

# CM NEWS

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

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Step Up to the  
Optional Ballot Plate

pages 3-5

# READ IT

# Concrete Masonry



DESIGNS

In 2005 the proposed schedules are:

January – Commercial

- Retrofitting buildings with concrete masonry

February – Residential

- Sustainable homes

March – Landscape (CM Profile)

- Durable highway and Department of Transportation applications

April – Commercial (CM Profile)

- Retailers open fast with concrete masonry
- Design-build

May – Residential (CM Profile)

- Protecting lives and property from fire through balanced design

June – Landscape

- Outdoor living with natural concrete masonry landscape products

July – Commercial

- Designing for long-term mold control

August – Residential

- Creating a sound and quiet home with concrete masonry

September – Landscape (CM Profile)

Sustainable landscape systems

October – Commercial (CM Profile)

- Hardening municipal buildings; schools, government centers and training facilities, to counteract terrorism

November – Residential (CM Profile)

- Building homes to withstand natural disasters

December – Landscape

- Creating naturally beautiful waterways with concrete masonry

2004 Design Awards of Excellence Issue

- Showcase of the best concrete masonry commercial, residential & landscape designs

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# Optional Ballots – A Member Driven Process Meeting Member Needs

NCMA's Midyear Meeting in Cambridge resulted in a number of special projects requiring funding outside the core budget of the association. When such projects are considered necessary, the association presents a list of projects for review and members are given the opportunity to indicate their support by "opting" to provide the necessary resources to carry them out in the following work year.

Scott Weber, chairman of the board, told committee chairmen at the opening of the Midyear Meeting that optional ballots are a key to the accomplishment of some of NCMA's most important goals and objectives. However, he also cautioned that members of committees must be both realistic about, and committed to, what they recommend.



## Important Business

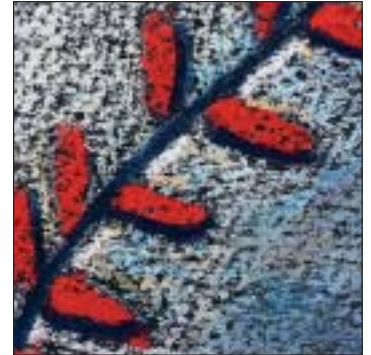
Weber said, "This is important business we are conducting. The recommendations we make for projects in the next work year must be ones for which we are serious and have intentions of funding by participating in the optional ballot program. A lot of members may not realize this, but when they vote for a project during a committee meeting, they are not only telling us that the project is important, but they are also telling us that they are willing to step forward to support the project financially. It's on that basis that we in the Executive Committee review every optional ballot project."

Weber emphasized, "My message to everyone who said we need these projects is to step forward and make your pledge. Don't hesitate and wait for someone else to do it. That's a sure way to lose the benefits of a project that you felt was important enough to recommend during your committee meetings."

## Trade Publication Advertising

Optional ballots have allowed the association to conduct a number of projects directly related to market expansion. For example, since July of 2002, NCMA has been highly visible through advertising in a number of major trade publications reaching decision makers throughout North America. While some funding to support this visibility has come from core funds, much has been supported by members stepping forward to contribute resources when needed. Perhaps one of the best examples of member support for optional ballots happened in February of 2003 at the association's annual convention. On the final day during the board of directors meeting, members around the table pledged over \$100,000 to support promotion of the concept of balanced design for

fire safety. Within weeks following that remarkable meeting, many additional members stepped forward with similar pledges. Jerry R. Harke, vice president of marketing at NCMA, commented, "Without member support for the marketing-related optional ballots, NCMA's comprehensive marketing campaign could not have taken flight as it did. Members have made the difference with their strong support for getting the word out about the advantages of using concrete masonry for firewalls."



## Research, Codes and Standards

Member support for technical research and oversight of codes that effect construction has also been very strong. Robert D. Thomas, vice president of engineering at NCMA, commented, "The members have spoken through forums and committee meetings, stating their concern that building codes can obstruct the expansion of markets and hinder the protection of existing markets. These concerns have resulted in a number of optionally balloted projects that

*Continued on page 4*

## About our cover...

Twice a year, NCMA creates a formal opportunity for members to express their support for the projects of their choice through optional funding. In the past two years, NCMA has completed over 30 optional ballot projects that projects have impacted every facet of the concrete masonry industry including government relations, codes and standards, marketing, technical research, research resources, home builders, home buyers, investors and market research.

In recent optional ballot cycles, NCMA has instituted the availability of online pledging, in addition to fax and email pledging. Online pledging is safe and easy. To make a pledge online, simply log-in to the NCMA Members Only area and click on "Optional Ballots".



# Fall Optional Ballots

*Continued from page 3*

have increased our industry's investment towards making sure that our codes and standards adequately consider the inherent advantages of concrete masonry." Projects involving increasing seismic requirements, testing for wind and blast resistance, examining safe room requirements, testing for product durability, and others have allowed the association to influence codes and standards resulting in market advantages for members. Thomas added, "Codes and standards work is a never-ending battle and we need to ensure that our staff presence can effectively represent member interests in codes and standards forums. We also need more research to document the performance of our systems, and we need assistance from designers and code consultants to assist us with the identification of opportunities and to perform needed analyses. In 2005 and 2006, we are slated to conduct boundary element research, allowable stress design analyses, high-lift and self-consolidating grout research, air barrier research, and trial designs; each important projects. Were it not for members stepping up to the plate in support of optionally funded projects [optional ballots], much of this would not be possible."

## Sustainable Concrete Masonry

Similarly, the membership of NCMA has identified the need to position concrete masonry products as environmentally friendly and sustainable. While concrete masonry may be one of the highest ranking products in this effort, these positive characteristics have largely gone unnoticed. Influential forums for delivering the message are the U.S. and Canadian Green Building Councils, which have developed the Leadership in Energy and Environmental Design (LEED™) rating system. Thomas commented, "We have a new task group under the Codes and Standards Committee that is working to position the durable attributes of concrete masonry as a key component in future rating systems. The concrete masonry industry is now represented at US Green Building Councils through the NCMA Foundation and The Masonry Society. Life-cycle research and promotion efforts will support our messages and



*Continued on page 5*

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# Fall Optional Ballots

Continued from page 4

efforts in these forums and we will continue to partner with other organizations that share our objectives. Again, these are efforts that would not be possible had members not stepped forward to support optional ballots.

## Expanding the Residential Market

The residential market is an area ripe for expansion for the concrete masonry industry and, once again, members have pointed to the need to communicate directly with home builders. Member interest in this market led the association to create the Residential Design Symposium, which will be held January 12, 2005, one day prior to the International Builders Show in Orlando. The resources required to plan and implement this project have, once again, come from members who supported the Residential Design Symposium optional ballot last fall.

## Presence at Tradeshows

Finally, NCMA has a strong presence at a number of trade shows every year where architects, designers, specifiers, and other centers-of-influence attend. Placing NCMA's

booth at these shows, along with staffing and logistical support, requires funding. NCMA members know the value of having NCMA's marketing message visible at these shows and have generously stepped forward to fund optional ballot projects that make it all possible.

NCMA President Mark B. Hogan said, "Optional ballots are important because they allow the members of NCMA to select the programs that will best serve their company and market needs. And, for those companies that are not presently members of NCMA, but wish to help sponsor these projects, we welcome their support. Working together to better the industry and expand the market is a function that will yield excellent results for everyone. It also is a great way for non-members to see first hand the benefits of becoming members of the association." ■

*Pledging can be made online at [www.ncma.org/members](http://www.ncma.org/members), via fax or via mail. To receive a pledge form, email [ncma@ncma.org](mailto:ncma@ncma.org) or phone 703.713.1900 and request the optional ballot pledge form.*



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Before After



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

## Integrated Concrete Products, Inc. Joins In Foundation Support

Scott P. Stansley, executive vice president of Integrated Concrete Products, Inc., recently announced his company's investment pledge contribution of \$5,000 to the NCMA Foundation's "Solidifying The Future" endowment campaign.

Integrated Concrete Products, headquartered in Sylvania, Ohio, was brought into the Stansley Group in 2002, and is the company's newest franchise producing conventional, split-face and colored concrete masonry units. More recently, Stansley added segmental retaining wall units to its product line.

Integrated Concrete Products' \$5 million annual operation incorporates insulated concrete walls and radiant floor heating — but no supplemental curing devices, which has proven to be energy efficient.

In announcing his company's support of the Foundation, Stansley said, "We are confident in the future of the concrete masonry industry ... and we believe that a successful industry foundation is a major element in assuring the current and future success of our industry. We are pleased to be able to support our industry's foundation." ■

## The Present

The "Solidifying The Future" endowment campaign presents an extraordinary opportunity for corporations and individuals within the concrete masonry industry to support significant and meaningful education and research and to speak to the design community with a comprehensive voice about the benefits, value and quality of service provided by the concrete masonry industry.

Working cooperatively with other organizations and educational institutions, the foundation funds multifaceted education and research programs that result in the enhancement of the health and stability of the concrete masonry industry. The campaign

Phase I goal of \$2.5 million was reached within the first three months of the campaign. The Phase II goal of \$4 million was reached within the first year. The Phase III goal of \$5 million has now been met and a Phase IV goal of \$7 million is within reach.

Based upon existing funds, pledges, and anticipated contributions, the foundation has become a permanent source of funding with a corpus exceeding \$6 million that continues to grow. The concrete masonry industry now has what it has long needed — an established education and research initiative and a sophisticated, unified voice for reaching its market constituencies. ■

### Legacy Society

#### Ambassadors (\$500,000+)

- Besser Company
- Columbia Machine, Inc.
- LAFARGE NORTH AMERICA
- Oldcastle Architectural, Inc.

#### Founders (\$250,000+)

- CEMEX
- Holcim (US) Inc.
- Lehigh Cement Company

#### Governors (\$150,000+)

- Kirchner Block & Brick/Midwest Block & Brick
- Muth Family/Orco Block Company, Inc.
- RMC Industries Corporation

#### Fellows (\$100,000+)

- Allan Block Corporation
- Anchor Wall Systems Inc./Anchor Block Company
- Azar Mortarless Building Systems Inc.
- Basalite Concrete Products, LLC
- ESSROC Cement Corp.
- Featherlite Building Products
- Marshall Concrete Products, Inc.
- Northfield Block Company
- Oberfield's Inc. Concrete Products
- Pathfinder Systems/Tiger U.S.A.
- R C P Block & Brick, Inc.
- R. I. Lampus Company
- Wilson Concrete Products, Inc.

#### Patrons (\$50,000+)

- Adolf Jandris & Sons, Inc.
- Beavertown Block Company, Inc.
- Davis Colors
- Fendt Builders Supply, Inc.
- Fizzano Brothers Concrete Products, Inc.
- Keystone Retaining Wall Systems, Inc.
- New Holland Concrete

### Counselors (\$25,000+)

- Barnes & Cone, Inc.
- Bayer Chemicals Corporation
- Bend Industries, Inc.
- Bergen Machine
- Binkley & Ober, Inc.
- Blocklite
- BlockUSA
- CBIS/Korfil
- Chicago Block & Brick Company
- Devening Block, Inc.
- Dynamic Color Solutions
- Elementis Pigments Inc.
- Giant Cement Holding, Inc.
- Irvin's Interstate Brick & Block Company
- KVM International A/S
- Lee Brick & Block
- Master Builders, Inc.
- Solomon Colors
- Tutewiler, Inc.
- Valley Block Company
- Versa-Lok Retaining Wall Systems
- Western Concrete Products Company, Inc.
- Willamette-Graystone, Inc.
- Witelite Pumice

### Additional Giving Opportunities

- #### Benefactors (\$15,000+)
- Building Products Corp.
  - Masa-USA, LLC
  - York Building Products Company

#### Regents (\$10,000+)

- Camosse Masonry Supply
- Krete Industries
- Pacific Power Tech
- Parker Hannifin Corporation
- Rampf Molds Industries, Inc.
- W. R. Grace & Company

#### Principals (\$5,000+)

- Conway Block
- Hepner Brothers, Inc.
- Integrated Concrete Products, Inc.
- Tri-County Block & Brick, Inc.
- USA OWNED/ USA MADE

#### Executors (\$3,000+)

- iwi group, L.L.C.

#### Sustainers (\$1,000+)

- Fluid Connector Products, Inc.
- Jeremy P. M. Gray
- Lawrence Dagostino Sr.
- Sylvester Schmidt



## MCPX and Convention Headed to Indianapolis

The NCMA Annual Convention and Manufactured Concrete Products Exposition (MCPX) tradeshow are visiting Indianapolis, Indiana, February 9-13, 2005. NCMA's Annual Convention will take place at the Westin Indianapolis hotel February 9-11 and MCPX is being held at the Indiana Convention Center, February 11-13.

The Hyatt Regency Indianapolis, the overflow hotel for NCMA, is a newly renovated hotel in the heart of downtown Indianapolis. A Dramatic 20-story atrium lobby welcomes



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guests to the hotel's newly renovated guest rooms and suites. Guests can work out in a fully equipped health club or visit Champs Sports Bar for cocktails and sporting events. The Westin Indianapolis' hotel has beautifully appointed guest rooms that feature the newest Westin innovation, the Heavenly Bed<sup>SM</sup>. Guests can take advantage of the indoor pool, whirlpool and exercise area and they can also enjoy eating at

Shula's, the hotel's restaurant, voted one of America's best steak houses by the travel industry.

Both the Westin and the Hyatt will begin accepting reservations for MCPX in October. Registration and housing information regarding the convention, tradeshow and the city of Indianapolis will be mailed in October.

The Westin Indianapolis and the Hyatt Regency are connected by skywalk to the Indiana Convention Center / RCA Dome and Circle Center Mall, making the walk to the convention center speedy and simple.

Indianapolis, or "Indy" as it is locally called, is a sporting capital, where the Indiana Pacers, Indianapolis Colts, Indianapolis Indians and Indianapolis Ice all call home. Indy also claims fame by hosting the world renowned Indy 500, Brickyard 400 and National Hot Rod Association U.S. Nationals. In addition, Indianapolis offers the Holcomb Observatory and Planetarium, Indianapolis Zoo, Children's Museum, Conner Prairie, President Benjamin Harris' home, Indianapolis Basketball Hall of Fame, Indiana State Museum, Indianapolis Motor Speedway Sports Museum and Indiana Medical History Museum. NCMA is planning some exciting optional tours and spouse/guest events to take advantage of these great activities that make Indianapolis unique. ■

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## Town Hall Meeting at Midyear Stirs Identity Debate

NCMA members participated in the 2nd annual NCMA Town Hall meeting August 4 in Cambridge, Maryland. The Town Hall meeting, which kicked off the associations annual Midyear Meeting, brought out not only record numbers of participants, but also some of the most piercing questions and insights from members about the state of the industry and the state of the association.

At the heart of the August Town Hall meeting were questions like: Who is NCMA? What product base does NCMA represent? Where is NCMA located? What do we want NCMA to be in the future? How do we want the industry to be perceived by others? Is there a future that involves expanding the association's horizons to additional concrete product lines?

Scott Weber, chairman of the NCMA Board of Directors, told the audience at the Midyear Meeting business luncheon, "When we sit down at the table to work together with representatives from other associations and groups with related interests, one of the really essential things is to first understand completely our own identity. Who are we? What do our members produce? What markets do we serve? What will be our product mix in the future? What geographic regions do we serve today that we didn't serve 10 or 15 years ago? How will that change in the future? These are all questions about identity. Understanding who we are."

Commenting on the Town Hall discussion, Weber said, "We had an excellent discussion in our town hall meeting about the identity of the association. Identity encompasses the answers to a lot of questions, but at roll call every morning, we respond when our name is called. It is the name we have that provides a shortcut definition of who we are and that helps others begin to see us in the way we want them to see us."

Discussions at the Town Hall meeting about the identity of the association led to the inevitable question of what the name of the association should be. Predictably, comments ranged from emotionally-based reminiscences from days gone by to the proverbial view from 30,000 feet up. Some members said, "We are masonry. That's what we've always been and it's what we'll always be." Others said, "You've got to look at this from a realistic viewpoint. The world changes around us and we have to change to meet market needs to remain profitable and prosper."

Weber captured the interests of both extremes when he told the business luncheon audience, "I am a proponent of understanding, recognizing, and dealing with reality. I've never been much for keeping things the same just because I like it that way. For me, it's the stuff involved in getting to

the bottom line that makes the difference when considering business changes. If the stuff I have to consider in that process is changing before my very eyes, my realistic side takes over and I deal with it. That's what we do as business people and it works. Having said that, I recognize and understand the value found in the core interests of our association. We must know our roots well and know how we got to where we are today. In many of our companies, we got where we are because our parents and their parents before them were key in seeing a marketplace opportunity that resulted in launching and carefully guiding the industry in which we work and claim as our own. But while we can be sentimental about all of that, we must also be realists. Make no mistake about it. Those who went before us had to be realists to survive and to become profitable."

Sylvester Schmidt, chairman-elect, facilitated the discussion at the Town Hall meeting. After the meeting, Schmidt said, "I think we are at a unique point in the history of our industry where we need to expand the effectiveness of our association while taking great care not to lose our core interest in masonry. Organizations need to change, evolve, and grow or run the risk of shrinking and becoming less effective."

Weber added, "The discussion we had at the Town Hall meeting demonstrated to me two very important points. First, our membership cares very much about this industry. Everyone of us is quick to laud and nurture the legacy of those who went before us. We are proud of that legacy and we aren't going to see it set aside for any reason. Second, I heard members at the Town Hall meeting voicing strong visions and respect for realism. Realism is that truth that we must seek out everyday about the present and the future. Realism represents the facts that we must deal with to make decisions and to plot our course for the future. Realism sometimes requires us to make hard choices if we are going to preserve our future and expand our markets. So, I would pose two questions to which realistic answers need to be given. First, are we a national association or an international association? Second, do we represent only concrete masonry, or do we have a wider product base of concrete products? The answers to those two questions are at the base of our identity."

Is a name change in the works for the National Concrete Masonry Association? The answer to that question isn't known just yet, but as the Executive Committee and Board of Directors move forward examining questions of identity, the input from members at the Town Hall meeting will assure that the continuing discussions will be firmly rooted in the legacy of the concrete masonry industry and shaped by the realism of what the future holds. ■

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"First, are we a national association or an international association? Second, do we represent only concrete masonry, or do we have a wider product base of concrete products? The answers to those two questions are at the base of our identity." - Scott Weber, 2004 chairman of the board  
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## Strategic Mapping Research Scheduled for 2006

Where are we right now? How do we know where we should go? How do we get from here to there? Those might sound like questions the family asked while on summer vacation, but they are also the same questions that plague managers and business owners every day.

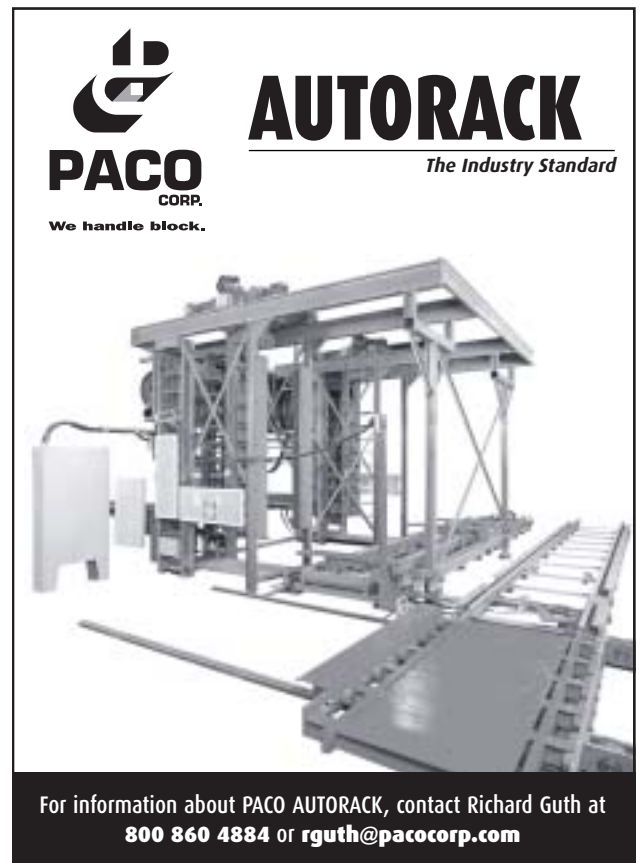
Managers were taught in business school or from wise mentors in the business, to do what's called a "situation analysis." That's just a short way of asking the same questions and performing the same analysis of possible answers to come to a conclusion. For example, the sun goes down in the west and that's on our left, so we must be facing north. Is that the direction we wanted to go? Maybe. Maybe not.

NCMA started its present marketing campaign in July of 2002 and wisely asked all of these questions plus more from a wide array of audiences including 600 respondents nationwide. The project was called Strategic Market Mapping. That effort gave the association a road map to follow for marketing as well as technical initiatives. Has it worked? Without a doubt! Members recognized a good thing when they saw it in July of 2002 and have eagerly supported NCMA's marketing campaign. Those who manufacture competing products have felt the success of NCMA's efforts as well. Those efforts, focusing primarily on mold and fire safety for block and durability and aesthetics for landscape products, have hit home. Millions of readers of newspapers and magazines, as well as listeners to radio stations located across North America have heard NCMA's messages. Architects, specifiers, builders, and building code officials have also heard NCMA talk about balanced design for fire safety and the fact that concrete masonry, unlike wood and paper, doesn't provide a ready food source for mold.

As the association looks forward to continuing the marketing campaign that has worked so well, plans are underway to ask all of the same questions again that were asked in the first strategic mapping research in 2002. Beginning with the spring 2004 optional ballot, NCMA began collecting resources to carry out a second strategic mapping research project starting in 2006. According to Jerry R. Harke, vice president of marketing at NCMA, "This is the same thing any successful business does periodically to check the direction it is going, what progress has been made, and to determine if any course adjustments need to be made." Harke, who has seen strategic mapping used successfully in numerous organizations, both for-profit and not-for-profit, commented, "This is a sure-fire way to find out quickly what people think of your product or services, what you need to do to convince them to use your product or services, and how you need to communicate with them. A marketing program that isn't based on this kind of analysis isn't going anywhere!"

Sylvester Schmidt, chairman-elect of NCMA, recently made a presentation to members of the Carolinas Concrete Masonry Association (CCMA). According to Butch Hardy, president, Oldcastle Adams Products, and CCMA board chairman, "Sylvester spoke to us with a passion challenging our members to look at the opportunities that lie before us as an industry." In preparation for his presentation, Schmidt re-read the 2002 strategic marketing mapping report and called it the most important road map we have for marketing success. "It's all here, everything you really need to know about our target audiences is right in this report and the messages we need to communicate to them are spelled out in an easy-to-read chart. Even if members read the report when it was issued in 2002, it would be very beneficial to go back and read it again. This report makes it very clear what we need to be focusing on in our marketing efforts and what we need to do at the local level to make the sales. I recommend this report to everyone in the concrete masonry business!"

Members are encouraged to support NCMA's strategic optional ballot to ensure the marketing campaign continues successfully. ■



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## Pre-Recess Positioning on the Hill

The U.S. House of Representatives and Senate are wrapping up matters as much as they can in advance of the annual summer recess. The recess will be longer than usual this year to accommodate the party conventions.

Upon Congress' return in early September, the clock will begin to run in earnest on both the legislative session and the November election. The 108th Congress will have less than 30 legislative days left in session with mountains of work to do. While rumors of a post-election "lame duck" session abound at this time during election years, it is unlikely this will happen unless there is a huge and unexpected turnover on Capitol Hill as a result of the election.

NCMA has several interests at stake in the race toward adjournment and will be pursuing them vigorously. Here are some of the items in play at the moment as Congress mops up for the big recess:

### Repeal of FSC/ETI (HR4520/S1637)

This legislation addresses a trade issue that in itself is relatively inconsequential to NCMA, but which contains several tax provisions that would be favorable to NCMA members:

- 1) It would reduce the corporate tax rate on income derived from manufacturing activity from 35 percent to 32 percent, a direct and immediate benefit to manufacturers;
- 2) It would extend the \$100,000 small business expensing law (Section 179) through 2007. This could be of great interest to both NCMA's producer members and the associate members who sell equipment to them;
- 3) It would provide much-needed relief from the corporate alternative minimum tax.

The House and Senate have now passed both versions of the legislation, but in different forms. This means that both Houses will need to appoint conferees to resolve those differences, develop an identical bill for both Houses to pass, and send that consensus bill to the President to be signed into law. The issue has strong and broad bipartisan support. It is expected that conferees will be appointed shortly and the bill can be finalized prior to adjournment. The tax changes NCMA supports are in both versions.

NCMA strongly supports the legislation, has issued a legislative alert to Capitol Hill to that effect, and calls for development of a consensus vehicle and final passage.

### "Do Not Fax" Bill/HR4600

Last year, the Federal Communications Commission (FCC) attempted to implement a regulation that would prevent businesses from sending business faxes to potential customers unless they first take the cumbersome action of seeking the faxee's approval. A firestorm of complaints caused the FCC to suspend enforcement until 2005. Congress has until that time to pass legislation supplanting the policy. HR4600, introduced by Congressman Fred Upton (R-MI), would give organizations that have established business relations with entities an exception to the rule. The House is set to pass HR4600 and the Senate is moving similar legislation through committee. NCMA strongly opposes the FCC policy and supports HR4600. This is must-pass legislation before adjournment.

### Class Action Reform Bill/S2062

In July, the Senate brought up a motion to consider S2062, the Class Action Reform bill. The Senate vote, 44-43, fell well short of the needed 60 votes necessary to overcome a promised filibuster. Indeed, a large number of Senators did not vote. The action effectively renders the bill dead for the 108th Congress.

This action is bitterly disappointing to NCMA, which strongly supports S2062 and class action reform as a means for controlling the abusive use of frivolous state court class action lawsuits against manufacturers. NCMA and many other groups issued Legislative Alerts in favor of the legislation. The House passed the bill previously and President Bush was expected to sign the bill if it had passed the Senate as well. NCMA will support new action on the issue in the 109th Congress.

### On the Horizon...

Other election-sensitive issues on the horizon include a possible amendment to be offered to various bills by Senators McCain (R-AZ) and Lieberman (D-CT) to implement a version of climate change legislation, a la the Kyoto Protocols (NCMA would oppose) and a possible Kennedy amendment to increase the minimum wage (NCMA would oppose).

Any or all of these issues are potential NCMA legislative alert fodder. NCMA will be following these and other issues closely, and alert the NCMA membership to contact their elected representatives on Capitol Hill if action must be taken to defend NCMA members' interests. ■

## 2005 Residential Design Symposium Presents Many Opportunities

The fourth annual Residential Design Symposium is scheduled for January 12, 2005, one day in advance of the opening of the National Association of Home Builders (NAHB) International Builders Show (IBS) in Orlando.

Since the Residential Design Symposium will take place the day after the NCMA State and Province Association Alliance meetings, also being held in Orlando, this provides the opportunity for attendance by state and province leaders to sponsor and bring along to the show builders from their local markets. Executive directors from such states as Arizona and Minnesota have already committed to bringing two to three home builders from their states and paying their registration fee for the day (\$159). NCMA also encourages its members to support the symposium by sponsoring a builder to the symposium from their local market. In most cases these builders will already be attending the IBS in Orlando.

The preliminary agenda includes a tour of IBS show homes in Baldwin Park, a development where concrete masonry homes are built, and also presentations by David Weekley Homes, a company ranked 23rd out of the 100

largest volume builders list in the United States and currently the most recognized builder in America.

This is an excellent opportunity for NCMA members to begin the process of favorably influencing the opinions and attitudes of builders about using concrete masonry for residential construction. Builders are looking for alternatives due to lumber and steel prices and NCMA will be there to provide that information.

Check your monthly mailer for a brochure on the symposium. Contact NCMA for additional copies to distribute to builders. Look for the 2005 Residential Design Symposium ads in the November and December issues of *Builder* magazine where builders will find information and registration procedures for this dynamic program on concrete masonry homes for the 21st century. ■

*For additional information or questions, contact Harry Junk at NCMA. 703.713.1900, email [hjunk@ncma.org](mailto:hjunk@ncma.org) or sign up at [www.iwillattend.org](http://www.iwillattend.org).*



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## EXPERIENCE AND INNOVATION



## Masonry Industry Works Together to Build Its Future

Contributing members of the masonry industry joined together recently to participate in the 40th annual SkillsUSA National Leadership Conference held in Kansas City, Missouri, June 23 through June 25.



**Paul Shuey, 19 of Hegins, Penn., checks the exact measurement on a corner of his composite project. It must have been exactly right, as Shuey, a student at the Williamson Free School of Mechanical Trades in Media, Penn., took second place honors in the post secondary division.**



**Terry Miller, 17, of Hollywood, Ala., checks the plumb on his winning project. A student at Earnest Pruett Center of Technology, Miller returned for his third year of national competition with the specific goal of winning this year. Congratulations, Terry!**

The National Masonry Contest, held in conjunction with the SkillsUSA conference, was supported by masonry contributions and had representation from across the United States. SkillsUSA's Masonry Technical Committee Chairman Bryan Light reports greater industry support for this annual trade competition than ever before.

Forty-seven high school and post secondary contestants from 34 different states, each of them winners of their own state or regional event, competed in a written test, then built brick and block composite projects. The projects were judged by trade professionals from Bricklayers Local # 15 and various masons who came in from other states.

The winner of the post secondary competition was Cody Alward, 19, from Mount Pleasant High School in Mount Pleasant, N.C.. The high school winner was Terry Miller, 17, from Earnest Pruett Center of Technology in Hollywood, Ala. This was Miller's third national contest. As a sophomore, he finished seventh. Last year he earned a second place medal. This year, he came back determined to take the grand prize; and he did!

Alward, Miller and the other contestants were supported in their efforts by donations of materials from Spec Mix, Kansas City Brick, and Midwest Block & Brick who also donated materials to the Team Works competition.

Along with NCMA member company Midwest Block & Brick, Miller Material Company, A Div. of Oldcastle APG MidWest, Inc., once again hosted a block plant tour for the contestants and their instructors. Miller Material also arranged again for Summit Masonry to be on hand to spend time with the young masons and discuss careers in the masonry field from an owner's view. Plenty of refreshments and promo-



**J. Cruz Cervantes, 32, a student at the Pinellas Technical Education Center in St. Petersburg, Florida, tightens the alignment on his composite project at the 2004 National Masonry Contest. Cervantes' efforts earned him third place honors in the post secondary division.**



tional shirts were also provided to the contestants and instructors.

Sustaining members and sponsors of the contest included Bon Tool Co., Brick Industry Association, Hanley-Wood, Marshalltown Trowel Co., National Concrete Masonry Association, Portland Cement Association and Spec Mix.

Other highlights of the three-day conclave included a luncheon in honor of the contestants and their instructors. At the luncheon, Bill Kjørlien of the Southern Brick Institute and former chairman of the SkillsUSA Masonry Technical Committee pointed out the value of working in a trade “where you can take your trade anywhere

and always have the satisfaction of having a visible representation of your work...every day.”

Bob Melton, executive director of the Masonry Institute of Tennessee, spoke to the young masons, congratulating them on their accomplishments of reaching the national contest and encouraging them to “do your best.”

Over 4,500 outstanding vocational students, all state champions, competed in more than 90 different SkillsUSA trade, technical and leadership competitions. The contestants effectively demonstrated their expertise in the occupational skills required for such trades as electronics, technical drafting, precision machining and masonry. ■



## CONGRATULATIONS 2004 NATIONAL MASONRY CONTEST WINNERS:

### Post-Secondary Competition

- First Place: Cody Alward, 19, Mount Pleasant High School, Mount Pleasant, N.C.
- Second Place: Paul Shuey, 19, The Williamson Free School of Mechanical Trades, Media, Pa.
- Third Place: J. Cruz Cervantes, 32, Pinellas Technical Education Center, Saint Petersburg, Fla.

### High School (Secondary) Competition

- First Place: Terry Miller, 17, Earnest Pruett Center for Technology, Hollywood, Ala.
- Second Place: Dallas Caudle, 17, Central Cabarrus High School, Concord, N.C.
- Third Place: Alvaro Gutierrez, 18, Lexington Technology Center, Lexington, S.C.



## Masonry Students Leave Their Mark in Iowa

"In Iowa Falls, the average age for a mason is 60. It is hard work," says Harold Hytrek, masonry instructor at Ellsworth Community College (ECC). "There is a very limited amount of masonry training available as many of the teachers and masons are retiring and there are none to replace them. We need to be training these kids," adds Hytrek.

And that is what Hytrek has been doing. Ellsworth Community College in Iowa Falls, Iowa, offers students a program that gives them practical, hands-on experience. According to Hytrek, the students participate in a one-year program. However, the summer before the program begins, he works with the students to get them accustomed to the type of work, the hours and what is expected of them on the job. "When the fall program starts, the students are ready to start," says Hytrek. "We practice inside in the fall, then head out to start with simple jobs. We give the students real work experience." The program also includes some classroom instruction on the basic skills for masonry work.

During the 2003-2004 school year, the ten masonry students enrolled in ECC's program completed a number of projects including the city's ballpark dugouts, Iowa Falls High School's new restroom/ticket facility, a residence and an

interior basement wall at an ECC campus building. Most of these projects were completed in conjunction with ECC's electrical and carpentry students. In some cases, the masonry students even had the opportunity to contract plumbers. "The program really gives our students the chance to make decisions on a real job," says Hytrek. "Each year the students work on these types of projects around the city. It gives them pride in seeing their work as a permanent part of the city."

Upon completion of the masonry program, Hytrek assists his students in finding jobs in the field, whether it is local to the school or back in their hometowns.

For the 2004-2005 school year, 19 students are enrolled in the masonry class and Hytrek expects it to continue to grow. While the majority of the masons across the country are male, Hytrek is proud that a female student participated in his program last year. According to Hytrek, this shows that the popularity of his program is growing and he is glad that others can see that a masonry career can provide a profitable future. ■

*For more information on this program, contact ECC at 800.322.9235.*

## All in the Family

Logan DeCleene, 18, of De Pere, Wisconsin, is following in his father's footsteps and his grandfather's and his great grandfather's, and his uncles' and cousin's! At the same time, he has blazed his own trail by representing Wisconsin in the National Masonry Contest and DeCleene did that without the benefit of formal, technical masonry training!

"My school (De Pere High School) doesn't have a masonry program. A few years ago, a couple of kids at school wanted to learn masonry, so they recruited my Dad to teach them," DeCleene said. "I was a freshman then, and Dad started teaching me, too. He found a warehouse, and we'd go in there, set up our scaffolding and build practice projects. The first thing I learned was how to mix the mud."

All the time he was practicing masonry, DeCleene was active in high school football and tennis as well as his church



***It's a family business alright, and Logan gets lots of support. Some of the family members involved in DeCleene Masonry are (left to right) cousin Nathan Doro, great uncle Al DeCleene, uncle Jeff DeCleene, grandmother and company President LaVerne DeCleene, Logan DeCleene, father Mark DeCleene, great uncle Vic DeCleene and uncle Norbert DeCleene.***

volleyball and softball teams. During his sophomore year, DeCleene entered the state masonry contest and won it during his junior year. Last summer, DeCleene participated in the national masonry contest held in conjunction with the SkillsUSA – VICA National Leadership and Skills Conference.

Logan DeCleene is part of a family business. His great grandfather was a stonemason who owned a quarry where three distinct types of stone were cut. DeCleene Masonry was begun by Logan's grandfather in 1967. Many

DeCleenes are employed in the business. "Pretty much my whole family is involved in the business and that includes my uncles and my cousin," DeCleene said. DeCleene plans to enroll this fall at the University of Wisconsin – Oshkosh. ■

## Is OSHA Likely to Target Landscape Systems?

The Occupational Safety and Health Administration (OSHA) has a single mission to assure the safety and health of America's workers by setting and enforcing standards; providing training, outreach, and education; establishing partnerships; and encouraging continual improvement in workplace safety and health. In fulfilling this mission, OSHA continually monitors injury and illness incidents within the work environment. When necessary, OSHA imposes penalties on those companies that do not follow safety standards. In many cases, OSHA targets employment sectors with high incidents of injury or illness.

Employment sectors are classified as high incidence when the number of injury and illness cases exceeds 5,000 and the

number of days away, restricted, or transferred (DART) because of injury or illness exceeds 3.5 percent. Additionally, non-construction related cases are classified as high incidence when less than 30 percent of lost workdays are related to ergonomic issues and greater than 50 percent cases result in more than six days away from work.

Employment sectors are identified by a Standard industrial Classification code (SIC) and/or a North American Industrial Classification system code (NAICS). Landscape products (segmental retaining walls and interlocking concrete paver) fall within several codes: SIC 078X - *Landscape and Horticultural Services*, SIC 1629 - *Land Clearance*, SIC 1741 - *Masonry, Stone Setting and Stonework*, and NAICS 56173 - *Landscape and Maintenance Services*.

OSHA has become increasingly concerned with the landscape industry, as a whole, because the rate of fatalities per 100,000 is significantly higher than the national average. The fatality rate for SIC 078X is 22.5 percent compared to a national average for all industries of 4.3 percent. Further concern is derived from the fact that the total number of OSHA cases for SIC 078X was 33,400 in 2001 and the DART rate for this industry was 3.3 percent as compared to the national average of 2.8 percent. Consequently, OSHA has included the landscape/horticultural services industry, along with six other groups, in its strategic plan to target employment sectors with high incidence of injury and illness.

With the leading cause of injury being sprains or strains (41 percent), basic safety precautions such as proper lifting techniques, block placement equipment and personal protection devices (gloves, braces and back belts) will assist in reducing the number of reported cases. Personal protection equipment violations are one of the top five cited violations by OSHA for SIC 078X. Equipment / vehicle operation and fall protection are two other areas subject to OSHA scrutiny for the landscape industry. Of the 162 reported fatalities in 2002, 35 percent were transportation related and 24 percent were fall related. As OSHA continues to target the landscape industry, the need to educate and advance safety and health protection becomes increasingly important. ■

*Additional information regarding OSHA standards and Bureau of Labor Statistics (BLS) referenced in this article are available at [www.osha.gov](http://www.osha.gov). For additional information regarding landscape products or other concrete masonry products, contact NCMA at 703.713.1900 or visit [www.nema.org](http://www.nema.org).*

## The Landscape of Trade Shows

“Are specifiers, designers, installers and users aware of your products?” This is a good question when considering the many trade shows and expositions available to the construction industry. Moreover, each year the number of exhibit opportunities continues to increase.

The process of promoting landscape or earth retention systems begins by first answering a very important question, “Who is the target audience?” Once the target is identified, the process of developing a message and seeking the appropriate venue for delivery is next. Audiences for landscape or earth retention products include everyone from architects and designers to contractors and homeowners.

When considering specifiers and designers many tradeshow attract thousands of professionals. The American Institute of Architects (AIA), with a membership approaching 72,000, provides the single largest event in the U.S. that provides direct access to nearly 20,000 architects, specifiers, and designers engaged in commercial, residential and municipal markets. Held in Chicago, Illinois this past June, the AIA tradeshow supports the architect community with a wide array of education ranging from product design and specification to case studies and innovations. The next AIA National Convention and Tradeshow is May 19 – 21, 2005 in Las Vegas.

Likewise, the American Society of Landscape Architects (ASLA) Annual Meeting and Exposition provides direct access to a growing community of landscape product users. The October 29 – November 2 event in Salt Lake City, Utah

*Continued on page 17*

## NCMA Technical Sales Workshop Focuses on Competition

Do you understand the competition? Selling concrete masonry is controlled not only by a knowledgeable understanding of masonry, but by an equally knowledgeable understanding of alternative systems. This understanding is often very beneficial in addressing counterpoints raised by your competition while conveying the attributes of your product and ultimately ensuring the selection of concrete masonry by the specifier, architect or engineer.

In fulfilling its goal to advance the concrete masonry industry through education and information dissemination, NCMA is conducting the NCMA Hot Topics and Advancements in Concrete Masonry Workshop on November 3 – 4. This workshop serves not only to educate the masonry industry on alternative systems and advancements in concrete masonry, but it also serves as the Post-Graduate School for those concrete masonry industry representatives who have earned the respect of their peers by becoming Certified Consultants of Concrete Masonry (C<sup>3</sup>M). The workshop also provides continuing education credits to C<sup>3</sup>M's, needed to maintain their valuable certification.



### In Remembrance

#### Joe Kahn

Joe Kahn, president of Krete Industries, died Thursday, July 29, after suffering a stroke. Kahn has contributed significantly to the masonry industry in a career that has spanned three decades. He is credited with introducing integral water repellent admixtures as an additive used in manufacturing concrete masonry units while a principal of Forrer Industries. He served faithfully on NCMA committees to advance the use concrete masonry and was currently serving on the CMU Water Repellency Task Group, Freeze-Thaw Durability Committee, Masonry Technical Committee and Product Development and Creative Concepts Committee. He will be deeply missed by all he has known and worked with over the years. He is survived by his wife, Sally; daughter, Jenny; son, Dan; and three grandchildren. ■

#### Barbara G. Spevack

Barbara G. Spevack passed away June 29th at 10:15 a.m. She was the mother of Neal Spevack, president of Smithtown Concrete Products Corporation.

The funeral for Mrs. Spevack took place Tuesday, June 29. Donations may be made to the Gurwin Jewish Geriatric Foundation, 68 Hauppauge Rd., Commack, NY 11725 and/or Huntington Jewish Center, re: Edward Spevack Kochavim program, 510 Park Ave, Huntington, NY 11743 and/or Chavurat emet, PO Box 461, Smithtown, NY 11787. ■

The 1 ½ day workshop address the hottest topics and industry developments to keep the concrete masonry industry's best and most valuable technical service representatives current. A primary focus of this year's workshop will be the continuing development and market impact of the Leadership in Energy and Environmental Design (LEED) program. LEED is gaining an increased presence in commercial markets and concepts from LEED are making headway into residential markets. Understanding how the attributes of concrete masonry increase the potential for LEED accreditation is necessary information in today construction markets.

In addition, the workshop will explore the attributes of other wall systems, including such assemblies as tilt-up, pre-cast, and ICF. Experienced and knowledgeable speakers will attest to the attributes of various wall assemblies and attendees will gain a better understanding of how to effectively compare and rate the attributes of each system to concrete masonry. The workshop will also include an open topic session where attendees can seek advice from peers, speakers and NCMA staff on how to address such issues in their markets as fire protection, energy savings and block durability.

Do not miss this opportunity to expand your abilities as an effective representative of the concrete masonry industry. Attendance, limited to 30 people, is the only way to greatly enhance your ability to promote and sell concrete masonry systems. ■

*For those interested in attending the Hot Topics and Advancements in Concrete Masonry Workshop on June 3-4, 2004 at NCMA, Herndon, Virginia, feel free to contact NCMA staff at 703.713.1900.*



### Welcome New CM Affiliate Membe

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A site concrete and masonry contracting company with 76 employees, incorporated in 1997, Class A licensed in the state of Virginia and Maryland, the company is headed by Guilherme M. Tavares, president. "Teamwork is one of the fundamental elements that has made GT Contracting a successful small business. As a group, we aspire to carry our team philosophy onto the job site where GT Contracting is but one of many companies coming together with a common goal." ■

# The Landscape of Trade Shows

Continued from page 15

will focus on natural spaces and public places. Product exposure at this event will educate ASLA members on the diverse aesthetic and structural capability of concrete landscape systems such as segmental retaining walls, articulating concrete

block revetment and interlocking concrete pavements. Additionally, the ASLA show provides another opportunity to promote the beneficial aspects of landscape systems when addressing sustainability issues.

As the focus on sustainability and environmental design continues to grow within the U.S., a new exposition entered the field in 2004. The Land Development Conference and Exposition covers such topics as project collaboration, land use planning, land development trends, new technology, and sustainable development. The success of the first event has led to two planned events in 2005 that allow for greater focus on regional needs. Land Development East will take place May 4-6, 2005 in Baltimore, Maryland. While, Land Development West will take place November 2 – 5, 2005 in Phoenix, Arizona.

The largest event for the civil engineering community is the American Society of Civil Engineers (ASCE) Civil Engineering Conference and Exposition, taking place October 20-23 in Baltimore, Maryland. It addresses all aspects of civil engineering, including transportation, hydraulic, structural, soil and energy design issues. Several institutes within ASCE, such as the Geo-Institute and Structural Engineering Institute, will participate in technical sessions attracting many design professional who will benefit from exposure to concrete products.

Finally, there is also an event catering to the landscape contractor community. The Associated Landscape Contractor Association (ALCA) Green Industry Conference, which is the premier event for the landscape professional. This conference takes place November 3-6 in Charlotte, North Carolina and focuses on how-to clinics, equipment and construction techniques critical to the landscape professional. The landscape contractor not only installs the hard-landscape systems produced by NCMA members, but also likely represents the single largest promoter of segmental retaining walls and interlocking concrete pavements within residential construction. The ALCA Green Industry Conference provides access to this very beneficial group.

There are many other opportunities for promoting landscape and earth retention systems, ranging from the 84th Transportation Research Board Annual Meeting, January 9-13, 2005 in D.C. to the Retail Construction Expo, May 11-12, 2005 Atlanta. In each case, the goal is to identify the audience and message and make sure NCMA member products are represented. ■

## RECRUITER PROFILE

The strength of any association comes from its members. Without this strength, NCMA could not exist. 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:** Will Rafferty, Technical Services

**COMPANY:** ESSROC Cement Corporation, P.O. Box 609, Buckeystown, MD 21717, Phone: 301.662.8244 Fax: 301.874.2547, www.essroc.com

**NCMA MEMBER SINCE:** 1995

**COMPANY DESCRIPTION:** ESSROC is the fifth largest cement producer in North America and is part of the Italcementi Group of companies.

Headquartered in Nazareth, PA, ESSROC produces portland cement, portland-lime blended cement, masonry cement, colored masonry cement and concrete admixtures.

**HOBBIES:** Based on having two small daughters and a hectic schedule, yard work has become a spare-time "hobby."

**FAVORITE MOVIE:** "The Bourne Identity"

**LAST BOOK READ:** The German Century by Michael Sturmer

**QUOTE:** "Being in technical services, I have been called upon to help with problems in the masonry construction field. As a member, I do not hesitate to have the customer call the NCMA to ask or confirm the question or issue with the engineering or laboratory staff. Whatever the issue, the person gets another professional perspective, and there is always the potential for membership."

**MEMBER RECRUITED:** GT Contracting Corporation

# Fire Safety Message on Target with Design Community and Codes Officials

## Architects and Building Code officials Get the Message

With recent fires in the Washington, D.C. and Richmond, Virginia areas commanding national attention, NCMA's fire safety message is resonating strongly with architects. Kathleen Canedo, commercial markets manager at NCMA and Michael Werner, NCMA engineering projects manager, spoke with architects, designers, and code officials as they stopped at NCMA's exhibit at the July 2004 AIA Expo in Chicago, Illinois.

Werner commented, "Hundreds of architects, specifiers and designers attended the expo at McCormick Place June 10-12 and NCMA's booth emphasized clearly the importance of balanced design in fire safety. In our discussions, we noted that suppression [sprinklers] and detection [alarms] are not enough and provided information about containment [firewalls] and how using non-combustible materials such as concrete masonry in their construction can help to minimize life and property loss." Canedo added, "We're also giving the message to building code officials at the September 2004 codes forum in Salt Lake City. We're letting them know that the National Concrete Masonry Association supports building codes that require balanced design and encourages code writing officials to require buildings to be constructed with a combination of detection, suppression and compartmentation."

In addition to the fire message, NCMA also spoke at the American Institute of Architects expo about the other properties inherent in concrete masonry that make it an ideal choice for construction projects. A tremendous amount of interest from school architects was shown for Chris Huckabee's book, *Are you Building a School or a Liability?* Canedo said, "Many school architects are already specifying concrete masonry; others wanted copies of the book to share with school districts to show the importance of durable, sustainable building materials that do not provide a ready food source for mold."

The show highlighted the newest innovations in products and systems. With attendance of over 22,000 designers, specifiers and architects, it was an ideal audience for NCMA's balanced fire safety design message. "The design community is receptive to the message we're delivering; concrete masonry is an ideal solution to address fire safety concerns in all types of construction," said Canedo, "other products just don't measure up to concrete masonry." ■

*For additional information about fire safety, visit [www.ncma.org](http://www.ncma.org) or call 703.713.1900.*

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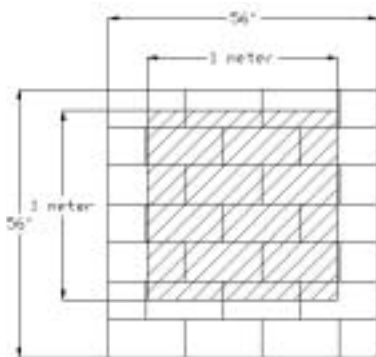
## Air Barrier Testing Capability Comes to NCMA

In response to the concrete masonry industry's demands for more extensive research in the area of air barriers, which is currently an extremely hot topic in northern portions of the United States, the NCMA Research and Development Laboratory has purchased a testing apparatus for this type of testing. This service is the newest in the labs resume of testing capabilities and enables NCMA to become a leader in the testing of air barrier systems in the U.S. and an equal to a few labs in Canada, where air permeance standards are required by many local codes.

The testing protocol follows ASTM E 2178, *Standard Test Method for Air Permeance of Building Materials*. The test simulates a wind pressure on a wall and measures how much air flows through it. The test itself is very straightforward to run. First, the airtight

apparatus is sealed to the wall, and then a vacuum is applied at six different pressure levels with an onboard pumping system. With this, the flow of air through the wall is measured and reported at each level. This is repeated for each of five sample walls in a test set.

The sample panels can be made with any type of concrete masonry unit, mortar, wall details, include brick veneers or variable coatings. Upcoming research will compare some of these aspects. The test area is a 1-meter square sample of wall to which the testing apparatus is attached as shown in the sketch. ■



**Shown above is a detail of a typical air barrier test panel. The testing area is noted with diagonal stripes in the center of the detail.**

*For more information about this research, contact Marcus Cherundolo, research engineer, at 703.713.1900 or [mcherundolo@ncma.org](mailto:mcherundolo@ncma.org).*

# Upcoming Events Calendar

## September

- 14 Movement Joints in Masonry Walls: Making the Right Moves Seminar  
Rocky Mountain Masonry Institute  
*Denver, Colo./Rocky Mountain Masonry Institute Training Center*
- 16 Fall Meeting  
Masonry Industry Council  
*Chicago, Ill.*
- 21 Masonry Inspector Certification Workshop  
Masonry Institute of Tennessee  
*Nashville, Tenn./Bricklayers Union Hall*
- 23-24 50th Masonry Certification Seminar  
Masonry Institute of Michigan  
*Grand Rapids, Mich./The Pinnacle Center*
- 23-25 Annual Convention  
Texas Masonry Council  
*San Antonio, Texas/Westin Riverwalk*
- 30-October 3 Fall Meeting  
Concrete Masonry Association of California and Nevada  
*Carmel, Calif./LaPlaya Hotel*

## October

- 3-6 Committee E 06 – Performance of Buildings  
ASTM International  
*Washington, DC/Omni Shoreham Hotel*
- 6-10 Annual Meeting  
The Masonry Society  
*Baltimore, Md./Holiday Inn Inner Harbor*
- 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*
- 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*
- 15-17 [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*
- 28 M-Day  
Masonry Institute of Michigan
- 22 Excellence in Masonry Awards Banquet  
Arizona Masonry Guild  
*Scottsdale, Ariz./Camelback Inn*
- 29-11/2 Annual Conference  
American Society of Landscape Architects  
*Salt Lake City, Utah*
- 31-November 3 Showcase 2004  
National Association of Home Builders/Building Systems Councils  
*Austin, Texas/Hilton*

## November

- 3 – 4 [Technical Sales Training Program-Post Grad NCMA/Construction Specifications Institute](#)  
*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  
Retain Construction Expo  
*Long Beach, Calif./Long Beach Convention Center*
- 14 - 17 [NCMA Block and Landscape Sales School](#)  
*Herndon, Va./NCMA Headquarters*
- 18 - 19 51st Masonry Certification Seminar  
Masonry Institute of Michigan  
*Lansing, Mich.*

## TEK 16-4A, Concrete Masonry Cavity Wall Design

Noncomposite cavity walls consist of two wythes of units connected with ties and an air space between them. Each wythe is structural and is able to resist the loads applied to it. They provide excellent water penetration and structural properties. This TEK provides an overview and comparison of the various structural design procedures available in the MSJC “Building Code Requirements for Masonry Structures”.

This TEK is appropriate for distribution architects, engineers, residential designers, contractors, masons, inspectors, building officials and producers. To order copies of the publication, call NCMA at 703.713.1900.

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**BLOCK PLANT OR COMPONENTS**

- A) Columbia 50 block plant (1982), complete with pallet transport handling equipment, mixer and cuber.
- B) Besser V312 plant with Besser EV Matic and transfer car, Besser 80 cu. Ft. Mixer and Besser SF5 cuber. The machine was updated with recent upgrades.
- C) Columbia 16 pallet transport system (3 at a time).

**PAVER PLANTS OR COMPONENTS**

- A) Rekers 1991, 1350x1000mm board size, complete with a handling system (1998) and Wasa plastic pallets (excellent and cheap plant).
- B) (2) only Zenith HB860 board 1400 x 1100 (1990), double finger car 16 tiers, cuber, (3000) pallets, molds, strapper and Zenith 844 (1989) Multilayer side by side with automatic robot handling of cubes, overhauled in 1999. Excellent plant.
- C) Hess 350 board machine for pavers (1990), machine only.
- D) (2) only excellent Fleming Patio King (26 x 39 inch press), c/w one MF3 Fleming destacker, 700 boards like new, 5 very good molds.

**MIXERS**

- A) Besser 81 cu. Ft. mixer. Good Condition.
- B) 60 c.f. GoCorp mixer. Very good condition.
- C) Roto pan type mixer, 40 cubic foot, 1 yard output capacity. Excellent condition.
- D) Stemaco 60 cu. Ft., brand NEW. Liquidation pricing.

**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 mobile plant, 150 c.y. per hour.
- C) Paving Stone batching plant (6 bins of 300m3) by Schlosser (1993), c/w (2) mixer and skip hoist 750/500 liter capacity.
- D) Cement silos of all kinds.

**SLAB PLANTS**

- A) Henke 5 station circular press and handling.
- B) (3) only Plakomat slab machines with one common handling system.
- C) Kalkman "Wet cast" patio slab equipment (5,000 sq ft/8hr).

**MISCELLANEOUS**

- A) Lithibar 4-way splitter, (1984), good condition.
- 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, 54 x 36 x 36, Nu-Cor Pre-Engineered (Liquidation).



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## Preventing Heat Stress: Identifying and Controlling Heat Stress Illnesses

Simple tasks such as mowing your lawn on a hot, humid day can result in a heat related illness. The impact heat stress has on the body range from dizziness to death. In the workplace, dizziness and mental impairment caused by excess heat may be the root cause of additional accidents. Understanding and controlling heat stress can achieve a safer and more productive workplace.

Heat is a form of energy. The severity of a heat related illness depends on the total energy allowed to build up in your body. Factors that contribute to the accumulation of heat include; the environment, heat produced by the body and the body's ability to manage the heat.

The workplace can generate heat through high temperature processes, mechanical equipment, electrical equipment, lighting and steam pipes. The temperature of the environment, air movement and moisture content in the air, all contribute to the onset of a heat related illness.

Air movement is important in cooling the body. The greater the airflow, the greater the evaporation of sweat on the skin and removal of body heat. Without air movement the sweat could stay on the surface of the body and act an insulator, preventing the body from cooling. The moisture content of the air is important for the same reason. If the moisture of the air is high, then sweat on the skin does not evaporate and the body overheats.

A healthy body responds to heat stress by increasing heart rate, respiration and perspiration. Increased circulation helps carry heat from the core of the body to the skin's surface.

Increased respiration helps carry hot air out when we exhale and replaces it with cooler air. Perspiration on the skin evaporates. The evaporation process uses body heat, which helps to cool the body.

The ability of the individual to respond to heat stress is affected by a person's build, age, conditioning and even personal habits. Obese workers generate more heat than slender workers. Stocky workers have a smaller surface area to release heat. Young workers have a better circulatory system than older workers and workers in good physical condition have greater cardiovascular response and more efficient muscles. Personal habits like alcohol abuse can also impact a workers tolerance to heat. Alcohol dehydrates the body. Workers who abuse alcohol are more likely to dehydrate on the job. ■

*For additional help with heat stress, take advantage of the resources available through NCMA and NCMA's safety provider, INTEL, Inc. These resources include the NCMA Block Plant Safety Software, the NCMA Safety Web site ([www.esafetyline.com/ncma](http://www.esafetyline.com/ncma)), and INTEL 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 INTEL onsite services can be obtained by contacting Joe O'Connor at 607.624.7159 or by email at [joconnor@intecweb.com](mailto:joconnor@intecweb.com).*

### HEAT STRESS CAN BE CONTROLLED. THE FOLLOWING ACTIONS CAN BE TAKEN TO PREVENT HEAT RELATED ILLNESS:

#### Gradually Adjust To Hot/Humid Environments

Workers should be allowed to adjust to a hot and humid environment. Activity should be increased from 50 percent to 100 percent over a six-day period.

#### Use Environmental Controls Where Possible

Provide shade to reduce the impact of radiant heat. Use fans and dehumidifiers to reduce moisture and increase evaporation.

#### Minimize Exposure And Control Activity

Work schedules can be adjusted to allow rest/work cycles. Perform heavier work during cooler hours and provide a cool rest area during breaks.

#### Use Personal Protective Equipment

Provide personal cooling devices if applicable. Instruct workers to dress for the environment. Light-colored clothing will reflect radiant heat.

#### Encourage Workers To Improve Their Tolerance To Heat

Train workers on the effects of alcohol. Explain the role physical conditioning plays in preventing heat stress. Motivate workers to reduce alcohol consumption and improve conditioning. Perspiration robs the body of water and salt. Increasing fluids and salt in the diet may also prevent heat stress.

#### Replace Body Fluids and Salts

Make sure fluids are available on the job. Encourage workers to hydrate frequently.

#### Screen Your Workers

Some workers may already be at risk. For example, workers on low sodium diets or with a history of heart disease may not be able to tolerate hot and humid environments. Encourage workers to inform management and/or consult a physician before placing themselves at risk.

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