

CM NEWS

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

Building a Future on Partnerships

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Building a Future on Partnerships

Organizations that have visions, missions, goals, and objective, like the National Concrete Masonry Association, are organizations that are strategically managed and pay close attention to what the future may bring. In accomplishing the strategic planning process, such organizations also study the issue of their identity on a somewhat regular basis and who they need to partner with to ensure a successful future. According to Watts Wacker, a futurist and author of "The 500 Year Delta," some companies have been around for hundreds of years, like Nokia. Wacker, who serves as a consultant to management at Fortune 500 firms, studied "old" companies as part of a consulting job. Wacker reports that in every case, the companies that have been in existence for hundreds of years (all European), were companies that were able to assess their identities correctly along the way, form the right partnerships, and make the changes necessary at the critical junctures in their history. As a result, they are still around and operating today, over 800 years later.

No one goes it alone

Successful businesses are those that continuously question where they are, where they want to be, and how they want to grow. Central to that question is the issue of forming partnerships. No one goes it alone. Not individuals ... not companies, and not associations. To move forward requires partnerships and alliances. And, more today than ever before, those alliances and partnerships cross the lines of country boundaries.

For many years, NCMA has had international members and representatives from a number of countries outside North America and they have regularly attended NCMA's annual trade show. However, with NCMA's recent addition of Region 6 (Canada), NCMA's international partnerships were codified in a new way. As a result, some members question the continued use of the word "National," in the association's name suggesting the use of the word "international" in the name, or, alternatively, dropping any geographic designation. Discussions of this type are both healthy and helpful in understanding the potential benefits of alliances and partnerships.

Growth

The concrete masonry industry has grown up in ways far beyond the limitations of the early days of "cinder block." That growth is seen in partnerships between the associations that represent the masonry industry. For example, NCMA is a strong participant in the Masonry Industry Council, a group that also includes representation from the Brick Industry Association, the International Masonry Institute, the Masonry Contractors Association of America, and the Portland Cement Association. Why? Because all five organizations understand clearly that partnerships are essential to

building a productive and successful future for the masonry industry.

Masonry

NCMA's leadership recognizes the importance of the wide variety of organizations and professions involved in the concrete masonry industry. For example, the name National Concrete Masonry Association includes the word "masonry." That word can be thought of in terms of the product it represents, but it is also thought of in terms of the people who place the product. The word "masonry" in the association's name produces an important linkage to masons. Masons work with trowels and mortar and have developed time-honored and highly respectable skills. This link provides a natural partnership opportunity for NCMA to work closely with the Masonry Contractors Association of America. For example, NCMA will exhibit and promote concrete masonry in 2005 as part of MCAA's partnership with Construct America, a tradeshow organized by the Construction Specification Institute.

A common thread

One common thread running through the products represented by NCMA members is "concrete." NCMA members produce concrete products. Recognizing this common thread, NCMA has recently joined the efforts of the North American Concrete Alliance (NACA), a group of cement and concrete industry organizations dedicated to improving and extending the uses of cement and concrete through market development, public affairs, education and research.

Continued on page 4

About our cover...

Although the concrete masonry industry is flourishing it is still only in its infancy and because of this it is natural that the association representing that industry will also continue to grow so that it accommodates the industry it serves. Is it time for NCMA to make a change? Does NCMA need to refocus through a new name? The hot topic at this year's Midyear Meeting and the cover article this month, examines these questions. Examine them for yourself in this month's cover article, Building a Future on Partnerships, and feel free to send your thoughts in a letter to the editor!



Whats in a Name?

Continued from page 3

Through the alliance, NCMA is participating in the work of several committees and working with other experts to advance the common interests of the industry. Already results are being seen. An industry-wide position statement on sustainability will soon be published by the North American Concrete Alliance. Additionally, the Environmental Council of Concrete Organizations (ECCO), through which NCMA has worked to promote the industry's focus on sustainability in the built environment, is serving to provide education and communications for sustainability and environmental issues.

Residential market partnerships

NCMA is also stepping up efforts to contact and interact with home builders to influence the use of concrete masonry in residential applications. An important move in that direction came with NCMA's acceptance this year of an invitation extended by the National Association of Home Builders to join NAHB's Concrete Home Building Council, a division of the Building Systems Council. 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. 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 partnership front in the residential market, NCMA, working together with state and province associations is promoting concrete masonry to home builders through conducting a special residential design symposium January 12, 2005, immediately prior to the opening of the International Home Builders Show in Orlando.

School Market Partnerships

All economic indicators show that the school construction market is primed for significant expansion and NCMA members are ready to provide the best construction materials possible for that market – concrete masonry. That's why numerous state and province associations have joined NCMA's efforts to produce a school market video promoting the use of concrete masonry for school construction to school boards, superintendents, architects and designers specializing in school design, and parent groups. The video comes on the heels of another successful school market-related project where NCMA teamed with the Brick Industry Association, the Masonry Contractors Association of America, and the Texas Masonry Council to provide to the same target audiences a book called, "Are You Building a School or a Liability?"

Bringing it all together

Finally, perhaps one of the most visible events from which NCMA has gained significant partnership value is the Manufactured Concrete Products Exposition (MCPX), now preparing for its third annual event in February 2005 in Indianapolis. NCMA, along with the National Precast Concrete Association (NPCA), the Interlocking Concrete Pavement Institute (ICPI), and the American Concrete Pipe Association (ACPA), saw the many benefits all four organizations could gain from by consolidating trade show efforts into one event, MCPX. As a result, it is the only event where attendees can find hundreds of suppliers to the industry, dozens of education and training courses, association convention activities and unlimited networking opportunities.

By combining the efforts of four concrete product associations into one large event, the sponsors have created the best value anywhere in concrete-related expositions. For manufactured concrete product producers, MCPX is the one event providing targeted training, the latest products and technology, and a forum attended by producers from all sectors of the industry. MCPX is not only the most visible example of partnerships that produce benefits for all, but also one of the most valuable. ■

Taking the Message to Building Code Officials

The 2005 and 2006 work plans for NCMA call for hard-hitting messages about balanced design for fire safety to be delivered directly to those responsible for interpreting and enforcing building code provisions, the building code officials. When these officials attend their annual convention, the program they are given will carry a full-page four-color advertising showing a fireman whose grim face is tired and dirty from soot and smoke. The fireman comments, "No alarms! No sprinklers! No fire walls! It makes no sense!" The text at the bottom of the ad encourages building code officials to support balanced design requirements for fire safety in building codes. The call to action at the bottom of the ad says, "Isn't it about time to get serious about fire safety?"

The message is effective, straightforward, and hard-hitting. Building code officials have the power to make a difference. When these officials return home from their annual codes forum, the magazines they receive from the International Code Council, the publisher of the International Building, Fire, and Residential Codes, on a monthly basis will continue carrying the same message, again in a full-page, four-color format.

Is this the sum and substance of talking to building code officials? No, not by a long shot! This project requires the

assistance of every state/province association executive, and every member in every community. Building officials have a local constituency and relationships developed with these professionals are best developed at the local level. Local amendments to national model codes are also at issue here. To support this effort, NCMA is running public service announcements in newspapers and on radio across North America asking the public to encourage their local building code officials to support the development of new code provisions that require balanced design for fire safety. That means that building codes would require structures with an appropriate balance of alarm systems, sprinklers, and fire walls. ■

**NO alarm system!
NO sprinklers!
NO firewalls!**

**It makes
NO SENSE!**



The National Concrete Masonry Association (NCMA) supports building codes that require balanced design: a combination of detection, suppression, and firewalls for containment.

Building Codes CAN Require Balanced Design. Isn't it About Time to Get Serious About Fire Safety?



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Design-Build is Here – is Your Company Ready?

Design-build is one of the fastest growing segments in the construction industry – representing an estimated 35 percent of all non-residential construction in North America. And, as more states revise their laws to allow design-build, it is projected that design-build will constitute as much as 70 percent of all projects. It's apparent: those who don't acknowledge and become involved in design-build may not be equipped to retain or expand their markets in the future.

Design-build is a method of project delivery where one entity (the design-builder) has a single contract with the owner to provide both architectural/engineering design and construction services. This one entity has absolute accountability for both design and construction. To gather information on design-build and network with those who have successfully implemented the process, NCMA commercial mar-

Schools Built with Concrete Masonry Keep Focus on Learning

NCMA promotes safety message at CEFPI

When school administrators are forced to spend their time worrying about mold and fire safety issues, their focus is not on teaching children. This is the message that NCMA will be taking to architects, facility planners and school administrators at the Council for Educational Facility Planners, International (CEFPI) trade show in Atlanta October 22-23.

Providing the safest possible learning environment for children involves ensuring the walls of their schools are built with noncombustible materials like concrete masonry. CEFPI's sole mission is to improve the places where children learn. Attendees at the show will be educators and school board members who are interested in safe, healthy, high performing learning facilities for students, as well as the professionals who design these buildings. CEFPI is acknowledged worldwide for its leadership in the planning and design of healthy, high performing, sustainable schools that serve as centers of communities.

At the Atlanta Hyatt Regency Hotel where the show will be held, NCMA will have the opportunity to talk to the professionals who specify systems, materials and equipment for educational buildings and who make decisions on more than \$25 billion of school construction a year. NCMA will stress concrete masonry's superior performance as a building material that is a critical part of a balanced fire safety design along with automatic detection such as smoke detectors and automatic sprinklers to suppress the fire until it can be extinguished. These three components, working together, can

provide the highest levels of property protection and fire safety. The association will also talk to specifiers about how concrete masonry does not provide a ready food source for mold, and is extremely durable.

kets manager, Kathleen Canedo, plans to attend the 2004 Design-Build Expo will at the Chicago Hilton & Towers November 3-4. "It is essential that we keep up with what's happening in design-build," Canedo said, "and the Design-Build Expo brings together the people who are shaping today's design and construction industry by practicing integrated project delivery." Mark Wilhelms of Kirchner Block & Brick, Inc. and chairman of the CM Wall Delivery Task Force at NCMA said, "Owners in both the public and private sectors have turned to design-build for its noted advantages such as shortened delivery time, quality control, reduction of disputes and litigation, increased owner satisfaction and overall cost savings." Wilhelms continued, "The CM Wall Delivery Task Force and NCMA is supporting the development of a series of design-build seminars at locations throughout North America. Design-build experts are being brought to member meetings so that the industry can gain an understanding of just how pervasive this process is in the construction industry and how our members can integrate the process into their businesses."

Trey Atwood of Featherlite Building Products added, "the industry needs to think about concrete masonry from a systems standpoint such as cost, time to build, performance and life cycle costs to encourage contractors and suppliers to sell wall systems." ■

For more information on the Design-Build Expo 2004, contact: Patrick Wilson at 202.454.7535 or pwilson@dbia.org.

provide the highest levels of property protection and fire safety. The association will also talk to specifiers about how concrete masonry does not provide a ready food source for mold, and is extremely durable.

NCMA will be distributing free copies of *Are You Building a School or a Liability?* to school architects and designers. This book, written by Chris Huckabee, outlines the numerous benefits of using concrete masonry in school construction. Additionally, NCMA is sponsoring the 2004 Impact on Learning Awards, which will be presented during the Annual Awards luncheon on Friday, October 22. These awards recognize educational facilities that have solved real-world problems through design, engineering and technology solutions.

National Business Partnership Committee Chairman Dan Quinn noted, "Schools are a major focus for the concrete masonry industry. The product is durable, it does not provide a ready food source for mold, and it provides compartmentation – one of the three critical components of balanced design for fire safety." ■

For more information about fire safety and concrete masonry, visit www.ncma.org or call 703.713.1900.

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U.S. Air Force and NCMA to Cosponsor Blast Research

NCMA, along with several other concrete industry representatives, collaborated with top United States Air Force (USAF) research officials this past August in Panama City, Fla. to review and strategize blast-resistance technologies offered through conventional off-the-shelf cementitious wall systems. As the threat of terrorism continues to intensify and as the means and methods of delivering bombs with ever increasing damage potential continues to evolve, so must the research to investigate the performance of construction materials subjected to such extreme loads. As part of this comprehensive research project several concrete-based wall assemblies, including insulating concrete forms, prestressed concrete, cast-in-place concrete, and concrete masonry, will be subjected to actual blast pressures to evaluate their strength and durability and quantify their blast-resistant characteristics for application in future military projects.

The concrete masonry wall system proposed by the masonry industry is a non-composite assembly consisting of two solid grouted 6 in. (152 mm) wythes separated by a 2 in.

(51 mm) cavity to be filled with rigid insulation. Each wythe of the assembly will be reinforced using No. 4 (M#13) reinforcing bars spaced at 16 in. (406 mm) both horizontally and vertically. The double 6 in. (152 mm) non-composite assembly was chosen as it yields the same wall thickness as a similarly configured veneer assembly consisting of a 4 in. (102 mm) brick veneer with an 8 in. (203 mm) concrete masonry backup (common in many military applications) yet affords 40% more lateral load-carrying capacity. In addition, replacing the outer 4 in. (102 mm) brick veneer with a 6 in. (152 mm) structural wythe permits reinforcement to be introduced, which in turn removes the potential for the brick to become flying debris during a blast. The double 6 in. (152 mm) assembly also provides design flexibility in the choice of exterior and interior architectural finishes and in the use of single wythe 6 in. (152 mm) interior partitions, thereby increasing usable floor spacing within the structure.

Under the arrangement discussed with the USAF, industry would provide the material and labor to construct the various cementitious wall panels to be tested and the USAF would provide the instrumentation and analysis for the testing under the CRADA program. CRADA is an acronym for Cooperative Research and Development Agreement, which is a written agreement between a private organization and a government agency to partner together on a project to optimize their resources, share technical expertise in a protected environment, share intellectual property emerging from the effort, and speed the commercialization of federally developed technology.

This research is expected to do much to dispel some misperceptions about masonry as brittle and not blast resistant. The research should also provide a springboard for establishing design criteria for secure, blast resistant concrete masonry structures. This research is expected to provide the military the justification for continuing their long tradition of constructing masonry buildings their housing and other needs. The testing is currently scheduled to be completed in the spring of 2005. ■

MACS Membership Drives Success

Sloan Wilson, author of the best seller, "The Man in the Gray Flannel Suit," was once quoted as saying, "Success in almost any field depends more on energy and drive than it does on intelligence." Imagine the success that can be derived from a group that combines energy and drive with the intelligence to strategically implement their goals. The result could best be illustrated with the Masonry Alliance for Codes and Standards (MACS)-a peerless alliance of masonry organizations representing national, state, and regional producer associations, mason contractor organizations, and organized labor promotional groups with the common goal of developing masonry-friendly design and construction provisions within various codes and standards forums.

Through all of its activities, it is the membership of MACS that drives its success. MACS is a model organization who's whole is greater than the sum of its parts, establishing a stronger, unified voice for the masonry industry. Through the pooling of resources, the masonry industry is represented by knowledgeable, well-known, well-respected consultants focused on advancing the masonry industry. Instead of requiring each masonry organization to retain consultants versed in fire, energy, and structural design at a cost of millions of dollars annually, MACS fills these needs for each of its members at a fraction of the cost. Without the support of the MACS membership, and those they represent, the masonry industry would be without a unified voice in any of the codes and standards forums.

Acknowledging the importance of its mission, the MACS membership approved a 30 percent increase in total dues last year. This dues increase will be used to supplement existing

activities and develop new avenues to expand the masonry industry through codes and standards improvement. The dues structure for each organizational member of MACS is based on a voluntary disclosure of the member organization's budget for masonry.

In addition to recently developing change proposals for the second round of hearings to modify the 2006 editions of the I-Codes, MACS will be unveiling the Alliance's new website and local adoption kits (these kits will include revisions and rationale for proposing amendments to the national model codes for enforcement at the state or jurisdictional level). While still a work in progress, the Alliance's new website is up and running at www.masonryalliance.org. ■

Confinement Reinforcement Shows Promise on Lap Splice Performance

If asked to list the top three design and construction issues affecting the masonry market today, many contractors would identify excessively long lap splices as a primary hindrance to constructing economical masonry structures. In the search for solutions to this issue, which is being felt throughout the country, NCMA's Research and Development Laboratory has recently completed a preliminary research investigation to document beneficial effects from lateral 'confining' reinforcement in the form of bond beams on lap splice performance.

The research program consisted of constructing fifteen concrete masonry panels using 8-inch (203 mm) units. One set of No. 8 (M#25) reinforcing bars was placed in the center of each of two cells of each panel and spliced with adjacent bars at a length of 48 inches (1,219 mm). Typical specimen configurations are shown in Figures 1 and 2. To evaluate the effects of



Figure 2 - Bond beam reinforcement.

confinement reinforcement on splice behavior, five different arrangements of lateral reinforcement in the panels were considered: no transverse reinforcement, one No. 4 (M#13) bar at each end of the splice, two No. 4 (M#13) bars at each end of the splice, one No. 4 (M#13) bar in each course, and two No. 4 (M#13) bars in each course. The spliced bars were loaded in direct tension to determine the capacity of the splice and the effect of the lateral reinforcement.

Test results show that bar reinforcement placed transversely to a splice is effective at providing some degree of confinement and results in significantly

Table 1 - Test Matrix

Specimen Set (3 Panels Per Set)	Splice Length, inch (mm) for No. 8 (M#25) Bar	Transverse Reinforcement Providing Confinement
A	48 (1,219 mm)	None
B	48 (1,219 mm)	one No. 4 (M#13) top and bottom course
C	48 (1,219 mm)	two No. 4's (M#13's) top and bottom course
D	48 (1,219 mm)	one No. 4 (M#13) each course
E	48 (1,219 mm)	two No. 4's (M#13's) each course

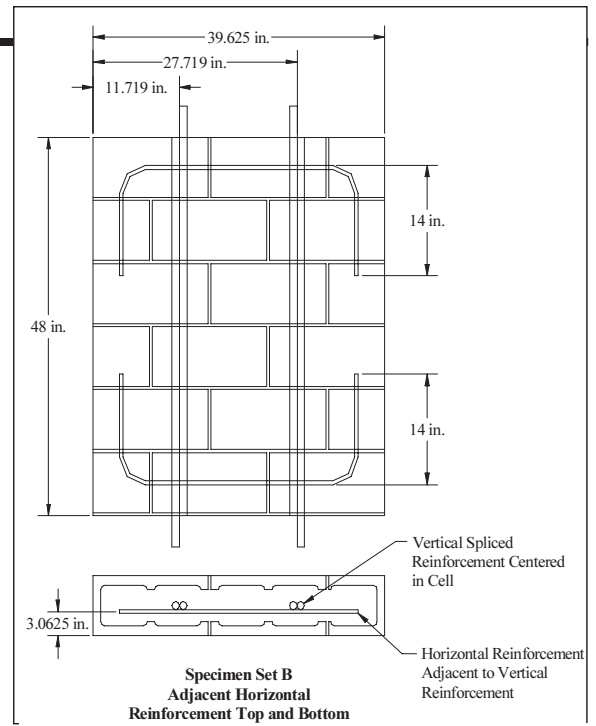


Figure 1 - Typical test panel showing confining bond beam reinforcement.

improved performance and greater capacity of the splice. Table 2 provides a summary of the failure loads for the panels of this study.

As reported in Table 2, the effect of the horizontal bond beam reinforcement (which may already be present in some masonry walls and could easily be taken advantage of) on the capacity and performance of the lapped reinforcement is significant. This philosophy of confining lapped reinforcement in masonry will continue to be explored with additional testing scheduled for later this year. This second round of research will also investigate the use of confinement hoops (similar in configuration to bar positioners) that could be used when bond beams are not preferred or may not be prac-

Continued on page 13

Table 2 - Summary of Results

Specimen Set	Horizontal Reinforcement	Failure Load, lbs (kN)	Failure Stress in Splice Bars, ksi (MPa)	Ratio of Failure Stress to Nominal Yield Stress in Spliced Reinforcement
A	None	55,400 (246)	70.2 (484)	1.17
B	one No. 4 (M#13) top and bottom course	70,500 (314)	89.2 (615)	1.49
C	two No. 4's (M#13's) top and bottom course	75,500 (336)	95.6 (659)	1.59
D	one No. 4 (M#13) each course	74,500 (331)	94.3 (650)	1.57
E	two No. 4's (M#13's) each course	82,900 (369)	104.9 (724)	1.75



The following have generously contributed to the NCMA Education & Research Foundation's "Solidifying the Future" campaign

NCMA Foundation Scholarship Recipient Profile

Jennifer R. Bean and Christopher R. Drake at the University of Minnesota

The NCMA Education and Research Foundation is proud to support not only research to advance the interests of the concrete masonry industry, but also to provide opportunity and financial support for talented future designers and researchers. Two students from the University of Minnesota, working under the tutelage of Dr. Arturo Schultz, received funding last year from the NCMA Foundation for their research project "Strength & Stability of Slender, Post-Tensioned Masonry walls Under Transverse Loading."

Jennifer R. Bean began her graduate studies at the University of Minnesota receiving her M.S. Degree in Civil Engineering in January 2003. Her Master's thesis focused on experimental testing of unreinforced masonry walls with applied out-of-plane lateral loading. Her previous research also included an investigation on post-tensioned masonry walls. Analysis was used to determine if current Masonry Standards Joint Committee (MSJC) provisions accurately predict the capacity of post-tensioned walls tested in flexure. Jennifer is currently working on her Doctoral degree, with her thesis focusing on experimental research on slender post-tensioned masonry walls subjected to out-of-plane lateral loads. Bean obtained her B.S. degree in Architectural Engineering in May 2000 from the University of Wyoming.

Christopher R. Drake gained work experience as an office engineer and construction inspector for the Colorado Department of



Jennifer R. Bean and Christopher R. Drake at the University of Minnesota work on their research project, which was funded by the NCMA Foundation.

Transportation. He worked on two state highway 82 construction projects, Shale Bluffs and Snowmass Canyon. Both projects placed a four-lane highway through restricted mountainous terrain. Construction of multiple bridges as well as many soil-nail, tieback, and double-tee retaining walls were involved in each project. Currently, his thesis concentrates on experimental research on slender post-tensioned masonry walls subjected to out-of-plane lateral loads. Drake received his B.S. in Civil Engineering, as well as a minor in Construction Management from Colorado State University in May 2001.

The Foundation extends their congratulations and best wishes for the future of Jennifer and Chris and appreciates their contribution to concrete masonry research. ■

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NCMA Foundation Supports \$145,800 in New Projects

The NCMA Education and Research Foundation demonstrated its value in advancing the concrete masonry industry by approving five new grant projects at its August meetings in Cambridge, Maryland. With pledges now in excess of six million dollars, the Foundation has the resources to support a number of programs intended to provide an enduring vitality for concrete masonry markets.

“We are thrilled to be at a point in the Foundation’s development where donors can truly see the value of what they have created. The ability to support these new programs is a reflection of our commitment and our ability to leverage our industry’s future through continuing education and research,” said Anthony Fizzano, the chair of the NCMA Foundation Board of Trustees. A description of each of the five new programs is provided in the table below. ■

1 2003 International Building Code - Concrete Masonry Education Program

Recipient: Pennsylvania Concrete Masonry Association (PCMA)

Project Description: PCMA has enlisted the assistance of practicing design professionals from the Pennsylvania Concrete Housing Center to develop an educational program addressing the concrete masonry-related requirements of the 2003 International Building Code. The educational program for practicing engineers, architects, and building code officials is slated to be conducted throughout Pennsylvania in the Fall of 2004, but is also being developed with the intent to deliver the program in other areas throughout the country. Program Funding: \$10,000

2 Mortar as a Grout-Fill

Recipient: Ryan-Biggs and Associates

Project Description: The objective of this research is to make it easier and more cost-effective to place grout-fill in areas of masonry construction that are hard to access. Current building codes for commercial construction require that grout be in a flowable consistency at the time it is placed. However, mason contractors have identified the need to be able to place small amounts of mortar in place of grout so that construction can progress in a timely manner. This research program will determine the performance of masonry mortar that is used to fill masonry cells intended to be reinforced. Specifically, this phase of the research will focus on the bond that is developed between masonry mortar when used as grout-fill and the concrete masonry units in which it is placed. Program Funding: \$8,300

3 Air Barrier Testing

Recipient: Ryan-Biggs and Associates

Project Description: This research will determine how to design and build concrete masonry walls to comply with new and proposed code mandated air barrier requirements. The research will evaluate the air penetration resistance of singlewythe concrete masonry wall assemblies. “Real” wall configurations will be tested in the laboratory to identify the influence of various construction variables. Program Funding: \$32,500

4 Strength Evaluation of Concrete Masonry Infill Walls – Arching Contributions to Resisting Out-of-Plane Loads

Recipient: Iowa State University

Project Description: Concrete masonry walls that infill reinforced concrete or structural steel provide separations for fire, sound or space purposes or serve as back-ups to exterior wall systems. However, their structural contribution is often neglected. This program specifically will test the strength capacity of such walls when subjected to out-of-plane loads in the form of blasts, earthquakes, or high winds. Program Funding: \$35,000

5 SRW Freeze-Thaw Cycles

Recipient: Cornell University

Project Description: This program will evaluate and refine the methods used to determine the freeze-thaw durability characteristics of segmental retaining wall units and other concrete masonry products. The researchers from Cornell University, are currently participating in a national research program sponsored by the Federal Highway Administration and several state departments of transportation to evaluate freeze-thaw durability characteristics of segmental retaining wall units. This program will complement the work already performed and is intended to improve freeze-thaw test methods for SRW units and the conclusions that can be drawn from such test results. Program Funding: \$60,000



New York State Adds Masons to Workforce

“There are many opportunities open to the mason. Examples include working in commercial construction, as a self-employed contractor, as an estimator, and in sales,” says Thomas Murphy, the chair of Building Trades at Alfred State College in New York state. “Our graduates have been highly successful, and with projected shortages in the trade, the success rate should be even greater,” adds Murphy.

Currently there are 105 students enrolled in the four-semester masonry training program at Alfred State. The program is divided into two phases where the freshmen students are enrolled in a full masonry education program. The second year, students select a specialization area in which they receive a degree in masonry. Masonry skills taught at Alfred State include brick and block laying, stone masonry, concrete finishing, blueprint reading and tile setting. “The building trades - masonry program at Alfred State gives practical, hands-on experience with each of these courses, plus many other aspects of the trade,” says Murphy. “The courses pro-

vide intensive training in the basics to develop skills. The second-year concentration is geared toward decorative and design work, as well as job supervision, to enhance the student’s career opportunities.”

The students enrolled in the program earn an Associate in Occupational Studies (AOS) degree, which focuses on hands-on programs and does not include liberal arts and sciences courses. The program is offered by the School of Applied Technology Campus, Wellsville, and is geared toward those who would like to enter a career in masonry.

Alfred College has a dedicated lab area on campus with equipment and supplies for skill training to prepare students

Continued on page 13



Persistence Pays Off

Andrew Miller knew exactly what he wanted to do after competing in his first national masonry competition. He wanted to win it! Just like an athlete eyeing a state championship, Miller worked hard at developing his skills, and each year he placed higher in the competition. In 2002, Miller was just a sophomore at Pisgah High School in Pisgah, Ala., when he placed seventh in his first national competition. In 2003, he finished second.



It was no small feat just to return to the national masonry contest, but Miller did more than that. For the third year in a row, Miller won his state contest and an invitation to his third national contest in Kansas City, Mo. Participating in the 40th annual SkillsUSA National Leadership Conference, June 23 through June 25, Miller was determined to win it. And win it he did!

Miller’s effort to make his dream become reality was enhanced by masonry training experiences at the Earnest Pruet Center of Technology (EPCOT), an educational extension of eight Alabama high schools. His instructor there, Charles Wes, says Miller took advantage of every opportunity. “Andrew was the kind of hard-working student that any instructor would enjoy having in their classroom. He never shied from accepting and meeting a challenge.” Miller continues to work to improve his masonry skills by working with his father, owner of his own masonry construction business. ■



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New York State Adds Masons

Continued from page 12

for off-campus projects involving masonry construction. The masonry instructor, Stephan Richards, has been in the masonry field for more than 30 years. A typical day for the students includes lectures scheduled at various times. Lab schedules continue until 3 p.m. each day after lectures. Each student is assigned a faculty adviser who maintains the student's grade records and is available for consultation daily. Schedules are blocked with a rotation system creating varied educational opportunities at on-campus and off-campus construction projects.

Some of the hands-on work experience has included projects for non-profit agencies around the area. The students have been responsible for laying all types of masonry units in several types of applications, including all-masonry fireplaces with mantles.

Murphy is expecting the program to expand to include online courses as early as January 2005. One of the first courses being offered is a class on "Historic Masonry." "We are training more than 100 students each semester and graduating approximately 25 each year," says Murphy. "These students are valuable additions to the masonry field and are helping to fulfill the demand for skilled masons." ■

Confinement Reinforcement

Continued from page 9

tical in a given application. The ultimate goal of this research is to develop design models for inclusion in design codes that take advantage of confinement reinforcement in reducing the required length of lap splices in masonry.

Is a reprieve from lap lengths that can exceed 10 or 12 feet (3.0 to 3.7 m) in length in sight? Absolutely. In addition to this research, the masonry design and construction codes (MSJC) are looking to implement more immediate relief this fall. While independent of this research, the revisions being sought within the MSJC are proposing several modifications to the lap splice design requirements that would reduce the required length of lap by 25 percent, or more. ■

A complete report of the findings of this research, Splice Confinement Research – Phase I MR 26, can be obtained through NCMA. To receive it, email your request to dgraber@ncma.org.



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EXPERIENCE AND INNOVATION

Collegiate Competition Winners Presented at Midyear Product Development and Creative Concepts Forum

Natasha Marcuard, Christina Settle, Matthew Fornaro and Joshua Startt were four students at the North Carolina State University's College of Design who designed an octagonal block that won the first ever Collegiate Competition. These four students traveled to the NCMA Midyear Meeting in Cambridge, Maryland, and presented their project at the Product Development and Creative Concepts Forum. While at the meeting, they were also recognized at the Town Hall Meeting by Chairman of the Board, Scott Weber. Accompanying the students was Patrick Rand, Professor and Associate Director of the Architecture Program, and past president of The Masonry Society. Matthew Fornaro, a student on the winning team, remarked that "this experience has made me feel welcomed by the block industry



Product Development and Creative Concepts Subcommittee Chairman Tim Dougherty presents each of the four students with a \$500 scholarship. Funding for the scholarship and the competition was provided by NCMA members through an optional ballot.

and I will remember it for the rest of my life."

This year's collegiate competition program consisted of teams of students, undergraduate and graduate, who completed a block design project during their architecture coursework. The block designs were then submitted to the NCMA Collegiate Competition for judging, concurrently with the Carolinas Concrete Masonry Association Blockfest & Student Design Competition.

Next year, the program will grow to include a wider range of universities. The competition

Many thanks to the supporters of the 2003 and 2004* Collegiate Competition Optional Ballot:

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Southeastern Concrete Products (2003 and 2004 supporter)
Suffolk Cement Products Inc

*The 2004 ballot was still open at the time *CM News* printed.



Long time NCMA Member and block producer, Paul Childress (on right), lifts a styrofoam model of the students winning design.

will require teams of students to design a new concrete masonry unit or wall assembly and submit their design for judging by an NCMA jury. The overall competition winner will be invited to present their project at the Product Development and Creative Concepts Forum during NCMA's Annual Convention in 2005. NCMA is now in the process of finding university level architecture programs that can support the next collegiate competition. ■

If you would like more information about the Collegiate Competition program or know of a school that should participate in next years program, contact Brooke Berthelsen at 703.713.1900 or bberthelsen@ncma.org

Federal and State Highway Departments Increase SRW Research

The Federal Highway Administration, various state transportation departments, National Highway Institute and Transportation Research Board are co-supporters of two ongoing research programs specific to the segmental retaining wall (SRW) industry.

Freeze-Thaw Durability

Dr. Kevin Folliard, University of Texas and Dr. Kenneth Hover, Cornell University are the two primary investigators in a large, federally-funded research project aimed at evaluating and understanding the freeze-thaw durability of segmental retaining wall (SRW) units. The 30-month, \$315,000 research program was established to understand the freeze-thaw durability of SRW units, investigate current test methods, or if necessary develop new test methods, and develop appropriate specification criteria for ensuring long-term performance of SRW units on state highway transportation projects.

Research has included submerged and partially-submerged freeze-thaw testing, micro-structure evaluation of SRW units, exposure to various de-icing agents including sodium chloride, potassium chloride and magnesium chloride, and the construction of a full-scale wall section at Texas A&M to simulate field exposure conditions. The freeze-thaw durability research project will be completed within a year. Five to six months of laboratory freeze-thaw testing remain before the researchers can begin developing guidelines for SRW freeze-thaw specifications on highway transportation projects.

Dr. Hover will present valuable information gained through this project at the 2005 NCMA Annual Convention and MCPX in Indianapolis on Friday, February 11 during the educational sessions. In his presentation, he will share findings and observations on the real issues regarding durability needs, material characteristics, and freeze-thaw test methods for segmental retaining wall units.

Structural Wall Research

With backing from the National Highway Institute and Transportation Research Board, Allan Marr and Richard Stulgis with GeoTesting Express were recently awarded a \$615,000 National Cooperative Highway Research Program (NCHRP) project investigating the use of poor-quality backfill with mechanically stabilized earth (MSE) structures. Under this NCHRP project, the objective is to construct,

instrument and monitor three, 60-foot long MSE structures with different backfill soils to better understand the influences of water and seepage pressure on structural performance.

The plan is to build a control wall with an AASHTO (American Association of State Highway Transportation Officials) type A-1-A backfill having less than 15 percent fines (material passing a No. 200 Sieve). This is a widely accepted backfill on highway projects and generally considered well draining. The other two walls are to be constructed with a type A-2-4 non-plastic soil having 35 percent fines, and a type A-2-6 soil having no more than 35 percent fines with a plasticity index of 6. Thirty-five percent fines is the maximum recommended within the NCMA Design Guidelines for Segmental Retaining Walls (NCMA Publication No.: TR127a). The three 60-foot walls will likely be divided into thirds, each section having a different wall facing system. Each 60 ft. wall will contain 20 ft of SRW, 20 ft of pre-cast panel and 20 ft of welded-wire form facing systems.

Each wall will be subjected to subsurface water, surface water and soil surcharge over a period of two years. If the research is successful, state highway transportation departments may be more accepting to the use of higher fines content soil on MSE wall structures. This represents a significant cost savings on highway projects as select backfill (A-1-A) is not often available or requires importing.

As part of the NCHRP project on backfill soils, NCMA is funding a fourth wall section that will investigate the performance of segmental retaining walls constructed with high fines content soil (50 percent or more of the material passing a No. 200 sieve). To date there is very little quality data from instrumented full-scale structures using high-fines soils. This NCMA research project will provide not only the SRW industry, but also the reinforced soil industry, with valuable data on the performance of reinforced soil structures. This data might be used to validate current design approaches, develop new design methods, and/or identify appropriate design and construction considerations that ensure long-term structural performance.

Mr. Richard Stulgis with GeoTesting Express Inc, in Boxborough, Mass., will speak about this project during the 2005 NCMA Annual Convention in Indianapolis, Indiana. His presentation will take place on Friday, February 11, 2005 during the educational sessions. ■

Knowledge is Power

An Interview with NCMA Producer Member and SRW Installer Education Program Sponsor



Richard Bodie, Vice President of Commercial Sales - Pavestone Company

Knowledge is the single most effective tool when working in competitive markets. The ability of a contractor or sales professional to accurately convey information to an architect, engineer, or owner is often what leads to final acceptance of a product. Knowledge is necessary during the estimating, bidding, design, and construction processes.

The proper understanding of appropriate construction elements is an essential part of segmental retaining

wall installation. Segmental retaining wall installers must understand issues such as structural performance, soils, water influences, and fundamental installation practices to ensure long-term structural performance. NCMA members are actively engaging segmental retaining wall installers through the NCMA SRW Installer Education Program where structural performance and minimum standards for installation are taught.

One company actively promoting and conducting SRW Installer Education Programs is Pavestone Company, NCMA producer member. Richard Bodie, vice president of commercial sales, took a moment to discuss Pavestone's interest in installer training.

Richard, what is Pavestone's background and how did you become involved with installer education?

I have been with Pavestone for sixteen years now marketing and selling products within the hardscape industry. As we take our segmental retaining wall products to market, we know for the product applications to be successful, they must be installed correctly. We teach technical and installation training on an ongoing basis, to countless contractors in an effort to keep the quality of projects up to industry standards.

Pavestone has been instrumental in coordinating SRW installer schools across the U.S. How did that come about?

Management at our company recognized the value of an

NCMA endorsed training program. In order to grow the SRW business, we felt that there was a need in the marketplace to teach technical design aspects of SRWs as well as to educate installers on acceptable industry construction practices. In coordination with our licensor, Anchor Wall Systems, we developed the program according to the NCMA criteria. We then sent our engineered product sales staff to be certified as NCMA SRW Training Course instructors. Once we had a budget, the program and the instructors, it was then just a matter of scheduling the courses, arranging the instructors and sponsoring the events.

How did Pavestone promote the SRW Installer Program?

Direct mail invitations are our primary promotion device. We have a large constituency of contractors within our markets and we make a lot of personal efforts in getting them to attend. We recruited residential as well as commercial contractors to reach the broad base of retaining wall contractors.

From your experience, when and where is the best time and location to hold the installer programs?

Best times and locations vary significantly from market to market. The worst time to have them is when the contractors are in their working seasons. So, slower months always get better attendance. It seems contractors prefer attending during the week as opposed to the weekends.

Who teaches these courses and what is the role/effect/benefit does the NCMA Installer Train-the-trainer program have on their instruction skills?

One of our engineered product sales staff and our licensor account engineers typically provide instruction. We endeavor to bring engineering and construction expertise to the course. Having attended the NCMA Installer Train-the-Trainer Program twice now, I can state it gives the prospective instructor a good base of program knowledge to work from, great resource documents and guidance on how to present in a group environment. The Train-the-Trainer Program prepares the instructor well provided he/she has a previous good working knowledge of the product.

Who should attend the SRW Installer Education Programs?

A diverse audience can attend the current Level I course. Obviously, it is intended for the installing contractor but can

be great education for owners, specifiers and really anyone who wants to learn about the technical aspects and construction practices of segmental retaining walls.

Is there a cost to attend these schools and what value do any fees have in the eyes of the installer?

Yes, typically there is a registration fee that covers the cost of the course materials and their development. From a contractor's perspective, if he/she can spend a couple hundred dollars and a day to learn how to better design projects, how to better construct projects, and how to increase product success, then it's a meager amount to pay.

What additional services does Pavestone provide to the installer in support of the further education or site assistance?

In an attempt to be a full service provider we do many things to help our contractor base. Generally speaking, anything we can do to make his or her job more productive and profitable is in everybody's best interest. We want to make sure the selected product is right for the specific project. As our company has multiple retaining wall products, we want the most cost effective product to be utilized so we can enhance the contractor's competitiveness in the marketplace and have the ultimate impact on his profitability. From design issues to constructability of the project, we want our contractors to understand the system and how to best suit our products to the application.

How do you foresee the SRW Installer Education Program influencing the SRW industry?

The SRW Installer Education Program has and will have significant influence on our SRW industry. Overall, better education in technical skills and construction practices makes for successful projects. The educated contractor builds better projects, has more successes and therefore has a better chance of growing his business, which is good for the entire industry. From a different perspective we need to consider the product specifiers and product end users, both of whom have a vested interest in the success of his/her wall project. By having SRW contractor certification, the industry increases the confidence level of both these parties in the use of SRW products by developing a substantial population of certified installers. This in turn will have meaningful impact on product acceptance and use of SRW products.

Knowledge is an effective tool and the SRW Installer Education Program is providing many installers with the proper understanding of appropriate construction elements. Pavestone is one NCMA member company that is utilizing the benefit of working with their customers and utilizing NCMA's resources in their own education and training. ■

To learn more about how you can utilize the NCMA SRW Installer Certification Program in your area, contact R. Lance Carter, P.E., Manager of Engineered Landscape Products at 703.713.1900.



Bayer changes name to LANXESS

LANXESS Corporation was formed when the Bayer Group combined most of its chemical businesses and large segments of its polymer activities. The company began operating as a legal entity in the United States on July 1, 2004. LANXESS Corporation will be a member of the newly formed LANXESS Group, whose ultimate holding company is scheduled to be listed on a stock exchange in Germany at the beginning of 2005. Bayer intends to divest itself of LANXESS through a spin-off, which would lead to a distribution of LANXESS shares to Bayer AG shareholders.



LANXESS is an international chemical company that manufactures high-quality products in the areas of chemicals, synthetic rubber, and plastics. The company's portfolio comprises basic and fine chemicals, pigments, plastics, fibers, synthetic rubber, and rubber chemicals, leather-, textile-, and paper-processing chemicals, material protection products, and water treatment products. ■

For further information, visit www.US.LANXESS.com or www.Bayerferro.com.

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Former Harley Executive Rides into 2005 MCPX

One of the most in-demand speakers and communications consultants in America, Ken Schmidt, will be the featured speaker at the MCPX Grand Opening Luncheon taking place 12:30 p.m. – 2:00 p.m. on Friday, February 11, 2005.

Ken Schmidt has lived a life that most can only imagine. The long-time motorcycle enthusiast's formal association with Harley-Davidson began in 1985. As a specialist in corporate positioning and media relations, he was asked to work with the then-struggling Harley-Davidson to help restore the company's image and create demand for its motorcycles. Within a few short years, Harley-Davidson became one of the most visible and frequently reported-on companies in the world, while sales of its motorcycles rocketed upwards.

In 1997, Schmidt left Harley-Davidson to take an ownership position with a highly successful Chicago-based mar-

keting firm, VSA Partners. In addition to Harley-Davidson, VSA serves many other best-known brands including General Motors, Coca Cola, IBM, and Campbell's Soup. In July 1999, he sold his portion of VSA to start his own business, Ken Schmidt Company. "I love to startle people by exposing them to ideas and concepts they've never imagined," says Schmidt. He adds, "I'm teaching people to throw conventional approaches out the window. I see opening hearts and minds as my life's work."

Schmidt will share his expertise and philosophy on life with MCPX attendees during the luncheon, "Never do what's expected, make yourself as noticeably different as possible, and have a lot more fun than you're supposed to." ■

For more information, visit MCPX online at www.mcpx.org, e-mail MCPX at info@mcpx.org or call MCPX at 877.627.3976.

2005 Marketing Program Ready

If the mood of the membership at the August 2004 marketing committee meeting in Cambridge, Maryland could be captured in three words, it would be "Full speed ahead!" The committee met and submitted a host of 2005 and 2006 work plan projects approved by the Board of Directors.

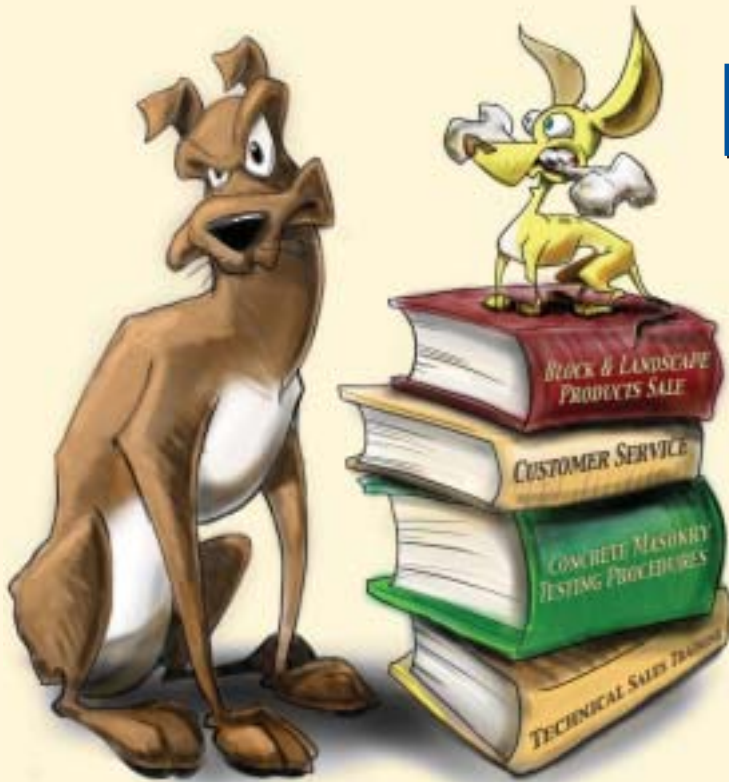
Tom Tallman, the chair of the Marketing Committee, commented "I'm particularly pleased with the level of enthusiasm coming out of not only our committee, but the membership at large, about what our association is doing on the marketing front. At our recent midyear meeting in August, I could walk up to any member at the meeting and learn immediately that they are all aware of the sharp focus we've drawn on marketing. 'Fire,' 'mold,' 'durability,' and 'aesthetics'...these are all top-of-mind recall words that our membership knows very well! We have many goals that we are working to achieve in marketing, but when I think about the fact that the membership understands clearly and supports fully the sharp focus on these issues, I am very encouraged that we are making a difference!"

The 2005 and 2006 marketing work plans are in place. Repetition is the key to market penetration and members can expect to see more emphasis being placed on fire, mold, durability, and aesthetics in newspaper articles, magazine advertising, and exhibits at trade shows.

Often, members of an association with a diverse product base become concerned over the emphasis their association is placing on one market versus another. While having created a sharp and repetitive focus on fire, mold, durability and aesthetics, the ongoing marketing program has also been careful to ensure that all three markets, commercial, residential, and landscape, receive equal attention in the association's marketing efforts.

One project presently scheduled for 2006 offers significant benefits to every member of NCMA as well as the entire concrete masonry industry: strategic market mapping. Strategic market mapping is an industry-wide research effort that benchmarks the key factors about the concrete masonry industry. It allows the association to measure the attitudes and opinions of target audiences about member-manufactured concrete products. It also enables better understanding of the marketing messages that are required and who the recipients of those messages should be. And, it allows the association to learn about issues that may be brewing on the horizon that require attention now to manage more effectively as the association moves into the future.

In short, there is no more comprehensive method than strategic market mapping to achieve all of these important measures and to point the way to the future. NCMA began the process of market benchmarking with the first strategic market research in 2002. Measures will be taken once again in a second iteration of strategic market mapping beginning in 2006. This large undertaking will provide results that are equally important to everyone in the industry. To achieve the funding necessary by 2006, optional balloting for this program began in spring 2004 and is continuing on the fall 2004 ballot. It will be seen once again on both optional ballots in 2005. Marketing committee chair Tom Tallman emphasized, "Strategic market mapping is vital to our marketing efforts. We need to make it happen in 2006 and I encourage all members to see the value of this project and support it fully." ■



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| • Block and Landscape Products Sales School NEW | Nov. 14-17 |
| • Customer Service School NEW | Dec. 8-10 |



Lawsuits, Anti-Terrorism, Acts of God and More Light Reading

At press time, Congress is in its big summer recess, a traditional time for status updates as we look ahead toward adjournment and the elections.

The NCMA leadership received a Government Relations briefing at the recent Midyear Meeting at Cambridge. The following are selected excerpts from the briefing, focusing on a handful of the most timely items:

Silica

NCMA will offer financial support toward pending litigation designed to thwart the alleged use of questionable science and faulty data by an organization that supports stricter industry controls on silica. Details of the support will be settled shortly in discussions with plaintiffs' counsel in the case. NCMA is very much in sympathy with the plaintiffs' arguments and goals, but will not be party-of-record to the litigation. Other industry groups are considering taking similar action.

Military Anti-Terrorism Provisions

Military construction staff are developing anti-terrorism standards affecting construction. Concrete masonry has a huge role to play in hardening government installations against terrorist attacks.

NCMA and close allies have participated in a blast research planning meeting among industry and USAF staff at Tyndall Air Force Base in Panama City, Fla. NCMA will contact appropriators on Capitol Hill if necessary to protect funds to conduct the testing. (See related story on page 8)

FCC Restriction on Business Fax Communications

Under new FCC rules promulgated last year, every business, association, and foundation would be required to obtain prior written approval from each target individual before they send a commercial fax. The purpose of the regulation was to control unwanted and unsolicited faxes, but it would also greatly interfere with the ability of legitimate organizations to communicate on the most basic level with customers.

The firestorm of concern in the business and association community prompted the FCC to delay implementation until 2005. This gives Congress this year to pass a law overturning the regulation.

On July 20, the House passed HR 4600, the Junk Fax Prevention Act of 2004 introduced by Cong. Fred Upton (R-

MI), Chairman of the House Energy and Commerce Subcommittee on Telecommunications and the Internet. Small Business Committee Chairman Donald Manzullo (R-IN) cosponsored the bill. The Senate Commerce Committee also passed similar legislation (S 2603) on Thursday, July 22 and awaits Senate floor action.

The focus of both bills is to reinstate the "established business relationship" exemption to allow businesses, associations and charities to send commercial faxes to their customers and members without first receiving written permission.

The next action is for the full Senate to act on S2603. NCMA supports both bills and asks that S2063 be passed without amendment. This would speed final passage and get the legislation to the President's desk before the 108th Congress adjourns. If this fails to happen, the FCC rules will go into effect 1/1/05.

Possible Resurgence on Ergonomics

Senator Kerry has said if he is elected, his OSHA will attempt a new regulation on ergonomics. This would be difficult after the great victory in stopping the OSHA 2001 Ergonomics draft regulation, but not impossible. NCMA will monitor and will participate in the Ergonomics Coalition, a group of business entities dedicated to stopping onerous, unwarranted, non-specific and ill-conceived regulation.

HR3980, The National Windstorm Impact Reduction Act

The National Windstorm Impact Reduction Act would create a program to harden the nation's infrastructure to high wind events like tornadoes and hurricanes.

NCMA offered testimony to the House Science Committee on this bill. We suspect that the full funding for the program, which is ambitious to say the least, will never be obtained. So NCMA has urged the Committee to "front-load" the bill - give first priority to efforts that can use existing technologies and products available today to start improving wind resistance immediately - by using construction with high-mass products like concrete masonry, for example.

The House passed the bill and it is now in the Senate Commerce Committee. It is unclear if the Senate will act before adjournment. NCMA will monitor. If it passes, we anticipate lobbying the agencies to move first on existing off-the-shelf technologies, such as building with concrete mason-

Continued on page 21

NCMA PAC's First Auction Nets Sizable \$\$\$\$

By all accounts, the first ever NCMA Political Action Committee (PAC) silent and live auctions at the Cambridge Midyear Meeting was a resounding success.

Generous NCMA members donated several terrific items for auction, including golfing outings at prestigious courses, sports tickets, artwork, sporting memorabilia - and even a personal tour/flight to Catalina Island.

Equally generous attendees bid on and won the prizes, raising more than \$9,000 in extra donations for the PAC's political activities.

Prize Donors

Jack Avery, Lehigh Cement Co.
Terri Rondeau & Jim Park, Besser Co.
Rick Muth & Orco Block Co.
Jerry Findley, Columbia Machine Co.
Mike Philipps, Grace Construction Products
Phil Potvin, Western Concrete Products Co.
Ed Watson, Acme Brick

The auction, coupled with a new entrance fee structure designed to help members with families present to attend as well, boosted attendance compared to previous midyear PAC receptions. More than 100 attendees enjoyed the fine food, beverages and festivities.

The new infusion of money from the auction comes at an opportune time. NCMA anticipates the 2004 elections will call upon NCMA PAC to be especially active in helping elect

strong pro-business, pro concrete masonry industry candidates to office.

Due to the success of the first auction, NCMA PAC will install similar fundraising events in future Midyear Meetings, and also at the Annual Convention.

NCMA would like to send its special thanks to Billy Wauhopp of Oldcastle-Easton, Rick Muth of Orco Block and Mike Philipps of Grace Construction Products for their outstanding work in assembling prizes for the auction.

NCMA would further like to recognize and thank the wonderful donors of prizes, and the winning bidders, for making the silent and live auctions a success. ■

Winning Bidders:

Ted Kozikowski, Oldcastle APG West
Ron Ohmes, Kirchner Block & Brick Inc.
Paul Tipton, Conway Block Company
Mark Wilhelms, Kirchner Block & Brick Inc.
Jim Weber, Bend Industries, Inc.
Henry Camosse, Camosse Masonry Supply
Rocky Fizzano, Fizzano Brothers Concrete Products Inc.
Grady Gunn, Lehigh Cement Company
Bobby Staten, Pavestone Company
Pat Dubbert, Midwest Block & Brick Inc.
Bob Gravier, Allen Block Corporation
Dale Kirchner, Kirchner Block & Brick Inc. &
Don Lampus, RI Lampus Company
Mac Schmidt, RMC Allied Materials

Lawsuits, Anti-Terrorism...

Continued from page 20

ry materials. If it does not pass this year, early re-introduction in 2005 with good prospects for action is expected.

Small Business Liability Reform

There is a growing chorus on the Hill suggesting that small business is under attack from frivolous tort claims and rising insurance premiums as a result. NCMA has been asked to join a coalition supporting an investigation of this issue

and possibly supporting research. In a related matter, the House Subcommittee on Regulatory Reform & Oversight, held a hearing on legal reform. The hearing focused on the Small Business Liability Reform Act (HR 2813) introduced by Cong. Steve Chabot (R-OH). This is a developing issue for all small business and NCMA will be in on the ground floor in seeking legal reforms. ■

RECRUITER PROFILE

The strength of the Association 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 about the many benefits of membership, and why they are willing to invest the time and effort to support recruitment activities. It is an investment in the future of the industry, and the future profitability of their own companies. These recruiters are the association's "evangelists!"

Each month we recognize one of our stellar recruiters and highlight a new member.

RECRUITER: Richard Isaacson, Principal
COMPANY: iwi group, LLC, 6069 Oakbrook Parkway, Norcross, GA 30093, Phone: 770.840.7060, 800.247.2819, Fax: 770.840.7069, Email: richard@iwigroup.com, www.iwigroup.com

NCMA MEMBER SINCE: 2000

COMPANY DESCRIPTION: iwi group is a broker of used concrete products manufacturing equipment, serving all segments of the industry including concrete block, pipe, precast, prestress, paver and ready mix. They are also a confidential consultant for appraisals, mergers or acquisitions, and provide consulting on concrete products curing systems, kiln panels, roll-up doors and mist curing systems as well.

HOBBIES: My three kids!

FAVORITE MOVIE: Not much time for movies

LAST BOOK READ: Atlas Shrugged, by Ayn Rand

QUOTE: "We are members of NCMA as it provides an invaluable resource for ideas, contacts and business opportunities. The more I became involved on committees such as the MCPX Subcommittee, and Membership Recruitment Committee, the more input my company has in shaping the industry, and the more benefits we get from our membership. I encourage all members to get more involved, and to spread the word to non-members who should join. The stronger the Association, the stronger our industry will be."

MEMBER RECRUITED: Providence Enterprises Incorporated

Welcome New Members!

Providence Enterprises Incorporated

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Email: gludwigsen@aol.com
Sponsor: Richard Isaacson, iwi group, LLC

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Tim Walsh
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Phone: 248.969.4208, Fax: 810.664.5961
Email: twalsh@itwfoamseal.com, Web: www.taccint.com

ITW TACC is a manufacturer of specialty adhesives used in commercial and residential construction, HVAC, cabinet and furniture manufacturing, roofing, manufactured housing, recreational vehicles, automotive, marine and aerospace. They are part of the ITW Performance Polymers Group, one of the ten largest adhesive manufacturers in the world.

In Remembrance

Jay Pitha

Jay Pitha, president of Bergen Machine, died on Tuesday, August 3rd, at the age of 59. Jay's father started Bergen Machine in the early 1900's. Jay worked in the company his entire life and in 1991, after his father retired, he became president. Jay spent his entire adult life working in the concrete block industry. He is survived by his wife, Patricia; two sons, John and Joseph; and a sister, June. ■

Tom Wimp

Thomas E. Wimp, died Sunday, July 31, at the age of 61. He was chief financial officer for Lee Masonry Products and active with in NCMA and the concrete masonry industry until the time of his death. He was serving as a member of various NCMA committees and also chair of a task group. Survivors include his wife, Portia Daniel Wimp; two daughters, Kellie Mysinger and Stacey Pounds; three brothers, Howard, Gustav, and James; a grandchild, Audrey M. Pounds; and several nieces and nephews. ■

George E. Woodruff

George E. Woodruff, past New York State Concrete Masonry Association chairman and long-time friend and supporter of the concrete masonry industry, died at his home on Saturday, August 28, at the age of 64. In 1976, George, co-purchased Taylor Concrete Products, Inc. and in 1999 he sold the majority interest. He is survived by his wife Kay Ellen; a son Bruce E.; a daughter, Rebecca A. Patterson; three brothers, Lawrence, Richard, and David; four grandchildren and several nieces and nephews. ■

Upcoming Events Calendar

October

- 3-6 Committee E 06 – Performance of Buildings
ASTM International
Washington, DC/Omni Shoreham Hotel
- 7 Cleaning “New Masonry” Workshop
Masonry Institute of Michigan
Grand Rapids, Mich./Tassell M-TEC
- 7 Masterworks in Masonry Awards
Rocky Mountain Masonry Institute
Denver, Colo./Denver Center for Performing Arts
- 7-9 NCMA Concrete Masonry Testing Procedures
Certification Course
Herndon, Va./NCMA Headquarters
- 7-10 Annual Meeting
The Masonry Society
Baltimore, Md./Holiday Inn Inner Harbor
- 10-12 Meetings - Masonry Standards Joint Committee
Baltimore, Md./Holiday Inn Inner Harbor
- 12 Prestressed Masonry Design Seminar
Rocky Mountain Masonry Institute
Denver, Colo./Rocky Mountain Masonry Institute Training Center
- 15 Design Awards Banquet - Concrete Masonry
Association of California and Nevada
Beverly Hills, Calif./Regent Beverly Wilshire
- 15-16 NCMA Fall Executive Committee Meeting
Fort Lauderdale, Fla./Marriott Harbor Beach
- 17-22 Technical Sales Training Program – Phase II
NCMA/Construction Specification Institute
Herndon, Va./NCMA Headquarters
- 20-24 Annual Conference
The Council of Educational Facility Planners
Atlanta, Ga./Hyatt Regency
- 22 Excellence in Masonry Awards Banquet
Arizona Masonry Guild
Scottsdale, Ariz./Camelback Inn
- 31-November 3 Showcase 2004
National Association of Home Builders/Building
Systems Council
Austin, Texas/Hilton
- 28 M-Day - Masonry Institute of Michigan

November

- 3 – 4 Hot Topics and Advancement in Concrete
Masonry Workshop
National Concrete Masonry Association
Herndon, Va./NCMA Headquarters
- 9 Masonry Detailing on a Budget Seminar
Rocky Mountain Masonry Institute
Denver, Colo./RMMI Training Center
- 9-12 GreenBuild International Conference & Expo
U.S. Green Building Council
Portland, Ore./Oregon Convention Center
- 10-11 Retail Construction Expo West
Long Beach, Calif./Long Beach Convention Center
- 10-11 Paver Installer Certification School
International Concrete Paver Institute
Essington, Penn./EP Henry

- 14 - 17 NCMA Block and Landscape Sales School
Herndon, Va./NCMA Headquarters
- 18 - 19 51st Masonry Certification Seminar
Masonry Institute of Michigan
Lansing, Mich.

December

- 1 Council for Masonry Research Meeting
Arlington, Va./Crystal City Marriott
- 2 Annual Meeting
Masonry Institute of Michigan
Detroit, Mich./Greektown Casino
- 2 Federal Officials Seminar
Masonry Industry Council
Arlington, Va./Crystal City Marriott
- 5 - 8 Committee C 09 – Concrete and Concrete
Aggregates
Committee E 05 – Fire Standards
ASTM International
Washington, DC/Omni Shoreham Hotel
- 7 - 8 Committee C 12 – Mortars and Grouts for Unit
Masonry
Committee C 27 –Precast Concrete Products
ASTM International
Washington, DC/Omni Shoreham Hotel
- 7 - 10 Committee C 15 – Manufactured Masonry Units
ASTM International
Washington, DC/Omni Shoreham Hotel
- 8 - 9 Committee C 07 – Lime
ASTM International
Washington, DC/Omni Shoreham Hotel
- 8 - 10 Committee C 01 – Cement
ASTM International
Washington, DC/Omni Shoreham Hotel
- 8 - 10 NCMA Customer Service School
Herndon, Va./NCMA Headquarters

TEK 4-2A, *Estimating Concrete Masonry Materials*

TEK 4-2A, *Estimating Masonry Materials*, provides easy to use tables and rules of thumb for determining quantities of units, mortar materials, and grout components needed for concrete masonry construction projects. These are handy guides used by estimators and masons particularly for small to mid-size projects. While this material is applicable to larger projects, specialized computer take-off software may be more practical.

Appropriate distribution would be to contractors, masons, architects, engineers, do-it-yourselfers, and producers. To order copies of the publication, call NCMA at 703.713.1900.

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C) Columbia 16 floor model plant with UL26 handling system, Besser 80 cu. Ft. mixer, Besser SF7 cuber. Very good price.

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A) Zenith HB860 board 1400 x 1100 (1990), double finger car 16 tiers, cuber, 3000 pallets, molds, strapper, excellent plant.

B) (2) Zenith 844 (1989) Multilayer side by side with automatic robot handling of cubes, overhauled in 1999.

C) Hess 350 board machine for pavers (1990), machine only.

D) (2) excellent Fleming Patio King (26 x 39 inches press), c/w one MF3 Fleming destacker, 700 boards like new, 5 very good molds. Liquidation price.

E) Rekers paver plant (1991) 1350x1200 press, plastic pallet, single 10 stage elevator/lowerator, double cuber (1999). Strapping by Strapex. Handling (1998) with 360 degree finger car.

MIXERS

A) 60 c.f. GoCorp mixer. Very good condition.

B) Besser 30 cu. Ft. mixer.

C) Besser 80 cu. Ft. mixer with good liners, missing one blade. Liquidation.

BATCHING PLANTS AND ACCESSORIES

A) BMH stack up batching plant, 4 aggregate bins, total 135 tons including a 60 ton cement silo, ideal for a block plant.

B) Ready Mix Erie Strayer (1987) mobile gravity, 12 cubic yards and mobile cement silo.

SLAB PLANTS

A) Henke 7 station hydraulic turntable press slab machine.

B) Kalkman wet cast slab equipment including automatic filling, stacker-destacker, 3000 molds, etc.

PIPE PLANT

A) Hawkeye Pipe Plus (2000) model 6x8.

B) Hawkeye Roco (2000) pallet handling, deburring, testing.

MISCELLANEOUS

A) Besser-Proneq 36 inches splitter all electric. Straight knife and 3 way Keystone knife.

B) Set of rack and pallet for Col 22, 3 bay x 2 deep x 8 high, 3500 pallets good condition.

C) Finke granular color system (2000) (new).

D) Building, 56 x 36 x 36, Nu-Cor Pre-Engineered. Liquidation.

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Electrical Safety: Voltage, Current and Resistance

Each day we a potential killer is used to help make work and to life more comfortable. That potential killer is electricity and it is the fifth leading cause of fatalities in the workplace. Yet, few people understand why it is so dangerous. To protect yourself you need to know how electricity works, why even low voltage can kill, and the common safe practices that can help you avoid dangerous exposure.

Electricity is the flow of electrons through a conductor. This flow is called current. It is measured in units called amps. It can be compared to the flow of water through pipes. Turning on a faucet opens the flow of water. Turning on a switch opens the flow of electrons. However, electricity needs a complete path in order to flow. It must travel from the source of electrons, through a path and return, usually to the ground. The source of electric power is the power generating station. The electric current is transported through conductors (usually wires). The pressure is provided by a generator and is measured in units called volts. The material through which the electricity flows opposes the flow. This is called resistance. Resistance is measured in units called ohms. Resistance is determined by the type of material, its thickness and length. For example, copper offers little resistance. It is a good conductor. Some materials like air, porcelain and dry wood offer great resistance. These are called insulators.

All three factors voltage, current and resistance are related. A large voltage may cause a great current, but a matching resistance will reduce the current or prevent it.

When selecting protective devices or equipment, the resistance of the material must be appropriate for the voltage used or worked on. In many cases air is the protective material. The greater the distance, the more air or resistance. Observe clearance distances.

Your body may become a conductor or part of the electrical path when:

- Contacting both wires of an electric circuit,
- Contacting one wire of an energized circuit and the ground
- A metallic part becomes energized while you are in contact with that part and the ground.
- Your body's resistance to electricity varies. If your electrical resistance is low, a large current may flow through you even at a low voltage.

For example, moisture lowers your resistance. If your skin is wet or a cut exposes body tissue, even 12 volts will push enough current through to cause an uncomfortable shock. At 110 volts enough current will pass through the body to cause death.

Use extreme caution when working in or near wet areas. Do not be misled by low voltage. It is the amount of current through your body that causes injury or death.

To protect yourself in wet areas use Ground-Fault Circuit Interrupters (GFCI.) A GFCI is designed to limit electric

shock. They are not an overcurrent device. They are designed to break the circuit if there is an equipment malfunction. GFCIs work by limiting electric shock bases on current-and-time duration. Current is stopped before an amount of current is allowed to pass for a length of time that would produce serious injury. GFCIs are required on construction projects

Simple work practices that can be followed to avoid electrical hazards include:

- Use an effective lockout-tagout procedure.
- Inspect all tools and equipment for defects in insulation.
- Use Occupational Safety and Health Administration (OSHA) approved 3-wire heavy-duty moisture resistant cords rated for the voltage and current in use.
- Make sure cords are properly placed to avoid trip hazards and areas where traffic could cause excessive wear on the cord.
- Insure proper connection of plug and receptacle.
- Disconnect plug and receptacle by pulling on the plug. Never disconnect electrical equipment by pulling on the cord.
- Keep cords away from heat and water.
- Never use electric tools in wet areas.
- Keep ladders a safe distance from electric lines.
- Store tools in a dry place.
- Keep tools clean, oiled and in good repair.
- Keep electricity away from flammables and combustibles.
- Use the safety release switches on tools.
- Never attempt to repair electrical tools or equipment unless you are qualified.

Employees should be trained to respect and understand electricity and the practices to avoid exposure. Employers must make sure equipment meets electrical codes and employees follow safe work practices. Consult OSHA regulations for applicable regulations. These regulations provide greater insight into workplace protection mandates. ■

For additional help with electrical safety, take advantage of the resources available through NCMA and NCMA's safety provider, INTEC, Inc. These resources include the NCMA Block Plant Safety Software, the NCMA Safety Web site (www.esafetyline.com/ncma), and INTEC onsite consultation and training services. The software is available from NCMA at 703.713.1900 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. Additional information about INTEC onsite services can be obtained by contacting Joe O'Connor at 607.624.7159 or by email at joconnor@intecweb.com.



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