

For the concrete masonry and hardscape industry

CM NEWS

Volume 37 Number 10 November 2007

**Direct Design Handbook
for Masonry Structures**
page 8

**Results of 2007
Strategic Mapping
Study**
page 12

**Senator Salazar
Fundraiser**
page 16





This month we thought you might like to know about...

Roosevelt High School, Seattle, Washington

Home to 1,800 students, this Seattle high school was given new life last year through rehabilitation of the 1921 landmark concrete masonry structure.

A concrete plinth forms the base for both the historic building and a 12,000-square-foot addition, which forms an extended walkway and entrance plaza overlooking the field.

The addition's exterior is a varietal blend of concrete masonry units. The field uses colors ranging from creams and yellows to roses and browns. Glazed units surround windows and provide decorative banding—an evident reminder of the historic terra cotta trim of the landmark.

Interior finishes use the smooth side of split-face units for the gym; the rough side of the units face the theater's interior, and provide acoustical dispersion characteristics.

in this issue

FEATURES

16

Results of 2007 Strategic Mapping Study

DEPARTMENTS

- 4 Marketing Message
- 6 Meetings and Conventions
- 8 Workforce Development
- 10 Engineering and Laboratory
- 20 Washington Wire
- 24 Events Calendar
- 25 Safety Focus



On the cover and pictured here at the Midyear Meeting this past summer are Ball State University student **Jared Burt**, one of four first-place winners of the NCMA Education and Research Foundation's architecture and engineering student design competition, and **Marina de Souza**, managing director at the Canadian Concrete Masonry Producers Association in Toronto.

November 2007

NCMA would like to know what you think of CM News. Forward comments and suggestions for this or another issue of the publication to James Gaidry, vice president of marketing and sales, at 703-713-1900 or jgaidry@ncma.org.



Sustainable Concrete Products for Structures and Hardscapes

CM (Concrete Masonry) News reports on the concrete masonry industry. CM News is published monthly by the National Concrete Masonry Association and distributed to its members, select nonmembers, trade press, and other interested parties.

PUBLISHER

Mark B. Hogan, President of NCMA

EDITOR

James Gaidry, jgaidry@ncma.org

ADVERTISING SALES

Ron Churchill, rchurchill@ncma.org

Send address corrections and subscription requests to:

CM News
13750 Sunrise Valley Drive
Herndon, VA 20171-4662
Fax: 703-713-1910

Copyright 2007 by the National Concrete Masonry Association (NCMA). All rights reserved. Contents may not be reprinted or reproduced without the written consent of NCMA.

NCMA would love to run photos of its members, representatives from related associations (like Ms. de Souza), and award recipients (like Mr. Burt) on the cover of CM News—but we need your help. If you have a photo you'd like us to consider, please email it to James Gaidry, vice president of marketing and sales, at jgaidry@ncma.org, making sure to identify each person in the photo, the company or organization with which he/she is affiliated, and the approximate date and location/event at which it was taken. We look forward to receiving your snapshots; so, look through your photo files today!



Communicating the “Sustainability” Message

by James Gaidry, Vice President of Marketing and Sales

Sustainable concrete products for structures and hardscapes

The above “tag line” was introduced for the association a few years ago, and continues to accurately reflect our industry’s commitment to ensuring the sustainability of our products. However, as highlighted in the recently completed Strategic Market Mapping research project, conducted for the NCMA membership on behalf of L.C. Williams & Associates, the word “sustainability” means different things to different people.

There is an old parable in which six blind men are asked to determine what an elephant looked like by each feeling a separate part of the animal’s body. The blind man who feels a leg says the elephant is like a pillar; the one who feels the tail says the elephant is like a rope; the one who feels the trunk says the elephant is like a tree branch; the one who feels the ear says the elephant is like a hand fan; the one who feels the belly says the elephant is like a wall; and the one who feels the tusk says the elephant is like a solid pipe. Very much like the elephant in this parable “sustainability” runs the gambit of definitions, such as: eco-friendly; long lasting; durable; recyclable; renewable; and, life supporting.

The moral of the “blind men and the elephant” tale is that a person can develop a faulty reality that is based on half truths created by their limited personal perception. It is our responsibility to ensure that the “sustainability” of our industry’s products is accurately communicated. To this end, the NCMA Marketing Committee recently hosted a two-day workshop in Chicago to examine the Strategic Market Mapping report to identify our products’ target audiences, understand their “hot” issues, and how they perceive concrete masonry as a solution for their projects.

The outcome of this session was the development of the core messages NCMA will use to position our member’s products in publications, advertising campaigns, education programs, and at trade shows.

We encourage all of our members and our state association partners to embrace and incorporate these messages in your business.

For more information on the Strategic Market Mapping report, please see this month’s feature.

MARKETING Message

NCMA Core Messages

Primary Message

Concrete masonry products are the most durable and sustainable solutions for structures and hardscapes.

Supporting Message #1

Concrete masonry and hardscape solutions provide the best value and performance for your investment.

Supporting Message #2

Concrete masonry and hardscape systems deliver superior design flexibility and aesthetics.

Supporting Message #3

Concrete masonry and hardscape products are environmentally friendly.



TIMELESS COLORS



Autumn, Copper, Sand – Bayferrox pigments for impressions that last.

Bayferrox[®] iron oxide pigments are produced in Germany and Brazil in state of the art facilities. Bayferrox is an ISO certified product and LANXESS Corporation is a Responsible Care[®] company.

With an extensive color palette, custom brown blends and a variety of packaging options available, LANXESS can tailor the Bayferrox pigments to fit your exact needs. Every lot of our granules and powders is backed by the superior technical and customer services that only a world leader in iron oxide pigments can provide.

With the LANXESS advantage of ordering Bayferrox pigments on-line 24/7, you can harness the power of the Internet at www.LANXESSDirect.com. Print MSDS and COA sheets, track your orders, see your order history, and view invoices.

Leave your mark with Bayferrox pigments. Call LANXESS Corporation at 1-800-526-9377 or visit Bayferrox.com.



Bayferrox[®] is a registered trademark of Bayer AG, Germany.

Responsible Care[®] is a registered trademark of the American Chemistry Council.

MCPX 2008 Grand Opening Brunch Features Rocky Bleier



A legendary running back for Notre Dame's Fighting Irish and the Pittsburgh Steelers, Rocky Bleier helped lead the Steelers to four Super Bowl wins in the 1980s. But he wasn't always that victorious. Mr. Bleier may never have had a successful pro-football career, let alone been able to walk again, after a debilitating injury in Vietnam.

A champion at heart, he fought back with all he had, and he'll be at the MCPX 2008 Grand Opening Brunch, Thursday, February 7, at the Colorado Convention Center to share his story and his vision for a life well led. Mr.

Bleier is active in charitable work, a sports anchor at an NBC affiliate in Pittsburgh, and continues to be one of the nation's most riveting, energetic, and inspirational speakers. Find out the significant parallels he recognizes between the challenges he faced and those business people face in today's highly competitive marketplace. He is sure to inspire MCPX attendees. ■

For more information on this event, contact NCMA meeting planner Liz Kasabian at 703-713-1900 or lkasabian@ncma.org.

NEW MEMBERS

Red Rock Construction Technologies, Inc.

Charles Otieno
1055 Rancho Road
Gallup, New Mexico 87301
Ph 505-778-5291
Email: drotieno@hotmail.com

Stonesmith Patented Systems, Inc.

David Carney
1340 North Great Neck Road, #1272-174
Virginia Beach, VA 23454
Ph 757-270-9979
Fax 757-496-6937
Email: dcarney@stonesmithsystems.com

Vanguard Contractors

Eddie Burns
P.O. Box 80
Temple, TX 76503
Ph 254-778-2223
Fax 254-778-3323
Email: eddieb@vanguardcontractors.com

Volvo Trucks North America

Scott Kress
7900 National Service Road
Greensboro, NC 27409
Ph 336-393-2000
Fax 336-393-2992
Email: scott.kress@volvo.com
Sponsor: Bill Holden, Block USA

We Don't Make the Concrete Masonry...**We Make it Better.**



**BASF**
The Chemical Company

Unbeatable Protection. Rheopel® Plus water-repellent/efflorescence control admixture is an innovative breakthrough for the production and manufacture of concrete masonry. The backbone of this revolutionary technology is a unique chemistry that significantly reduces the rate at which water penetrates concrete masonry units, effectively repelling water and safeguarding products against the negative effects of efflorescence.

Learn more at www.masterbuilders.com ■ 800-628-9990

Master
Builders

National Contest Winner Joins McGee Brothers

Marcus Hefner, winner of the 2007 SkillsUSA National Masonry Contest in the secondary (high-school) division, is a graduate of West Stanley High School in Oakboro, North Carolina.

The teen's passion for masonry grew surprisingly slow, reports Timothy Kidd, one of his high-school masonry instructors—the same mentor who brought him to that glorious moment at Bartle Hall in Kansas City, Missouri, this past summer.

As a sophomore in his high school's masonry program, Marcus Hefner was an average student until he volunteered for an estimating competition. He won that state competition and, while there, observed the skills portion first-hand.

"That's when his interest kicked in," says Mr. Kidd. "The next year Marcus volunteered for competitions and started trying real hard. The more he tried, the better he got. In his junior year, Marcus placed fourth in the State SkillsUSA competition."

The visibly proud instructor continues, "The more he competed, the better got. He placed ninth in the North Carolina Masonry Contractor's Competition for apprentice masons. Then, while doing summer work for McGee Brothers Inc., in Fort Mill, South Carolina, the company agreed to sponsor its student/employee in the North Carolina Department of Labor competition. Mr. Hefner placed first, and with this and the State SkillsUSA win, he went straight to nationals where he picked up his third—and most coveted—first prize.

Mr. Kidd speaks highly of his student's progress as a mason. "Once he became interested [in the field], he became one of my most-determined and dedicated students. He received instructions well, and frequently practiced after school. The competitions he participated in require a lot of extra work—hours practicing in the lab and studying at home. Marcus did it all, and it paid off for him," he concludes.

Mr. Hefner's dedication to excellence in masonry is illustrated in his completed application for the national contest. Under school-related sports, and extracurricular activities and hobbies, Marcus wrote, "Laying brick in our class."

When the young mason joined McGee Brothers full time, he began to work alongside two former National Masonry Contest first-place winners—Garrett Hood in 2001 and second place in 2002; Dallas Caudle in 2005 and second place in 2004. Both are now foremen with the company, a responsibility to which Mr. Hefner aspires.

Kevin Hallman supervises the three-winning and 55 other masons at McGee Brothers Contractors. I feel like George Steinbrenner. My team



Marcus Hefner

is loaded," Mr. Hallman says with a chuckle."

Of Marcus Hefner, he says, "He's extremely intelligent, hard-working, and honest. He's a solid citizen and a young man with whom our staff likes to be around—both on and off the job." Mr. Hallman concludes, "I want people to know that Marcus is a fine young man with good ethics and, of course, good parents." ■

"Once he became interested in [in masonry], he became one of my most-determined and dedicated students. He received instructions well, and frequently practiced after school."

Masonry instructor Timothy Kidd, West Stanley High School, Oakboro, North Carolina

Teacher Leaves Retirement to Rebuild Program

After 34 years as a masonry instructor, Alonza Lewis was enjoying his retirement—fishing, golfing, occasionally meeting his buddies for breakfast, and increasing his work with his church. His retirement coincided with a major renovation at Lexington Technology Center, in Lexington County, South Carolina, where Mr. Lewis had been a longtime teacher. When the renovations were complete, there was no space for a masonry shop. So for two years, the masonry program languished.

Lexington is a rural county where a lot of construction is underway. The state's capital, Columbia, is due east and "is growing by leaps and bounds," Mr. Lewis says. And nearby Lake Murray, with more than 500 miles of shoreline, has become a magnet for development.

So, when Lexington Technology Center found a building to house a masonry program, it added an introductory masonry course to its fall 2007 schedule. Twenty-five students signed up, enough for two classes. The trouble was, the reborn program didn't have a teacher.

"Nobody wanted to come out of the field for a part-time position," Mr. Lewis says.

With his love of the masonry industry and teaching children, the seasoned instructor didn't need to have his arm twisted. In September, he returned as the vocational school's part-time masonry instructor.

Classes met daily for 90 minutes. The high-school students began in the classroom "to learn what masonry is about," and later moved to hands-on work in the lab.

"They're learning the fundamentals—how to mix and spread mortar," Mr. Lewis says. "They'll progress according to their abilities. The way some of them are going, after the first semester, they could be ready to go on co-op," which is paid employment with local contractors.

Class texts include "Wheels of Learning," produced by the National Center for Construction Education and Research (NCCER), and "Masonry Skills," by Richard T. Kreh.

Masonry Studies is a two-year program. Those successfully completing the program receive a certificate. Next fall, when a new class of first-year students joins the program, Lexington will need a full-time instructor or two part-time instructors.

Alonza Lewis says he is "keeping his options open" about going full-time or remaining part time. He had enjoyed his retirement. But the masonry program is just getting back on its feet, and he wants to see it succeed.

"I will not see this program die," he says. "I know the need to have good masons out in the field." ■

"I will not see this program die," he says. "I know the need to have good masons out in the field." Alonza Lewis, mason

instructor at the Lexington Technology Center, Lexington, South Carolina

▣ LOW COST
 ▣ HIGH STRENGTH
 ▣ VARIED SIZES
 ▣ SUPERIOR SERVICE


Huesker, inc.
 GEOGRIDS www.hueskerinc.com

▶ Call Today For Immediate Shipment ☎ **800-942-9418**

Direct Design: The latest tool in structural masonry analysis

If there is a common concern among the design community, it is that contemporary building codes are becoming increasingly complex and difficult to implement in today's fast-paced construction environment. A structural design that may have taken days to produce 20 years ago may now require weeks of rigorous analysis and review. Further, the intricacies of building code regulations are constantly evolving, which challenges the design profession to keep current with standards of practice.

While this issue isn't unique to the design of masonry structures since it applies to all construction systems with equal vigor, masonry will soon have a new tool—the Direct Design Handbook for Masonry Structures. It is currently being reviewed by the Masonry Society's Technical Committee to simplify the structural design of concrete masonry buildings. Once finished, the handbook offers a code-enforceable, standardized method for determining design loads, designing and detailing the masonry system (including window and door openings), and outlining material specifications—all in just 12 steps.

Direct design overview

Following the deemed-to-comply procedures outlined in the draft handbook, a complete structural design of a load-bearing concrete masonry structure (in accordance with the full intent of the Masonry Standards Joint Committee (MSJC) design and construction provisions) can be completed in minutes. The Direct Design method is not intended to replace the MSJC documents, which would remain an excellent resource for the structural design community when designing

large or otherwise complex masonry structures. The Direct Design method, conversely, is intended to provide for the design of relatively small, regular structures that commonly incorporate masonry as a structural system.

The Direct Design Handbook for Masonry Structures details practical design concepts for the safe and efficient use of masonry as a structural system in common applications. By compiling the results of billions of combinations of rigorous designs and analyses into a quick reference handbook, designers no longer have to do these calculations themselves.

The Direct Design Handbook for Masonry Structures details practical design concepts for the safe and efficient use of masonry as a structural system in common applications.

The scope of the handbook covers a wide array of common-building structures with design variables applicable to nearly all areas of the country, including:

- Reinforced and unreinforced concrete masonry construction.
- Single-story buildings up to 30 feet, using 8-inch units.
- Roofs with joists spanning up to 60 feet.
- Roof dead loads from 2 to 30 pounds per square foot.
- Roof live loads up to 20 pounds per square foot.
- Basic winds speeds up to 150 mph.
- Ground snow loads from 0 to 60 pounds per square foot.
- Any Seismic Design Category.

Following the procedures in the handbook, a step-by-step process provides for general structural stability and load paths, as well as triggers reinforcement requirements based on design loads. The finished design accounts for all anticipated in-plane and out-of-plane loading effects on the masonry system, and the impact of wall openings.

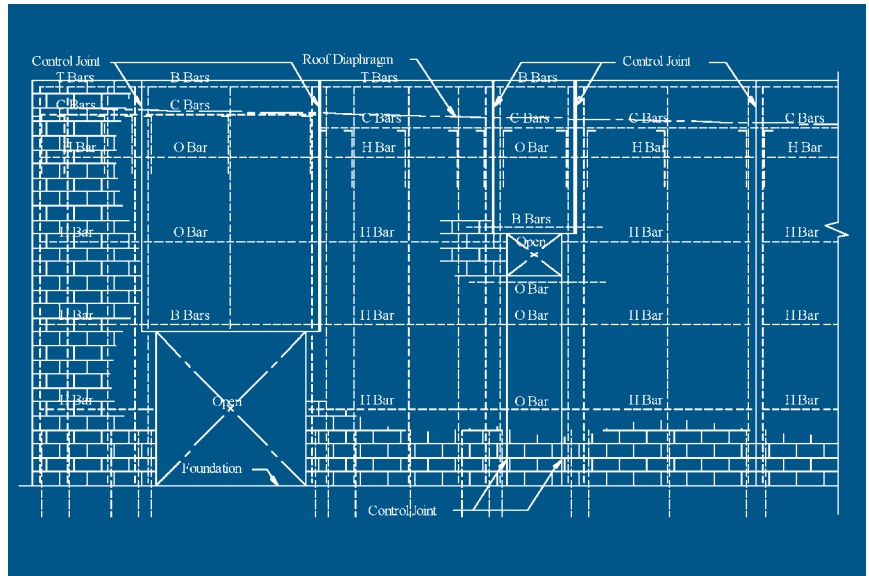
The simplicity of the Direct Design method for masonry lies in its ability to standardize design details based upon project-specific variables. The figure on page 9 shows the universal reinforcement legend for masonry walls,

designed by the Direct Design method. Based on a project's geographic location, the Direct Design method provides look-up tables for reinforcement requirements, if needed and if applicable, around openings (O Bars), in horizontal bond beams (H Bars), for vertical steel (V Bars), and for diaphragm chord connections (C Bars).

Limitations

While the establishment of a simplified design method for common masonry structures to augment current design practices has been deemed high priority by the structural design community at large, the simplification of the design process does necessitate imposing restrictions and limits on

the application of the Direct Design method. Although every attempt was made to keep the limitations as few as possible, a user may need to engineer one or more components of a masonry structure using standardized procedures. A simple example applies to the design of masonry lintels over openings. In the current Direct Design method, the maximum span length for pre-engineered lintels included in the handbook is 24 feet. While this limit encompasses the vast majority of openings in masonry buildings, it is possible that a larger opening size is desired. In such cases, the lin-



Once published, the design community will find Direct Design to be a reliable and efficient method of designing common masonry structures.

tel over the larger opening is designed using standard engineering practices, while the remainder of the masonry structure is designed using the Direct Design method. Means and methods for designing “outside” the Direct Design method are clearly described in the draft handbook.

Current limits imposed when using the Direct Design method:

- Parapet heights and changes in roof heights are not to exceed 4 feet.
- Wall openings are required to be rectangular.
- The maximum-plan dimensions of the diaphragm cannot exceed 200 feet, although multiple building segments sharing common walls can be joined to allow limitless complexes of buildings, as may be desirable in strip malls.

- The slope of the roof is not less than 0.25 inches per foot and not more than 12 inches per foot.
- The maximum span of roof joists is 60 feet, and the maximum spacing between roof joists is 6 feet.
- Canopies and overhangs are not permitted if they impart loads on the masonry structure.
- Concrete masonry units are required to comply with ASTM C 90, and be laid in running bond.
- Any Type S mortar, complying with ASTM C 270, is permitted, except in Seismic Design Category D, E, and F, where Portland-cement-lime or mortar-cement mortar is required.
- The specified compressive strength of masonry is at least 1,500 psi.

The future of Direct Design

Although this standard covers the vast majority of common masonry structures, the handbook has been intentionally formatted to allow easy expansion of its scope and limitations to accommodate scenarios not currently covered. Based on the feedback of those who have already reviewed the draft standard, plans are already being conceived to expand the scope to include units of larger size, clay masonry units, as well as other design variables.

Once published, the design community will find Direct Design to be a reliable and efficient method of designing common masonry structures. At that time, it may be desirable to reference the standard in other documents, so that the Direct Design method, or a version of it, may be deemed to comply with building codes. Examples include:

- Reference by the MSJC as an alternative to existing engineered or empirical design method.

continued on page 11

Student Unit Design Competition Winners Honored at Midyear



The top three teams in the 2007 NCMA Student Unit Design Competition were honored and gave presentations of their unit designs at the NCMA Product Development and Creative Concepts Forum at the NCMA Mid-year Meeting this past July. All three teams were from North Carolina State University, and were accompanied by their professor, Patrick Rand. The winning innovative unit was “The Jointless Concrete Block,” which featured full-dimension, 8-inch (203-mm) units with preset 3/8-inch (10-mm) cutouts in the top and side of the block to maintain a uniform mortar joint thickness and smooth surface. The block requires less skill to lay than

a conventional block; and is, therefore, ideal for do-it-yourselfers and commercial-type construction.

Winning second place was “Rotational Block,” which boasts an angle of 0 to 225 degrees, and is conducive to building corners and curved walls. In third place was “Turtle Block” featuring self-aligning joints and only 2 webs rather than 3 for increased energy efficiency.

Universities and producer sponsors are encouraged to begin projects for the 2008 competition. The national winning team not only receives an all-expense paid trip to the NCMA Mid-year meeting, which is in Huntington Beach, California, August 6-10, next year, but cash—\$500 to each student. Cash prizes and certificates are awarded

The North Carolina University winning team is Derek Lane (second from left), Karissa Ptylak, Matt Weiss, Emily Michelle Blackwell, and Daryl Rackley. The team is joined in this photo by North Carolina professor Patrick Rand (left) and Frank Werner (right), Adams Products Company, A Div. of Oldcastle APG South Inc., Morrisville, South Carolina.

to regional competition winners. A full brochure on the Student Unit Design Competition is downloadable at the lower-left-hand corner on ncma.org, or contact NCMA technical publication director Dennis Graber at 703-713-1900 or at dgrab@ncma.org. ■

DIRECT DESIGN

continued from page 9

- Reference by the International Residential Code (IRC). Currently, the IRC does not include deemed-to-comply structural design for high-seismic design categories. The Direct Design Guide could fill this gap. Further, the IRC currently references the outdated SSTD 10 document for high-wind design. Pending the development of contemporary high-wind design requirements for masonry, the Direct Design Guide could be used.
- Reference by the International Building Code (IBC). For small, commercial structures within the scope of the Direct Design Guide, the IBC could reference these provisions as a simpler option to conventional engineered design methods.

Although the Direct Design Handbook for Masonry Structures is fully drafted and is undergoing rigorous review, the arduous process of standardizing the document still lies ahead. While the standardization process helps to ensure a more thorough vetting prior to publication, and allows the handbook to be referenced by existing building codes, it does require more time to complete. Nevertheless, the authors of the handbook remain optimistic that an approved document will be finalized by fall 2008. ■

TEK 6-4A Energy Code Compliance Using COMcheck-EZ

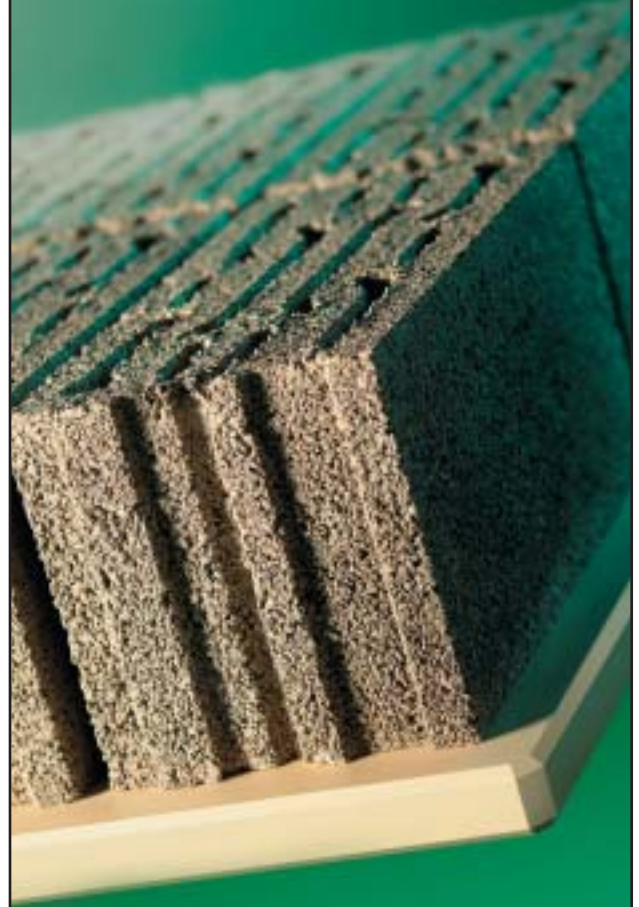
TEK 6-4A provides a basic overview of COMcheck-EZ and guidance on concrete masonry building envelope compliance. COMcheck-EZ, a free computer program developed by the U.S. Department of Energy for commercial building code compliance, provides more design flexibility than prescriptive tables. It allows redistribution of insulation levels in a building, in that the area of fenestration can be increased and the additional energy demand offset by increasing the insulation levels in the roof or wall.

TEK 6-4A is appropriate for architects, builders, building officials, engineers, and inspectors. To order copies, call the NCMA Publications Department at 703-713-1900.

Improved Quality and Increased Profitability in the Production of Blocks and Pavers

DuroBOARD®

The New Benchmark for Production Boards



Developed in cooperation with  Bayer MaterialScience

ASSYX
ENGINEERED BOARDS

ASSYX GmbH & Co. KG
Zum Kögelsborn 6 · D-56626 Andernach/Germany
Phone: +49 (0) 2632 – 94 75 10
Fax: +49 (0) 2632 – 94 75 111
E-Mail: info@assyx.com · Web: www.assyx.com

General Distributor for USA / Canada / Mexico:
Kraft Energy Systems Inc. /U.S.A.
5450 Stratum Drive, Fort Worth, TX 76137
Phone: +1 (817) 338 – 4997
Fax: +1 (817) 338 – 0233
email: usa@assyx.com



big 5 in Dubai
Please visit us:
Booth ZABEEL J25

Need a reliable solution to your bag stacking challenges?

Columbia/Okura robotic palletizers...

- Eliminate costly stacking-related injuries
- Surprisingly affordable
- Can handle both paper and poly bags from up to four production lines
- Speeds up to 24 bags per minute

- Easy to program
- Low maintenance
- 24 Hr. customer service support



Call us today
(360)735-1952
www.columbiaokura.com

COLUMBIA/OKURA, LLC.
Vancouver, WA
Email: pallsales@colmac.com

International
ICON expo
2009
Concrete Exposition

FEBRUARY 26-28, 2009
INDIANAPOLIS, INDIANA

The VENA WCS Wet-Cast System

will adapt to your market place and allow you to stay competitive and innovative.



Stepping Stone



Veneer Stone



Cobble Paver

Inspired by the beauty of natural stone the new automated VENA Wet-Cast System will give you the flexibility of producing a spectacular range of concrete products such as tiles, pavers, flagstones, veneer stones and retaining wall units.

VENA
MACHINERY

Telephone: 888 901-4444

• www.venamachinery.com

REACH YOUR TARGET AUDIENCE!

LOCATION, LOCATION, LOCATION!

You'll find no better location to achieve your advertising objectives than through the **National Concrete Masonry Association (NCMA)**.

**Get your company noticed,
Hit your target market, and
Provide a worthwhile return
on investment (ROI).**

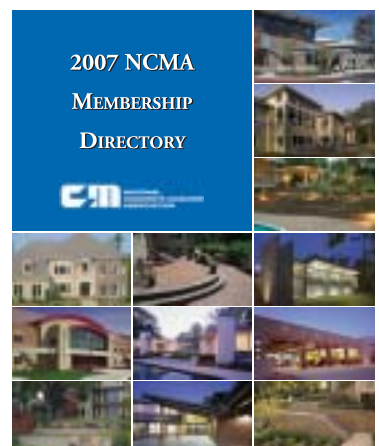
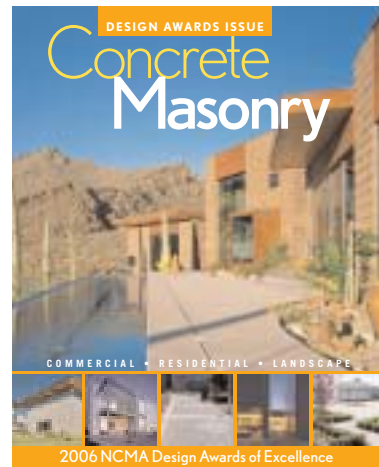
NCMA gives you the opportunity to get your message seen in:

- 1.** E-News Brief—an electronic bulletin delivered to more than 2,200 inboxes each week.
- 2.** CM News—a monthly publication, reporting on industry trends.
- 3.** Concrete Masonry Designs—a monthly magazine, alternating commercial, hardscape, and residential themes and an annual design awards issue.
- 4.** Membership Directory—a year-long resource book, featuring 250-plus pages.

We can develop an impressive advertising package that reaches your target audience, meets your budget, and delivers the ROI you're looking for. Visit www.ncma.org to download the 2008 Advertising and Media Planner, or contact Ron Churchill at 703-713-1900, ext. 209, or by email, rchurchill@ncma.org.



Sustainable Concrete Products for Structures and Hardscapes



Mapping the Future for Concrete Masonry

Results of the 2007 strategic market mapping study

More than 90 percent of those in the structures/buildings group say they are likely to use concrete masonry in the next year...

First in 2002, again in 2007

The concrete masonry and hardscape industry continues to make progress towards the goal of improving the design of and marketing its products to appeal to many different audiences. Five years ago, NCMA conducted its first strategic market mapping process to learn how key industry segments regard the industry. With the data collected, the industry can effectively increase the demand for concrete masonry products.

The 2002 research highlighted a number of information gaps and inconsistencies, as well as emerging issues of concern. NCMA responded with a combination of marketing, education, engineering, and relationship-building initiatives, which were implemented by NCMA committees and the marketing programs of member companies. Using the research as a guide, key messages of industry programs emphasized important attributes of concrete masonry, such as resistance to fire, mold, and damaging winds.

This year, we again conducted intelligence-gathering research to gain new market-driven feedback on concrete masonry, compared attitudes across key industry segments, and gauged how perceptions may have changed since we researched them in 2002.

As time progresses, so should our industry

This year's research shows interesting differences between the architects, designers, engineers, owners, and regulators who work in the hardscape/segmental retaining walls (SRW) and structures/buildings segments of our industry, so we address them separately.

Product availability and sustainability (meaning durable/long-lasting) are factors that rank high in both performance and satisfaction for the group, but we need to focus on improving perceptions of the interior acoustics of concrete masonry.

Two overarching trends apply to both groups, however. For one, we learned this year that a majority in each of our audience groups identifies designers and architects as the final decision-makers for specifying hardscape/SRW or building materials. For these critical influencers, cost is overwhelmingly the number-one factor mentioned in making this decision. Clearly, we need to reach this group with concise, consistent messages on the cost effectiveness of our products.

The research showed that a new focus on the environmental properties and “sustainability” of concrete masonry has emerged, displacing fire resistance as the major issue for industry and non-industry segments alike. One challenge for us is that “sustainability” means different things to different people. With the heightened national and international attention on global climate change, the message needs to include the unparalleled environmental qualities of concrete masonry.

Durability, very important

This year, we increased the number of market segments surveyed in the hardscape/segmental retaining wall (SRW) group, where the growth of the use of SRW is surging in many parts of North America. Even more encouraging, four of five respondents in this group said they were likely to specify SRW next year.

Landscape architects, designers, engineers, developers, and owners rank segmental retaining walls highly for both durability and product availability. They are concerned, however, about the seismic integrity and resistance of the product, as well as the ability to meet construction schedules.

The perceptions of hardscape/SRW to the Department of Transportation and Federal Housing Administration differ from the architects, engineers, and developers in some important ways. The former group cites product availability, environmental acceptability, seismic integrity and resistance, and durability as key positive attributes of segmental retaining walls. Their appreciation of SRW durability is a finding that conflicts with feedback many in our industry have received from them. However, durability was a positive factor named by half of the survey participants in the group. At the same time, the research points to a number of opportunities where we can tailor our products, programs, and messages to be more effective with hardscape/SRW specifiers.

Consistent performance for structures/buildings

More than 90 percent of those in the structures/buildings group say they are likely to use concrete masonry in the next year, reflecting the widespread acceptance of our industry’s products, particularly for use in foundations and walls for buildings and structures. Not surprisingly, this group cites security, durability, and infestation resistance as important attributes of concrete masonry.

Yet, while support for concrete masonry is solid for this group, opportunities exist to make our products and marketing better respond to their needs. Many in this segment believe that the seismic integrity and resistance of concrete masonry need to be improved. In addition, there are many who cite poor product variety and lack of innovation as areas that need attention. We have the ability to change these perceptions, but it will require focused and persistent efforts.

We expanded the survey this year to include a new segment: building officials and regulators, and the findings provide valuable insights into how to fashion our communications with this important audience. Product availability and sustainability (meaning durable/long lasting) rank high in both performance and satisfaction for the group, but we need to focus on improving perceptions of the interior acoustics of concrete masonry.

The road ahead

As with the first survey, this year’s data guide the activities of many NCMA committees. The Marketing Committee uses the knowledge gained to more effectively influence the attitudes and opinions of key targets we want to reach. Other committees, including Codes and Standards, and Technical, Education and Training, use the results to help deter-

mine what changes in codes and standards may be necessary, what research is needed, and what new training and education programs are required. Perhaps most important, this research provides our members with fresh insights that can be integrated into company marketing programs.

NCMA continues a tradition to educate all of those who specify, design with, use, or purchase materials, and convince them of the superiority of concrete masonry products.

Many believe that security and structural capacity of concrete masonry are positive attributes that should be promoted.

We are making progress, but much remains to be done. The concrete masonry and hardscape industry, as a whole, needs to respond to the challenges. ■

For a copy of the 2007 Strategic Market Mapping Report (available to NCMA members only), please contact James Gaidry, vice president of marketing and sales, at 703-713-1900 or jgaidry@ncma.org.

TARGETING MESSAGES TO SPECIFIC AUDIENCES: A MARKET DRIVEN APPROACH USING PRIORITYPLOT ANALYSIS

The 2007 NCMA Strategic Market Mapping research provides the industry with an audience-specific guide to leverage strengths and focus on opportunities presented by current market perceptions. For each audience group, PriorityPlot analysis places attributes of concrete masonry in one of four categories: promote, improve, maintain, monitor.

Promote. Attributes in this PriorityPlot category are very important to the audience and are perceived as areas in which concrete masonry performs very well. These attributes are powerful for developing targeted messages to promoting concrete masonry. For example, “durability” is in the “promote” category for most audience segments.

Improve. Attributes in this PriorityPlot category are very important to the audience but are not perceived as strengths of concrete masonry products. “Design flexibility” is an attribute that appears in this category for several audience segments. If the problem is audience perception, an information/education campaign may be desirable.

Maintain. Attributes in this PriorityPlot category get high marks for performance but aren’t particularly important to the audience. Action may not be needed for these attributes.

Monitor. Attributes in this category do not get high marks for performance, and they aren’t particularly important either. As for the “maintain” attributes, no action may be needed.

PriorityPlot charts below are particularly useful for shaping communication messages that resonate with specific target audiences, and for identifying potential opportunities for improving perceptions through education and communication, research, or product enhancements.

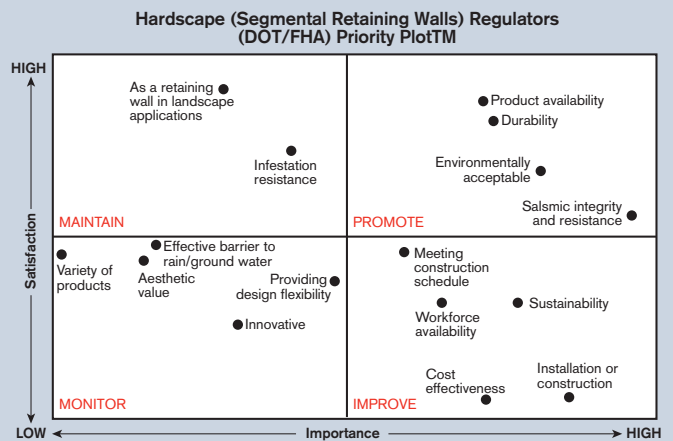


Figure 1. Hardscape (SRW) Regulators (DOT/FHA) Priority Plot
Attributes to promote: Durability and product availability. Perceptions to improve: Seismic integrity and resistance; the ability to meet construction schedules, design flexibility, and aesthetic value and concrete masonry as being innovative.

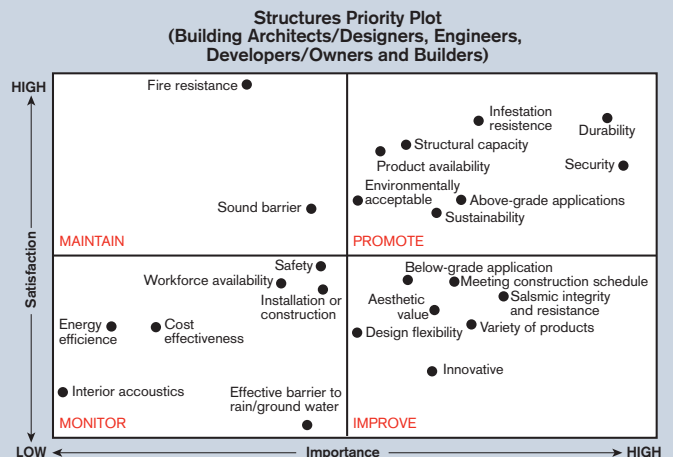


Figure 2. Structures Priority Plot
Attributes to promote: Security, durability and infestation resistance. Perceptions to improve: Seismic integrity and resistance, product variety and concrete masonry being innovative.



John Cauffman, President, Hagerstown Block Company

ALWAYS ASK FOR SOLOMON COLORS.

IL: 800-624-0261 • CA: 866-747-2656 • www.solomoncolors.com

"I won't recommend a system that I don't think works. I have been asked how we got our colors so bright and so consistent and they asked me who we used. I recommended Solomon."



**SGS SOLOMON
COLORS, INC.**
The World Leader in Concrete Coloring Solutions

NCMA to Host Sen. Salazar at Annual Meeting



NCMA hosts a fundraising reception for **Senator Ken Salazar** (D-CO) on Friday, February 8, at 7 p.m., during the association's annual convention in Denver.

This is an excellent opportunity for NCMA to begin to develop a strong working relationship with one of the up-and-coming stars of the U.S. Senate. Senator Salazar already holds positions on several of the most powerful and influential committees in the Senate, including Finance, Agriculture, and Energy and Natural Resources. As such, Senator Salazar could have a major role in helping shape NCMA's legislative agenda, particularly in the areas of sustainability, passive solar design, and energy-efficient building construction.

Senator Salazar is a proponent of a strong national defense and homeland security, energy independence, revitalizing

rural America and agriculture, affordable health care, and protecting America's lands and water. He has helped organize a bipartisan coalition of 10 senators who press for greater use of renewable fuels and improved motor vehicle efficiency. As such, he is viewed in the Senate as one of the leaders of our national energy debate, a legislative area that holds great opportunity for NCMA and its members.

The senator and his family have been farmers and ranchers in the San Luis Valley since before Colorado became a state. He and his wife have owned three small businesses, giving him a keen awareness and appreciation of the issues facing many small business owners today.

In addition to his Senate service, Ken Salazar has a long record of public service including six years as Colorado's thirty-sixth attorney general. ■

For more information on this event, contact the government affairs director Bill Plenge at 703-713-1900 or bplenge@ncma.org.

Immigration and Employment

NCMA readers should not expect much movement toward immigration reform before the 2008 elections. Since Democrats have realized that there is little more that Republicans gaffes can do to absolutely give away the next election, they are sitting back on immigration until January 2009, when they will take both houses of Congress and the White House. They reason that loudly pushing for immigration-friendly law and policy reform will not gain them any more votes from the pro-immigration community than are already in their camp—and is likely to shore up Republican resistance in closely contested congressional districts they would like to gain. Undermining their election chances for a sure presidential veto is simply not in the cards from the Democratic Party.

A new report from the National Conference of State Legislatures shows that over 1,400 immigration-related bills

have been introduced in state legislatures during 2007—more than twice as many as in 2006. Of these new bills, 170 were signed into law in 41 states, four were vetoed, and 12 are waiting to be signed.

High-profile laws passed in Arizona, Colorado, and Oklahoma require employers to use the previously voluntary federal Basic Pilot Program to determine work eligibility, while an Arkansas law prohibits state's agencies from working with businesses that employ illegal immigrants and requires contractors to certify their employees' legality. In Tennessee, employers that "recklessly" employ unauthorized workers face criminal charges and fines of up to \$50,000, beginning January 1. Elsewhere, a Georgia law prohibits compensation paid to an illegal alien from being classified as a business expense. ■

"No Match" on Hold

The Department of Homeland Security's (DHS) proposal to tie the Social Security Administration's no-match letter program to its agency enforcement has been put on hold. Opponents have secured a temporary restraining order, and now opponents and DHS will duke it out in court. As previously reported, the Social Security Administration issues

no-match letters when there are at least 10 W-2s from an employer that do not match an account. These letters are issued annually after employers file their W-2s, and the 2007 letters (on 2006 W-2 information) are due to be issued this month. ■

Estate Tax Rate and Exemption Schedule

Fewer and fewer estates through this decade will be affected by the federal estate tax as exemptions climb toward \$3.5 million in 2009. The tax is repealed altogether in 2010, but it comes back with a roar in 2011 when the temporary repeal measure (the Tax Relief Act of 2001) expires, and all revert to business as usual at the Internal Revenue Service (\$1 million exemption and 55 percent highest tax rate).

Democrats show little sentiment for permanently repealing the estate tax after 2010, but have gone quiet on the matter, most likely until after the elections. Republicans contend that Democrats are already “counting their money” from this massive and confiscatory redistribution of wealth. But they are getting no play from this accusation, and have gone quiet, as well. Neither party wants to waste valuable campaign time bring-

ing the public along on this issue when so much is at stake in the elections, and other issues—the war and immigration, etc.—have already polarized their electorate. ■

Rate and Exemption Schedule

Calendar Year	Exemption (million \$)	Highest Tax Rate (percent)
2002	1	50
2003	1	49
2004	1.5	48
2005	1.5	47
2006	2	46
2007	2	45
2008	2	45
2009	3.5	45
2010	Estate Tax Repealed	
2011	1	55

- Steel Racks
- Steel Pallets



*Domestic & Worldwide
Service.*

- Steel Products
- Sand Hoppers



**Our company has the experience you are looking for!
We have been producing Steel Pallets & Steel Racks
since 1973 and are former Concrete Block Producers.**

**Jeff McCarroll ■ 800 • 860 • 6065 ■ 937 • 293 • 5404 Fax
■ dmwelding@att.net**

*world class
equipment and
world class service!*

microwave moisture
measurement for the
concrete industry




Hydronix

692 W. Conway Rd., Suite 24
Harbor Springs, MI 49740
Tel: (231) 439-5000
Fax: (231) 439-5001
Toll-free in USA and Canada
(888) 887-4884

www.hydrnix.com

Admixture Sales
to the machined
concrete
industry.



ACME-HARDESTY CO.

Please respond to:
ddeppen@acme-hardesty.com

ALABAMA PALLETS

“Your Dependable and
Experienced Steel Pallet and
Rack Source for the Concrete
Block and Paver Industry”

Mike Crancer
Phone: (636) 861-7300
Toll Free: (888) 530-7337
Fax: (636) 861-7335
E-mail: mcrancer@msn.com
www.steelpallets.org

Visit us at MCPX 2008,
Booth 983, February 7-9,
in Denver, Colorado



STRATA
SYSTEMS, INC.

- HIGHEST QUALITY GEOGRIDS
- BEST CUSTOMER SERVICE
- COMPETITIVE PRICES

WWW.GEOGRID.COM

SPARTAN
STEEL PRODUCTS



Lowest prices on the highest
quality pallets

Lane Hamilton	800-627-4737	Lhamilton@spartansteel.com
Geoff Ridder	800-627-4737	gridder@spartansteel.com
Glen Reynolds	800-732-3419	greynolds@spartansteel.com
Dustin Reynolds	800-732-3419	dreynolds@spartansteel.com

Ventas en Español:
Samara Wilson 888-832-1415 swilson@spartansteel.com
spartansteel.com

iwigroup llc

member of



Buying/Selling Used Equipment
Block Machines, Block Plants, Batch Plants, Crushers, Forklifts,
Front End Automation, Lintel Machines, Mixers, Paver Plants,
Precast, Cubers, Racks/Pallets, Roof Tile Machines, Trucks

Contact us for a FREE Brochure!

6069 Oakbrook Parkway, Norcross, GA 30093
Phone: (800) 247-2819 or (770) 840-7060
Fax: (770) 840-7069
e-mail: sales@iwigroup.com
www.iwigroup.com

For advertising information, call NCMA at 703-713-1900.

OMNIA ENGINEERING

SAVE FUEL, INCREASE YIELDS WITH CONSOLIDATED UNIT

Complete Vapor Curing Systems Heats Mixing Water, Heats the Plant Highest Efficiencies, Lowest Cost


Get the Facts
1-800-541-9516
www.omniaconcrete.com

THE ORIGINAL
www.careercrete.com
Block | Paver | Pipe | Precast | Ready Mix

CONCRETE INDUSTRY ASSOCIATES EMPLOYMENT AGENCY

PO Box 954
Grand Haven, MI 49417
Tel: 616-842-0227
E-mail: geb@concretejob.com



NO FEES, NO EXCLUSIVITY, SO LIST WITH US.

We buy and sell used equipment related to concrete product manufacturing.

Complete listing at www.dit-equip.com

Batching plant for precast

- New 1985 (never-operated) Elba 600 tons, 4 compartment bins, 2-yard new mixer and skip hoist, 2 only traveling buckets to production station, building stairways, bucket elevator. Beautiful German fabrication.

Batching plant for ready-mix

- 12 cu yd Erie Strayer mobile plant can be sold as dry batch plant or C/w 12 cy Erie Strayer tilt mixer.
- 3 Compartments 80 cu. yd. and cement silo 165 ton split 100/65 tons.

Conveyors

- 3 V-Belt conveyors: 24 inch by 135 ft, 50 ft and a reversible 60 ft.
- 2 conveyors of 30 inch x 32 ft, 30 inch by 23 ft.
- Heavy duty slat conveyor of 48 inch in width and 25 foot long with sub structure.

Cubers

- Mid 70's Besser SF5 automatic cubing system with one turn table.
- 2001 Besser SF7 Semi-automatic cubing system.
- 1980 Lithibar cubing system rebuilt in 1999. Semi-Automatic with tear clamps.

Block plants

- Besser Dynapac block machine (1987) with UL26 handling system (2001).
- Besser V312 complete block plant.
- Ciematic complete block plant. Liquidation price.
- Columbia 16 machine with UL26 handling system.

Mixers

- New 1985 (never used) 2 cu. Yd. Elba ribbon mixer & skip hoist.
- Besser 100 cu. Ft. ribbon type mixer completely overhauled. Wichita clutch, new style liners, probes, new blades, new discharge door.
- 2 Teka (1997 and 2000) pan type mixer, 1250 liters.
- (2) Mixer system 2 cu. Yd. (1995) pan type mixer.

Tumbling line

- Vena double feeder, Vena tumbler, Vena inclined pattern forming table re-cubing system.
- 2 Heavy duty tumblers: Asphalt drum rubber lined and the other is Nickel alloy lining.
- Lithibar cubing system with tear clamps and pattern forming table for tumbled products.

Toll free: (888) 503-8812
Tel: (450) 653-2523, fax (450) 653-9686,
Email: info@dit-equip.com
www.dit-equip.com

Molds are Our Business

We Design and Build Molds for Most Block Machines
Our Quality and Price Will Please You

Madison Machine Co., Inc.
2815 Sharp Road, Adrian, MI 49221
Tel: (517) 265-8532 Fax: (517) 265-8438

IMMEDIATE CAREER OPPORTUNITIES—NATIONWIDE RECRUITING

BLOCK & PAVER

United Employment Associates, LLC has been successfully placing Industry Professionals Since 1973.
View available positions and candidates at:

www.concretejobs.com

All Fees Company Paid
Reply in confidence to:
Michael S. Stauffer, United Employment Assoc., LLC
2030 Tilghman St., Suite 201, Allentown, PA 18104
Tel: 610-437-5040 Fax: 610-437-9650 Evening: 610-437-2494
E-mail: mstauffer@unitedemployment.com www.unitedemployment.com

THE CLASSIC MOISTURE PROBE SINCE 1964



Try it **FREE** for 30 Days! CALL TODAY!

A moisture meter's best friend is a reliable and affordable moisture probe from S&S Products.

Contact Us Today!
www.SandSProducts.com
Tel: 610-449-9123
Fax: 610-789-6052

S & S PRODUCTS

UPCOMING EVENTS CALENDAR

To view the entire industry calendar, please visit: <http://www.ncma.org/online/industrycalendar.pdf>.

November

2 NCMA Concrete Products University Instructor Training Course ■ Herndon, Virginia ■ drozsa@ncma.org

5-8 NCMA Block and Landscape Products Sales Course ■ Herndon, Virginia ■ ncma.org/meet/edu

7-9 U.S. Green Building Council ■ GreenBuild ■ Chicago, Illinois ■ McCormick Place West Building ■ greenbuildexpo.org

8-13 The Masonry Society ■ Annual Meeting ■ Pittsburgh, Pennsylvania ■ Sheraton Station Square Hotel ■ masonrysociety.org

13 Nebraska Concrete Masonry Association ■ Board, Budget, and Election Meeting ■ York, Nebraska ■ info@nebraskaconcretemasonry.com

14-15 NCMA Karrass Negotiation Seminar ■ Herndon, Virginia ■ drozsa@ncma.org

19-20 NCMA & National Association of Home Builders ■ Train-the-Trainer-Instructor Training, Best Practices for Concrete Pavers and SRW Systems, and Concrete Masonry Home Building ■ Indianapolis, Indiana ■ hjunk@ncma.org

19-20 NCMA & National Association of Home Builders ■ Train-the-Trainer-Instructor Training, Best Practices for Concrete Pavers and SRW Systems, and Concrete Masonry Home Building ■ Phoenix, Arizona ■ hjunk@ncma.org

December

ASTM International Committee Meetings
All in Tampa, Florida, Marriott Waterside, astm.org

2-5 E 05 Fire Standards Meetings

3-5 C 09 Concrete and Concrete Aggregates Meetings

4-5 C 27 Precast Concrete Products Meetings

4-6 C 12 Mortars and Grouts for Unit Masonry Meetings

4-6 C 15 Manufactured Masonry Units Meetings

5 International Masonry Institute & Association of Licensed Architects ■ Presentation on Masonry Detailing ■ Rolling Meadows, Illinois ■ NCMA ■ www.masonrydetails.org

5-6 C 07 Lime Meetings

5-7 C 01 Cement Meetings

12 Nebraska Concrete Masonry Association ■ Board Meeting ■ Lincoln, Nebraska ■ info@nebraskaconcretemasonry.com

12 New England Concrete Masonry Association ■ Holiday Meeting ■ Boxborough, Massachusetts, ■ NCMA ■ dimmick@necma.org

12-13 NCMA & National Association of Home Builders ■ Train-the-Trainer-Instructor Training, Best Practices for Concrete Pavers and SRW Systems, and Concrete Masonry Home Building ■ Herndon, Virginia ■ hjunk@ncma.org

13-14 NCMA SRW Installer Train-the-Trainer Course ■ Herndon, Virginia ■ NCMA ■ ncma.org/meet/edu.html

January

9-11 NCMA Customer Service Course ■ Herndon, Virginia ■ NCMA ■ ncma.org/meet/edu.html

21-25 Hanley Wood ■ World of Masonry with World of Concrete ■ Las Vegas, Nevada ■ Las Vegas Convention Center ■ worldofconcrete.com

22 Concrete and Masonry Related Associations ■ Meeting ■ Las Vegas, Nevada ■ douglas.dordyl@concretesdc.org

29-31 ASTM International ■ D 35 Geosynthetics Meeting ■ Tampa, Florida ■ Marriott Waterside ■ astm.org

The Top 10 Hazards of MOLD *(and how to deal with them)*

Masons and concrete contractors find themselves in all kinds of work locations, many of which expose them to environmental hazards. One hazard that has received a great deal of attention in recent years is mold. Here are 10 harmful effects of mold, plus how to limit or avoid your exposure and treat them once you have been exposed.

1. Potential health effects and symptoms associated with mold exposure include allergic reactions, asthma, and other respiratory complaints.

The presence of mold in an indoor environment can trigger many health issues, which are mostly respiratory. The most common health complaints are considered allergic reactions. Like any allergy, the symptoms vary from mild to severe, depending on the person's sensitivity to molds. The symptoms can be as simple as a stuffy nose and itchy eyes; as serious as a fever and shortness of breath to a full blown asthma attack or a mold infection in the lungs.

2. There is no practical way to eliminate all molds and mold spores in the indoor environment; the way to control indoor mold growth is to control moisture.

Molds grow as part of the natural environment, and thrive in damp areas where they break down plant material both indoors and out. Because molds and their spores are always in the environment, there is no way to completely remove them. Spores are so tiny they are invisible to the naked eye and float through the air. However, mold growth can be virtually eliminated inside by keeping moisture to a minimum.

3. If mold is a problem in your home or worksite, clean up the mold and eliminate sources of moisture. Once mold is discovered, it must be thoroughly cleaned. This is best done by

scrubbing mold from hard surfaces with detergent and water. (Disinfecting is unnecessary). If ceiling tiles or other absorbent materials, such as drywall, have become moldy or very wet, they should be thrown away. If the sources of moisture are not removed, the mold returns.

4. Fix the source of the water problem or leak to prevent mold growth. A mold problem can be cleaned up. But unless the source of water is removed, the mold returns. Typically, an internal leak or water is entering a building from the outside. To prevent further mold growth, the water source must be found and removed.

5. Reduce relative humidity—by 25 to 60 percent—to slow mold growth. This can be done by venting bathrooms, dryers, and other moisture-generating sources to the outside; using air conditioners and de-humidifiers; increasing ventilation; and using exhaust fans whenever possible. Anything that can be done to eliminate humidity in a building reduces the risk of developing a mold problem.

6. Clean and dry any damp or wet building materials and furnishings within one to two days to prevent mold growth. Water damaged drywall, ceiling tiles, and carpets are among some of the more common sources of mold. If damp building materials are used in a construction job, mold may grow and infest the structure.

7. The most important step in mold prevention is a visual inspection. If a building's exterior surfaces and drainage systems work well, mold growth can stop before it starts. Finding a leak early can minimize or eliminate mold.

8. Ventilate attics and crawl spaces to decrease moisture build-up and install exhaust fans. By keeping the humidity level in these places at no higher than the Occupational Safety

and Health Administration (OSHA)-recommended 50 percent, water condensation on building materials can be minimized. Everyday activities and weather changes cause an increase in a building's humidity.

9. Properly maintain and clean a building's ventilation and duct systems to decrease the spread of mold.

Ventilation systems should be periodically cleaned and damp filters changed. Components of a ventilation system that are exposed to water, like drainage pans and coils, must be scrupulously clean. If mold enters the ventilation system, it spreads throughout a building. For this reason, ducts and ventilation systems should be cleaned at the same time.

10. Currently, there are no federal standards or recommendations—from OSHA, the National Institute for Occupational Safety and Health, or Environmental Protection Agency—for airborne concentrations of mold or mold spores. Scientific research on the link between mold exposure and health effects is ongoing. Concrete masonry does not provide food for mold growth. Even though mold can feed off the masonry surface dust and dirt, mold can be removed from concrete masonry by cleaning it. Mold cannot be removed from wood and drywall products as easily or as well. More information on mold is available at ncma.org/online/mold.html. ■

For more mold safety tips, consider NCMA's Block Plant Safety software at \$150 per plant per year (nonmembers \$450) or Intec's onsite consultation and training services. Call NCMA at 703-713-1900; contact Intec's Joe O'Connor at 607-624-7159 or joconnor@intecweb.com.

PDCC 2008

The next semi-annual NCMA

PRODUCT DEVELOPMENT AND CREATIVE CONCEPTS FORUM

held during the

2008 NCMA Annual Meeting
February 6, 2008
Denver, Colorado

This is your best opportunity to introduce innovative product and service concepts to producers and distributors of concrete masonry and concrete hardscape products.

NCMA's Product Development and Creative Concepts Forum recognizes and advances the development of new and existing concrete masonry products, methods of production, and innovative block and brick designs and systems integration within the concrete masonry and concrete hardscape industries.

The Forum, where your best ideas can be presented free of charge to your most important audience, attracts potential licensee producers and distributors.

Please complete the application and fax to 703-713-1910; attention: PDCC Liaison.



Sustainable Concrete Products for Structures and Hardscapes

PDCC 2008

PRODUCT DEVELOPMENT AND CREATIVE CONCEPTS FORUM

Presenter Application Form

Topic: provide a brief description of idea or product. Emphasize why this is a unique idea for the masonry industry. Tell if/when/where the product will become available, and in what venues the product has already been introduced.

Company Name _____

Representative _____

Address _____

Phone & Fax _____

E-mail _____

Web site _____

Is your company a member of NCMA? _____

When did your organization join NCMA? _____

Please attach three (3) copies of literature or other information that would assist in explaining your idea or product, and submit to NCMA's engineering projects manager. These can be faxed in with your application (703-713-1910) or mailed to NCMA (13750 Sunrise Valley Drive, Herndon, VA 20171). If you have questions, call 703-713-1900 and ask to speak to the PDCC Liaison.

Applications remain completely confidential.

If you are selected to make a presentation, you are notified by December 15.



Sustainable Concrete Products for Structures and Hardscapes

BESSER

INNOVATIVE PRODUCTION SYSTEMS

for Landscape, Masonry, Pipe & Precast

Pipe Equipment



Stone Aging Machine



Genuine
Besser
Parts

New-Style Splitting and Cubing Line

- Newly designed servo cubing system
- High speed splitting
- Handles paving stone and architectural units with one control system
- Easy programming, simple to learn and operate

Turnkey
Services

Concrete Products Machines



Mixing Technology



Precast Table Systems



Large Pallet Concrete Products Machines



BESSER

801 Johnson Street
Alpena, Michigan 49707 USA
phone: 989.354.4111
fax: 989.354.3120
e-mail: sales@besser.com

Besser Genuine Parts Ordering
phone: 800.530.9991
fax: 989.354.3190

besser.com