland.

Membership Recruiting News

The strength of NCMA comes from its members. Without this strength, the Association could not exist. The members realize the value and importance of the work being performed in support and advancement of the concrete masonry industry. That is why so many members take the initiative to spread the word and recruit more members. It is an investment in the future of the industry, and the future profitability of their own companies.

With the many challenges facing our industry, and the economy in general, recruiting is more important than ever! In an effort to recognize our recruiters, as well as our new members, *CM News* will periodically highlight these activities. Please extend a warm welcome to our new members that have joined since January (listed at right), and join recruiters in strengthening NCMA. Additionally, requesting a prospective membership packets to be sent is easy, please contact Heidi Lorence, Membership Manager, at NCMA, 703.713.1908 x209 or hlorence@ncma.org. ■

RECRUITER PROFILE

RECRUITER: Ronald Dickerson, Vice President

COMPANY: Liebherr Concrete Technology Company
4100 Chestnut Avenue, Newport News, VA 23607
Phone: 866.879.6312, Fax: 757.928.2489

NCMA MEMBER SINCE: 2002

COMPANY DESCRIPTION:

Liebherr Concrete Technology Co. (LCT) is a part of the world wide Liebherr Group of Companies with market interest in several industry segments all over the world. Just some of the products offered by LCT are: twin shaft and ring pan mixers; reclaimers and water purification systems, as well as custom designed concrete batch plants and custom designed material handling systems. For a complete list of products and pictures visit LCT online at www.liebherr.com/english/1162.asp

HOBBIES: Dickerson enjoys spending time with his wife and 5 boys. Together they enjoy golfing, fishing, skiing and camping.

PERSONAL FAVORITE QUOTE: "Life is not measured by the breaths we take, but by the moments that take our breath away."

FAVORITE MOVIE: The Patriot

LAST BOOK READ: Net Force by Tom Clancy

QUOTE: "Our company belongs to the NCMA because we believe that through our participation in the association, we can promote industry development of new technologies, and assist end users by educating the public on the advantages of our products."

January

Empire Inc., Producer Member
Representative Name: William R. Duke
Address: P.O. Box 216, Hampton, VA 23669
Phone: 757.723.6747, Fax: 757.722.0626
E-mail: salespipeblock@aol.com
Sponsor: Kirk Edens, Allied Concrete Products LLC

MRJ Engineering, Inc., CM Affiliate Member
Representative Name: Michael R. Johnson, PE
Address: 8200 Humboldt Avenue South, Suite 100
Bloomington, MN 55431
Phone: 952.294.4755, Fax: 952.294.4595
E-mail: mike@mrjengineering.com
Sponsor: Robert Race, Keystone Retaining Wall Systems, Inc.

February

Sphere Services Inc., Associate Member
Representative Name: Jasper Young
Address: 123 Leinart Street, Clinton, TN 37716
Phone: 865.755.1880, Fax: 865.463.2491
E-mail: younggovols@aol.com

March

United Employment Associates, LLC, CM Affiliate Member
Representative Name: Michael Stauffer
Address: 2030 Tilghman Street, Suite 201, Allentown, PA 18104
Phone: 610.437.5040, Fax: 610.437.9650
E-mail: mstauffer@unitedemployment.com

Chongqing Mexin - Star Building Material Co., Ltd.
International Producer Member
Representative Name: Wang Zuying
Address: No. 51 Balhe Road, Nanding Economy & Technology Developing District
Chongqing, China 400060
Phone: (0086) 23-62912559, Fax: (0086) 23-62766357
E-mail: sales@meixin.com

April

Sika Corporation, Associate Member
Representative Name: Philippe Zost
Address: P.O. Box 297, Lyndhurst, NJ 07071
Phone: 201.933.8800, Fax: 201.933.6225
E-mail: jost.philippe@sika-corp.com

Felten Group, Inc., CM Affiliate Member
Representative Name: Greg Felten
Address: 3602 East Greenway Road, Suite 100
Phoenix, AZ 85032
Phone: 602.867.2500, Fax: 602.867.2503
E-mail: greg.felten@feltegroup.com

Architectural Concrete Products, Inc., Producer Member
Representative Name: Robert Bales
Address: 1953 N. Ohio, Wichita, KS 67214
Phone: 316.262.5543, Fax: 316.262.5589
E-mail: rbbales@yahoo.com
Sponsor: Joplin Building Materials

Yale Materials Handling Corporation, Associate Member
Representative Name: Allen Haggard
Address: P.O. Box 7367, Greenville, NC 27834
Phone: 252.758.9253, Fax: 252.931.7873
E-mail: ayahagga@yale.com

GT Contracting Corporation, CM Affiliate Member
Representative Name: Jeffrey Clum
Address: 1447 Pennsylvania Ave., SE, Washington, DC 20003
Phone: 202.544.5155, Fax: 202.544.6618
E-mail: gtcontracting@starpower.net
Sponsor: Will Rafferty, Essroc Cement



Class Action Bill Stalled?

The compromise Class Action Reform bill, now enumerated S2062, continues to await action on the Senate floor. The delay, if delay is what it is, concerns manufacturing groups who seek its passage at the earliest possible date.

The compromise bill was introduced and placed on the Senate Calendar in mid-February for consideration on the floor. Rumors were circulating that cloakroom horse-trading among the protagonists had proven successful, and that an up-or-down vote on the Senate floor might be imminent. With the changes, Sens. Dodd (D-CT), Landrieu (D-LA) and Schumer (D-NY) were said to have shifted from opposition to support, giving the supporters a reported filibuster-

proof 62 votes and a clear path to passage.

NCMA is strongly in favor of the bill. The association is greatly concerned that abuse of class action lawsuits could ultimately impact NCMA members on volatile OSHA issues on which we have written extensively. While NCMA has shown it can have a marked impact on legislative and regulatory affairs, actions in the courts – and the abuses that occur there — are generally beyond NCMA's reach, as is true for most trade associations.

The Class Action Reform legislation is a relatively infrequent instance in which Congress may use its legislative power to heavily influence how the courts operate procedurally regarding a matter of direct importance to NCMA members.

NCMA recently issued a Legislative Alert supporting Senate floor action on the bill. Should the delay continue, NCMA will ask its members to contact their Senators. ■

Tax Provisions of Note on the TEA 2004 Bill

From the House Committee on Small Business

On Friday, April 2, the House overwhelmingly passed the Transportation Equity Act of 2004 (H.R. 3550) by a vote of 357 to 65. This legislation contains approximately \$275 billion in funding for various highway and transit projects across the nation, which is expected to create many new jobs in small businesses. As part of the legislation, two key small business tax items were also added - alternative minimum tax (AMT) relief for businesses and a two year extension of Section 179 expensing for small businesses.

The AMT provisions of H.R. 3550 include:

- 1) Repeal the 90 percent limit on the use of foreign tax credits to offset AMT liability;
- 2) Phase out, from 2006 to 2013, the 90 percent limit on using net operating losses to offset AMT liability;
- 3) Expand the annual gross receipts of small businesses exempted from the AMT from \$7.5 million to \$20 million; and

H.R. 3550 also would extend through the end of 2007 the Section 179 provisions in the Jobs and Growth Reconciliation Act of 2003, which increased the amount that can be expensed under Section 179 from \$25,000 to \$100,000 annually and increased the number of small businesses eligible for such expensing. The provisions are to expire at the end of 2005. ■

EPA Administrator Sets Rigorous Pace, NCMA Takes Notice

New EPA Administrator Mike Leavitt has announced an ambitious set of priorities the agency will pursue aggressively in the opening days of his tenure. Some of his listed priorities address matters of interest to NCMA, including:

- Working with states to implement the 1997 air quality standards for ozone and particulate matter (NCMA would oppose any strict and unyielding implementation schedule that might curb construction, the leading buoyant sector in the American economy for many quarters now);
- Cutting emissions from non-road diesel engines (By what mechanism NCMA would ask);
- Making compliance the enforcement objective (This might be very positive and warrant NCMA support, but again, by what mechanism?); and
- Elevating EPA to Cabinet-level status (NCMA would like to review the argument supporting the practical needs, and likely benefits, of elevating EPA to Cabinet-level status).

NCMA wishes Mr. Leavitt all the best and looks forward to working with him, and his staff. ■

EPA Praised For Listening To Small Business by Rejecting Duplicative, Costly and Complex Requirements for Storm Water Runoff

From the Small Business Administration Office of Advocacy

WASHINGTON, D.C. - The Environmental Protection Agency (EPA) has listened to small business and today decided not to impose new duplicative, costly, and complex requirements for construction sites. EPA based its decision in part on the comments and concerns raised by small businesses in the home building and construction trades.

The Construction and Development rule was finalized after a multi-year process of soliciting comments on a proposed rule designed to curb pollution from storm water runoff. Small businesses had a seat at the table because of the Small Business Regulatory Enforcement Flexibility Act (SBREFA). The law, celebrating its eight-year anniversary this week, requires EPA to get regulatory proposals with a panel of small businesses prior to issuance.

The small business panel that examined EPA's proposal recommended that EPA focus on better enforcement of existing rules and improving state and local permitting systems. Small businesses advised EPA that forcing home builder's and others to comply with new rules and file the same state paperwork with an EPA office in Washington would have little effect on water quality.

"With this decision EPA got it right, and deserves the praise they get from small business," said Thomas M. Sullivan, Chief Counsel for Advocacy. "Small business owners volunteered their time to discuss the proposed rule and offer other options. EPA listened, understood, and acted. Their decision is right for small business, right for the environment, and right for the American people," he said.

EPA's decision means that small construction firms will not have to comply with additional federal permitting, which

would duplicate and possibly conflict with existing state and local water runoff regulations and permits. EPA's announcement alleviates concern that new rules would complicate implementation of the federal Phase II storm water program, which started last year.

In 1996, Congress passed SBREFA in recognition of the unique nature of small business and the important role it plays in our economy. Small businesses generate most of the net new jobs, and their diversity means that one-size-fits-all regulatory proposals many times add significant burdens without corresponding benefits. ■

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800 860 4884 or rguth@pacocorp.com

NCMA Teams with Members to Advance Education

The concrete masonry industry is constantly evolving with more diverse situations and new products and NCMA's ability to meet this evolving and challenging task is often found through the implementation of effective curricula and partnerships.

The NCMA/CSI Technical Sales Training School is an excellent example of NCMA members and staff working together for the betterment of the industry.

Through this two-phase school, NCMA members are presented with a core understanding of masonry technology that encompasses fire, water penetration, structural design, sound and energy, construction, crack control and other key masonry concepts. Along with developing a core understanding of masonry, members develop a comprehensive understanding of Master Format and specification development. A participant successfully completing both phases obtains recognition as a CSI Construction Document Technologist and, most importantly, as a Certified Consultant of Concrete Masonry (C3M).

NCMA staff, members and industry professionals share their knowledge and experiences with those seeking C3M recognition. During the recent March 2004 Phase I school, C3M candidates enjoyed the opportunity to hear from one of

their peers on effective selling to architects and engineers. Dan Quinn, sales manager with RMC Allied Materials, Inc., summarizes his program on selling to architects and engineers as an excellent and effective method for teaching much needed skills within the construction industry. Mr. Quinn said, "I always enjoy an opportunity to share my experience with others and find people learn best [when speaking in real world terms as opposed to the theoretical]. I have a broad and long range of knowledge and feel it is important to share it with other masonry sales professionals." He also finds the ability to work with his peers during Question & Answer sessions as an effective way for future C3M professionals to understand the architect or engineer.

Like Phase I, NCMA will work with industry and members to create a challenging and rewarding school for those attending the October 23 – 28 Phase II school or the Hot Topics and Advancements in Concrete Masonry Workshop NCMA/CSI Post Graduate school that takes place November 3 – 4. ■

Contact Brittaney KamHong at NCMA for further information on the Phase II school and Hot Topics workshop, bkamhong@ncma.org or 703.713.1900.

ASTM Landscape Committees Convene this Month

ASTM members will meet June 13 to 18 in Kansas City, Missouri to advance standards affecting NCMA member products. It is through these meetings that industry shapes and molds the standards that define minimum material requirements and test methods for their evaluation.

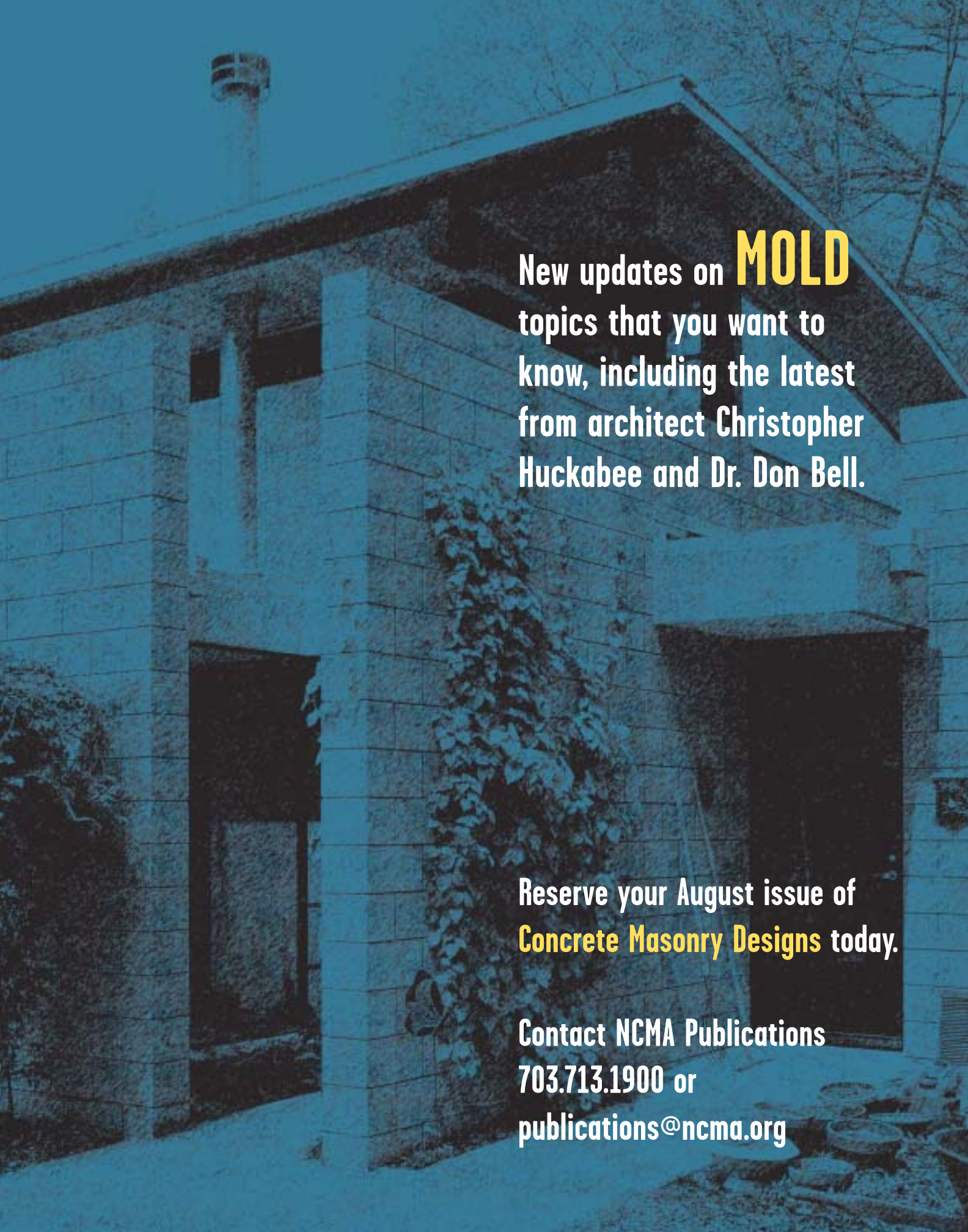
The landscape products market continues to grow and with that growth ASTM continues to review and refine those standards addressing this market sector. ASTM and NCMA members are actively working on several standards for landscape products.

The C15-Manufactured Masonry Units Committee will meet June 15 to 17 to discuss C1372-Standard Specification for Segmental Retaining Wall Units and C1262-Standard test Method for Evaluation of Freeze Thaw Durability of Concrete Masonry Units.

The committee on soil and rock (D18) will meet June 13 to 16. It is under D18 where the industry outlines manufacturing and installation standards for articulating concrete block through ASTM D6684. D18 is also considering draft standards addressing the design and hydraulic performance testing of articulating concrete block.

The D35 Geosynthetic Committee manages standards addressing the structural performance of segmental retaining wall systems. The D35 committee meets June 17 and 18 to discuss SRW connection strength (D6638) and SRW shear strength (D6916). ■

Additional information on the 2004 June ASTM committee week is available at www.astm.org.



New updates on **MOLD**
topics that you want to
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from architect Christopher
Huckabee and Dr. Don Bell.

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Learning and Helping

“Having the opportunity to work on a variety of community service projects is an invaluable lesson for our students,” says Floyd Baker, Director of the Masonry Program at Rolla Technical Institute (RTI) in Rolla, Missouri. “While there is some classroom training, most of the training of this particular program consists of hands-on training either in building practice projects in the laboratory or in actual construction projects.”

The RTI building trades program usually has two homes under construction each year. Usually these homes have brick veneers and include brick fireplaces. In addition, the Masonry Program has completed several projects for the city of Rolla including construction and renovation of the local dog pound, baseball dugouts and structures in the city parks. Baker encourages the students to get the experience of working on actual projects and some small private projects are also accepted as time permits.

During the program, students participate in the following types of classes:

- Safety procedures
- Make-up, properties, uses and sizes of all masonry units
- Uses of tools and equipment
- Uses of anchors, ties and reinforcement
- Properties and technical details of foundations, floors, roofs, walls and fireplaces
- Coursing and bond types
- Experiences in laying brick for a new home
- Mathematics for masonry and blueprint reading
- Internships

The students have also learned the importance of continuing to do research on masonry materials. Each year for the past several years RTI students have built test walls for a variety of University of Missouri – Rolla materials tests and research projects.

According to Baker the program teaches construction using brick, stone, and block materials. Started in 1974, the Masonry Program is a two-year course designed to train students for entry-level masonry jobs with the basic knowledge and skills needed for brick and block work. The program has both secondary and adult students. The secondary students attend a morning or afternoon 2.5 hour instruction and the adults attend from 9-3, Monday through Friday. Baker estimates there are 20 – 30 students enrolled each year.

Many of the graduating students choose to enter the masonry trade as a career. “Currently, eight or ten prior graduates are now area masonry contractors while many others work in the industry,” says Baker. “In addition, some students enter into trade union apprenticeship programs, some go to two- or four-year college programs and some enter other employment areas,” adds Baker.

Since the program’s inception Baker says approximately 400 students have graduated from the masonry training program. While it is difficult to measure how many are currently masonry contractors, Baker is confident that a large percentage is working in the field. ■

For more information about this program, contact Floyd Baker at 573.458.0150 or fbaker@rolla.k12.mo.us.

Young Mason to Follow in Father’s Footsteps



Andrew Miller, a 17-year-old senior at Pisgah High School in Pisgah, Ala., knows exactly what he wants to do after graduation. He wants to be just like his father, Terry, owner of his own masonry construction business.

Miller’s effort to make his dream become a reality began

when he started masonry classes at the Earnest Pruet Center of Technology (EPCOT), an educational extension of eight Alabama high schools.

As a sophomore, Miller won the State SkillsUSA-VICA competition. As first place winner, he went on to compete at the National Leadership and Skills Conference in Kansas City, Mo. As a junior, Miller again won his state competition. More determined and focussed in his second national competition, Miller placed second and earned a silver medal in the 2003 National Masonry Contest held in conjunction

Continued on page 14

Start Planning Now

for Learning in October

Concrete Masonry Testing Procedures Certification Course October 7-9

Correct and uniform testing procedures in laboratories throughout the country to help ensure that masonry products are fairly and accurately evaluated to determine their compliance with industry standards is what is taught in this course.

The school is particularly valuable to laboratory managers and supervisors; lab technicians; plant quality control supervisors; masonry technical service representatives; construction specifiers; and masonry sales personnel.

Hands-on laboratory sessions complement classroom instruction covering testing standards for concrete masonry products (including concrete masonry units, pavers, and retaining wall units), masonry mortar, grout, and prisms. Students who successfully complete a written and performance examination earn the title of Concrete Masonry Testing Technician.

NCMA/CSI Technical Sales Training Course-Phase II October 17-22

NCMA and the Construction Specifications Institute (CSI) developed this program to train sales personnel on the basic technical aspects of designing and building with concrete masonry. This training helps position sales representatives as valuable resources for designers using concrete masonry. Phase II includes the CSI Construction Documents Technologist (CDT) exam and provides a more thorough understanding of the engineering aspects of concrete masonry.

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Conway Block Pledges \$5,000

Conway Block Company, Inc., Conway, Arkansas, has joined the growing ranks of corporate supporters of the concrete masonry industry's foundation with its commitment at the Principal level of \$5,000. Established in 1946 by J.F. O'Kelly as F & F Block, the company's name was changed to Conway Block when purchased by Paul Tipton in 1981. Over the past 23 years Conway Block has seen progressive change --- from the production of 300,000 blocks in 1981 to around 2 million in 2004. Primarily manufacturing gray blocks for the residential

market, Conway Block has added split face and color block to their versatile line, and will begin tumbling in the near future. In addition to being Conway Block's President, Paul Tipton is a member of the Home Builders Association, served on the International, Industrial and Membership Committees of the Conway (AK) Chamber of Commerce - and is the recipient of the Sam Walton Business Leadership Award. He currently serves on NCMA's Residential, Safety and Government Affairs Committees. ■

RMC Announces New Vice President of Concrete Products

RMC Mid-Atlantic announces RMac Schmidt as the new Senior Vice President of Concrete Products. Mac comes to RMC from B3B Marketing Consultants where he was

the Founder and President. Previously Schmidt was the President of the Belgard Hardscape Division of Oldcastle Architectural Products Group. Schmidt started at his position on April 21. ■

Young Mason...

Continued from page 12

with the SkillsUSA-VICA National Leadership and Skills Conference.

"Andrew is a hard-working student that any instructor would enjoy having in their classroom," says Charles West, masonry instructor at EPCOT. "He is polite, enthusiastic, and a smart young man. Most importantly, he never shies from accepting and meeting a challenge. Considering Andrew's accomplishments in just two years of masonry, I feel like I have an opportunity, as an instructor, to help him meet

his potential of becoming a world-class craftsman."

Miller continues to work to improve his masonry skills by working with his father. He says he hopes to represent the state of Alabama and return to the national masonry contest where his goal is to "win it all." If successful, Miller would place himself among an elite group of young masons, not only winning the competition but also competing three consecutive years. ■

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LAFARGE NORTH AMERICA
Oldcastle Architectural, Inc.

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CEMEX
Holcim (US) Inc.
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Muth Family / Orco Block Company, Inc.
RMC Industries Corporation

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Azar Mortarless Building Systems Inc.
Basalite Concrete Products, LLC
ESSROC Cement Corp.
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Marshall Concrete Products, Inc.
Northfield Block Company
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NCMA Midyear Meeting

NCMA's Midyear Meeting offers NCMA Members the opportunity to:

- Set the direction for industry programs
- Attend member briefings on current industry issues and trends
- Join members at the PAC and other receptions
- Network with industry peers
- Participate in the Paul and Helen Lenchuk Scholarship Fund Golf or Tennis Tournament

Where the movers and shakers of the concrete masonry industry make decisions.

Masonry Industry Poised for Close Cooperation with USGBC

The masonry industry is poised to work closely with the United States Green Building Council (USGBC) on such important tasks as assisting in the continuing development of LEED criteria for masonry, communicating the attributes of concrete masonry in relation to sustainability, sharing of technical information, designing green with masonry, and providing industry experts to speak on sustainability.

These were the results of discussions on April 15 between the National Concrete Masonry Association and representatives from the USGBC. The president and founding chairman of the USGBC, S. Richard Fedrizzi, along with Peggy Shriver, communications director, and Nigel Howard, vice president, met with NCMA representatives at the NCMA's Herndon, Virginia office. They were given a tour of the NCMA research laboratory by Jeff Greenwald, vice president of research and development and met with Mark Hogan, president of NCMA, Harry Junk, residential markets manager, Jerry R. Harke, vice-president of marketing, and Michael Werner, engineering projects manager.

Rick Fedrizzi told NCMA representatives that the USGBC has not in the past, allowed trade associations membership in the council. However, Fedrizzi also pointed out that the issue is under discussion and a decision on trade association membership will be reached soon. Either way,



Representatives from USGBC met with NCMA employees on April 15. USGBC representatives stand to the left of this photograph, they include (from left to right) Nigel Howard, vice president, S. Richard Fedrizzi, president and founding chairman, and Peggy Shriver, communications director.

Fedrizzi committed USGBC to a strong alliance with the masonry industry and signaled that USGBC stands ready to interact cooperatively with the associations representing the masonry industry.

In other sustainability-related developments, NCMA staff has made numerous presentations on the sustainability attributes of masonry to designers and industry representatives. Harry Junk addressed nearly 500 architects at the University of Kansas in February. During that presentation, Dan Rockhill, professor, University of Kansas School of Architecture and Urban Design, who introduced the program told the assembled architects that, "LEED is here to stay and all of us have an important role to play to ensure that it is the best system possible." Junk commented, "NCMA is at a new level in our interaction with organizations like USGBC and we are poised to bring sustainability to the forefront of discussions throughout our industry." ■



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Fire Safety Message Responds to Heightened Public Concerns

Architects to Get Message at AIA Show

The Washington Times has reported the 2004 results from the annual Duracell/Harris Interactive Preparedness Study showing that Americans now fear fire more than terrorism, a significant change from last year. In 2003, U.S. residents ranked the threat of terrorism on a nearly equal level as that of fire in terms of level of fear for each disaster; but 2004 data shows a 39 percent increase in the fear of fire.

When asked if NCMA's fire safety marketing message is working, Kathleen Canedo, commercial markets manager at NCMA, says, "We are responding to this heightened level of concern and promoting concrete masonry wall construction as part of a balanced design approach." Canedo adds, "NCMA intensified efforts to raise awareness levels about fire safety in July of 2002. Clearly, there are other factors involved in the increased levels of awareness reported by Duracell/Harris, but we know we are on the right track and we know our fire safety messages are hitting home. If our efforts can contribute to saving lives and property from fire

through the increased use of concrete masonry fire walls, everyone will benefit."

What types of activities are immediately ahead for NCMA? Canedo answers, "NCMA is taking the fire safety message on the road again to inform architects, designers and specifiers why concrete masonry is the right choice for their construction projects at the AIA 2004 National Convention and Design Exposition at McCormick Place in Chicago, Illinois, June 10-12." The show displays the newest innovations in products and systems for architects and designers and boasts over 700 exhibitors and more than 150 continuing education programs. "NCMA has exhibited at this show for four consecutive years and attendees have come to expect from NCMA a very direct and highly focused message. Concrete masonry is an ideal solution to fire safety concerns for all types of construction. We've proven that not all wall systems with a two-hour fire rating can stand up to concrete masonry's performance. Other products just don't measure up to concrete masonry. Attendees at the show will get that message loud and clear." Canedo said. ■

International Networking at BAUMA 2004

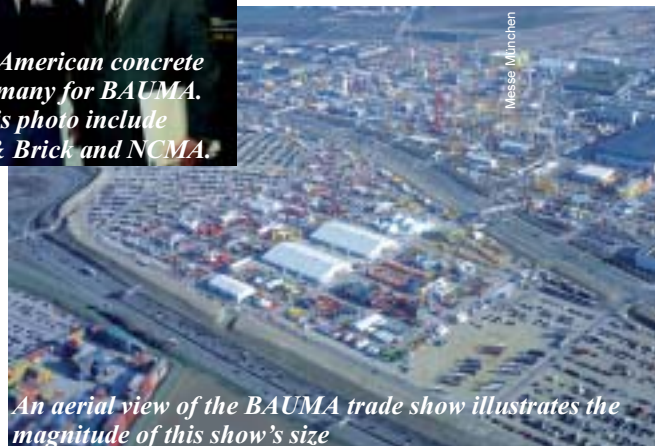
Members and representatives of the National Concrete Masonry Association (NCMA) and the National Precast Concrete Association (NPCA) participated in BAUMA 2004 held at the new Munich Trade Fair Center in Germany, March 29 – April 4. NCMA and NPCA co-sponsored a booth at the trade show, promoting the Manufactured Concrete Products Exposition (MCPX) as well as the products and services available through both organizations.

"This proved to be a wonderful experience for NCMA. It allowed us to forge new relationships and opportunities with representatives from Germany and other countries," said NCMA's Immediate Past Chairman, Phil Potvin. "The world is becoming a much smaller place, especially as communication and transportation technologies become increasingly faster, more affordable and easily accessible. Everyone, including NCMA, must look beyond their own backyard to see what other opportunities are available to support and promote their industries."

BAUMA is one of the world's largest trade shows for construction machinery, building material machines, construction vehicles and construction equipment. Over 400,000 attendees viewed the 5.4 million square feet of exhibits. BAUMA is held every three years and boasts attendance from over 171 countries. The trade show celebrated its 50th anniversary this year. ■



Representatives of the North American concrete masonry industry visited Germany for BAUMA. Companies represented in this photo include Orco Block, Midwest Block & Brick and NCMA.



An aerial view of the BAUMA trade show illustrates the magnitude of this show's size

Concrete Masonry Positioned to Expand Residential Markets

NCMA has stepped up efforts to contact and interact with home builders to promote the use of concrete masonry in residential applications. Sylvester Schmidt, NCMA chairman-elect commented recently, "The residential market has never been as good as it is today for the expansion of concrete masonry. The benefits of concrete masonry for the home owner are outstanding and I am particularly happy to see the steps NCMA is taking to move in that direction!"

An important step in that direction came with NCMA's recent acceptance of an invitation extended by the National Association of Home Builders to join NAHB's new Concrete Home Building Council, a division of the Building Systems Council. Mark B. Hogan, president of NCMA commented, "We look forward to working closely with NAHB and the new Concrete Home Building Council to promote the use of concrete masonry."

Membership on the NAHB Concrete Home Building Council places concrete masonry front and center as a product of choice through opportunities to present educational programs to home builders at the NAHB International Home Builders Show. Over 104,000 home builders attended the show in 2004 and a record attendance is expected in 2005 when the show is held in Orlando. Also as a member of the

council, NCMA now has access to NAHB announcements and "calls to action" on issues being advanced on Capitol Hill and within code writing bodies that are pertinent to the concrete masonry industry. Additionally, NCMA is now positioned to communicate with home builders through articles in the Concrete Home Building Council's newsletter sent to 4,000 builders.

On another front in the residential market, Harry Junk, Residential Markets Manager at NCMA said, "We are extending to home builders the opportunity to attend a special residential design symposium on January 12, 2005, immediately prior to the opening of the International Home Builders Show in Orlando. Concrete masonry producer members and state and province associations are asked to sponsor builders to attend the residential symposium before the show. I invite anyone interested in sponsoring builders to attend the symposium to call me at 703.713.1900 or send email to hjunk@ncma.org." Junk added, "NCMA will also be represented again at the International Home Builders Show with an exhibit booth during the show. I also encourage members interested in assisting with the booth to contact me." ■



Are you Building a School or a Liability?

A Guide to Using Total Masonry Construction in Public Schools

This book, produced by the Texas Masonry Council (TMC) and co-authored by Chris Huekabee and Kyle Montgomery, TMC's executive director, covers these topics:

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Upcoming Events Calendar

June

- 2 - 3 Chief Executive Meeting of
Concrete And Masonry Related Associations
Lansdowne, Va./Lansdowne Convention Center
- 8 Masonry in the Landscape Seminar
Rocky Mountain Masonry Institute
*Denver, Colo./Rocky Mountain Masonry Institute
Training Center*
- 10 - 12 2004 National Convention & Design Expo
American Institute of Architects
Chicago, Ill./McCormick Place
- 13 - 16 ASTM Committee C 09 – Concrete and Concrete
Aggregates
Kansas City, Mo./Hyatt Regency Crown Center
- 13 - 16 ASTM Committee E 05 – Fire Standards
Kansas City, Mo./Hyatt Regency Crown Center
- 15 - 16 ASTM Committee C 12 – Mortars and Grouts for
Unit Masonry
Kansas City, Mo./Hyatt Regency Crown Center
- 15 - 18 ASTM Committee C 15 – Manufactured Masonry
Units
Kansas City, Mo./Hyatt Regency Crown Center
- 15 - 18 ASTM Committee D 35 - Geosynthetics
Kansas City, Mo./Hyatt Regency Crown Center
- 16 - 17 ASTM Committee C 07 - Lime
Kansas City, Mo./Hyatt Regency Crown Center
- 16 - 18 ASTM Committee C 01 - Cement
Kansas City, Mo./Hyatt Regency Crown Center
- 16-20 Masonry: It Makes A Village 2004
Masonry Institute of Washington
Seattle, Wash./Fisher Pavilion, Seattle Center
- 21-26 National Conference SkillsUSA/VICA
Kansas City, Mo./Bartle Hall Convention Center
- 23 Masonry Technical Committee Meeting
SkillsUSA/VICA
Kansas City, Mo./Marriott Downtown

July

- 1-2 48th Masonry Certification Seminar
Masonry Institute of Michigan
Traverse City, Mich./Waterfront Inn Resort
- 4-7 13th International Brick/Block Masonry
Conference
Amsterdam, The Netherlands/International Exhibit Center
- 8 Flashing Masonry Workshop
Masonry Institute of Michigan
Grand Rapids, Mich./Tassell M-TEC
- 8-11 Summer Meeting
Carolinas Concrete Masonry Association
Kiawah, S.C./Kiawah Island Resort
- 10-21 Design of Masonry Structures Course
University of Witwatersrand
Johannesburg, South Africa/University of Witwatersrand
- 13-16 7th Australiasian Masonry Conference
University of Newcastle
Callaghan, Australia/University of Newcastle
- 14 Board of Directors Meeting
Masonry Institute of Tennessee
Nashville, Tenn./Masonry Institute of Tennessee Office

- 15-16 M6 Meeting – Mold, Moisture, Misery, Money,
Myth & Management Seminar
Building Environmental and Thermal Envelope
Council
Chicago, Ill./Omni Hotel
- 20-21 Masonry Alliance for Codes and Standards
Des Plaines, Ill./Doubletree Club Hotel
- 27-30 Flashing Masonry Workshop
Masonry Institute of Michigan
Grand Rapids, Mich./Tassell M-TEC
- 29-30 49th Masonry Certification Seminar
Masonry Institute of Michigan
Saginaw, Mich./Four Points Hotel

August

- 4-8 NCMA Midyear Meeting
Cambridge, Md./Hyatt Resort at Chesapeake
- 12 Reinforcing Walls and Grouting Hollow Unit \
Masonry Workshop
Masonry Institute of Michigan
Grand Rapids, Mich./Tassell M-TEC
- 25-26 Our World in Concrete & Structures
Indian Concrete Institute
Singapore/Hotel New Otani
- 25-28 7th Special Inspector Workshop for Structural
Masonry
Masonry Institute of Michigan
Grand Rapids, Mich./The Pinnacle Center
- 26-28 Historic Masonry Restoration
International Masonry Institute
Annapolis, Md./Historic Inns

TEK 6-12B, International Energy Conservation Code and Concrete Masonry

The “International Energy Conservation Code” (IECC) serves as a written model for state and local governments to develop local codes for energy efficient building design. TEK 6-12B has been updated to the 2003 edition of IECC and addresses meeting the code provisions through wall/roof/window trade-offs using software programs such as COMcheck-EZ and EnvStd.

This TEK is appropriate for distribution to architects, engineers, planners, builders, developers, and producers. To order copies of this TEK or a complete TEK Manual, call NCMA at 703.713.1900.

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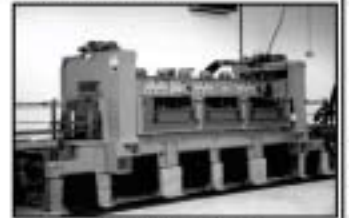
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Eye and Face Protection

How to Establish an **Effective** Eye and Face Protection Program



One thousand eye injuries occur daily in the American work place. These accidents cost U.S. businesses an estimated three hundred million dollars. The financial losses do not compare to the pain and suffering felt by the injured workers. Most of these injuries could have been avoided with the proper selection, use and availability of approved eye and face protection.

Employers should refer to ANSI Z87.1, "American National Standard Practice for Occupational and Educational Eye and Face Protection" for specifications on the personal protective eye and face wear. OSHA (29 CFR 1910.133 and 1926.102) uses this standard. It offers procedures for using protective eyewear and a chart, which matches the hazard, such as chipping or chemical splashes, with the proper device. A summary of the standard can be found in OSHA's Standard 1926.102. Visit OSHA's Web site to review the chart (www.osha.gov).

The ANSI standard identifies four types of eye and face protection: spectacles or safety glasses, goggles, face shields and welding helmets. These are classified as primary and secondary protectors. Primary protectors are protective devices that can be worn alone or with a secondary protector. It provides the basic protection. The secondary protectors must be worn in conjunction with a primary protector.

Goggles and safety glasses are primary protectors. Goggles fit around the area of the face near the eye. They are made of a cup or cover for over the eye and a strap or band around the head to hold the cover in place. They come in a variety of sizes and with special features. They may protect

the user from particles, liquid or vapor chemicals or radiation. Safety glasses are the most commonly used protector. They may offer impact and/or radiation protection.

Face shields and welding helmets are secondary protectors. Various styles and special purpose helmets and shields are available to address specific hazards. They provide additional coverage for the face. However, since they are secondary protectors, they must be used with goggles or safety glasses.

To be effective, employees must be trained on eye and face protection. Be sure they understand:

- The proper way to wear the protector.
- The method for adjusting for proper fit.
- The items to look for when checking the protector for wear or damaged parts. Scratched or pitted lenses may reduce vision and seriously reduce protection.
- The maintenance procedure to follow.
- The proper method for cleaning the protector.
- The method for storing the protector.
- The warnings, cautions, and limitations of using the protector, such as tinted lenses that do not provide protection from harmful optical radiation
- The types and hazards for which the protector is designed, and the level of protection provided. Protectors do not provide unlimited protection.
- The meaning of any significant markings on the protector.

For additional help with eye and face protection, take advantage of the resources available through NCMA. These resources include the NCMA Block Plant Safety Software and the NCMA Safety Web site (www.esafetyline.com/ncma). The software is available from NCMA at 703.713.1908 x227 at a cost of \$450 (nonmember \$900.) The Web site is free for one year to software users. Renewal subscriptions to the site and/or subscriptions to the site for all individuals who have not purchased the software are available at a cost of \$79/year.

Money Saving Tips

- Do not spend extra money on safety sunglasses for ultraviolet protection. All polycarbonate lenses offer some protection to these rays.
- Choose a style of safety glass that offers at least two sizes, adjustable temples with ability to lengthen and a wire core to form to the head. These glasses will be more comfortable, are more likely to be used and reduce the potential for replacement or loss due to accidents.
- Match the quality of a welding lens with the work. Lenses have a high profit margin for distributors, but it's difficult to get a deal. Consider negotiating with a bulk order.
- Check the crown suspension on all helmets and face shields. Comfort is the key to value.
- Buy safety glasses employees will wear.

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