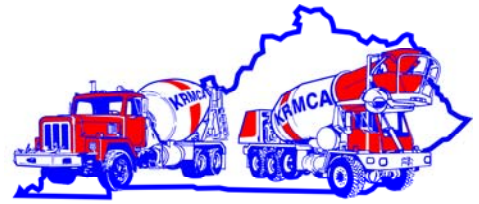


The Kentucky Ready Mixed Concrete Association



April 2008

1 HMB Circle • Frankfort, KY 40601 • Phone: 502-695-1535 • Fax: 502-695-9499 • Web: www.krmca.org

Calendar of Events

▶ April 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

*Promo Committee Meeting
KRMCA - 10:00AM* April 8

*Environment & Safety
Committee meeting KRMCA
Office - 10:00AM* April 9

*Quality & Specification
Committee Meeting- 9:00
AM* April 16

*KRMCA Spring Board
Meeting- KRMCA Office-
10:00 AM* April 22

*Concrete Parking Lot Semi-
nar - Louisville* April 23

*Concrete Ball- Marriott
Downtown Louisville* April 26

Architectural Concrete NKY May 1

*"Is all Concrete Created
Equal?" Hyatt Regency -
Lexington. Sponsored By
Bluegrass Promotions
Group* May 21

ACI Level I- KRMCA Office May 1
June 19
July 21

*KRMCA Annual Golf Out-
ing- Old Silo- Mt. Sterling,
KY* June 16

*KRMCA Summer Meeting-
Dale Hollow Resort* July 10-13

▶ May 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

INCREASING CONCRETE MARKET SHARE IN KENTUCKY

At the February 2007 KRMCA Winter Convention, we launched "The Challenge" program. Volunteering KRMCA Members agreed to take a Concrete Resource Guide filled with general information about concrete to a decision maker in their area. The resource guide contains information that educates decision makers about when and where they could use concrete to build better roads, parking lots, buildings, etc. and each month, volunteers bring a new handout for their decision maker's notebook. Participating members reported that for the most part, decision makers and designers that they had taken the resource guide to were very receptive and most were unaware of some of the outstanding products we had to offer. One KRMCA producer member reported that he had never tried this approach and after initial success with "The Challenge" he now has eight resource guides that he has distributed in his area and has had even one decision maker to design his first concrete parking lot.

We were able to distribute one hundred and three notebooks to city council persons, mayors, judges, architects, engineers, landscape architects, storm water managers, and other decision makers across Kentucky. Sounds great, huh? KRMCA Members actually visiting and educating people who can actually decide if concrete will be specified in a project. It is great, but we had a participation problem. The lions share of the one hundred and three resource guides were being distributed by a handful of people. Volunteering KRMCA Members were taking notebooks and handouts to multiple decision makers.

In an attempt to give this program a good kick in the pants and increase KRMCA Member participation to higher levels, we met with the cement companies and asked them to help make this program be the catalyst to **Increasing Concrete Market Share in Kentucky**. The six cement companies that supply Kentucky volunteered seventeen (17) of their sales staff to participate in this program and they additionally wanted to "partner" with one or more of their customers to go together and meet a decision maker. They also agreed to try to "flip" six parking lots each, meaning that we will have a minimum of one hundred and two (102) parking lot conversion attempts.

We may not get any conversions, but we have to try. Once we established this new energized base, we took this idea to the KRMCA Winter Convention and challenged all KRMCA producer and associate

(Continued on page 5)

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REGISTRATION FORM
KRMCA'S 22nd ANNUAL GOLF OUTING
JUNE 16, 2008 - Old Silo Golf Course - Mt. Sterling, KY
(Maps will be mailed to each team captain)

LUNCH: 11:00 a.m.

GOLF: Shotgun start will be at 12:00 p.m.

CASH BAR: 4:30 p.m.

DINNER: 5:00 p.m.

SIGN UP NOW: Limited to first 32 teams to enter

RATE INCLUDES: SCRAMBLE GOLF, CART, LUNCH, DINNER, LOGO GOLF SHIRT, includes refreshments on the course (beer & soft drinks), individual and team prizes.

Special Thanks to the Hole & Gold Club Sponsors who make this event special.

SCRAMBLE Format (Flights are based on the total team handicap)

Team Prizes 4 Flights (A FLIGHT - B FLIGHT - C FLIGHT - D FLIGHT) all 4 flights receive the same prizes, team with the fewest putts for 18 holes (this is only for teams that did not win a team flight prize).

Individual Prizes: Closest to the hole on all par3's, longest drive, longest putt

COMPANY NAME: _____

ADDRESS: _____ ZIP _____

MUST TURN IN A HDCP OR AVERAGE SCORE

This is our 4-person team:

Name _____ hdcp _____ Name _____ hdcp _____

Name _____ hdcp _____ Name _____ hdcp _____

(All entries must list an USGA hdcp. or golfer's average score)

I/we don't have a team and would like to be placed on one.

Name _____ hdcp _____ Name _____ hccp _____

(All entries must list an USGA hdcp or golfer's average score)

I/we don't play golf, but would like to attend the dinner **(Cost: \$30.00 ea.)**

Name _____ Name _____

PAYMENT MUST ACCOMPANY REGISTRATION FORM

TEAM: \$ 640.00 X _____ NUMBER OF TEAMS = \$ _____

INDIVIDUAL: \$160.00 X _____ NUMBER OF INDIVIDUALS = \$ _____

AMOUNT ENCLOSED \$ _____

Make checks payable to KRMCA and return to:

KRMCA - 1 HMB Circle, Frankfort, KY 40601

NOTE: Mulligan will be sold for \$40.00 per team or \$10.00 a player.



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(Continued from page 1)

members to join us in the Increasing Concrete Market Share program and to try to “flip” at least six (6) parking lots. The response was very good and here is a listing of KRMCA Members looking to “partner” with someone and meet a decision maker. Some of these folks already have notebooks but are still willing to partner with someone to increase our coverage.

Tim Condo, Harrod Concrete and Stone, Donnie Snow, All Rite Ready Mix, Chad Deters, Advance Ready Mix, Camilla Schroeder, Advance Ready Mix, Ben Yost, Ernst Concrete, Jeff Greene, Ernst Concrete, Bill Hazelwood, IMI, Jim Freytag, Moraine Materials Co, Greg Middleton, Grant County Concrete, Tom Glasscock, Lowe’s Concrete, Bud Ruffing, Hilltop Co’s, Rick Walters, Kentucky Concrete, Dan Hollman, Hydration Kontrol Co, Dewell Gossett, Bulk First LLC, Al Newell, Ready Mix Concrete, Brian Wells, The Wells Group, Jody Allen, Kenway Concrete.

So associates, look at this list for a producer to work with and producers look at the list for associates to work with.

This list gives a potential for eighteen additional teams out educating decision makers about what our industry has to offer.

Since we unveiled the programs (The Challenge and Parking Lots) we have distributed all the notebook in stock and have had to order an additional one hundred notebooks!

Some of these folks have just gotten their notebooks and have yet to report who they have distributed them to. Others are taking notebooks back to their individual Regional Promotional Groups, to their members for distribution.

This is powerful stuff, folks. We as an industry are starting to meet and talk with the people that can decide if concrete will be used as a building material on a project and we are supplying them with information that can help them make an informed decision about our products.

Many times I go to a lunch box presentation (many generated from this program) and the first thing I ask is how many in the room have heard of ICF’s? To this day I still have many in the room that have never heard of an ICF.

If we as an industry do not meet these decision makers and help them to understand our products, no one else will. We have products that should be considered in many building applications but are not because decision makers do not know what those products can do for them.

Thanks to all who are actively participating and a request to those who are not, let’s not wait for the phone to ring for a concrete order, join in and help us to truly increase market share.

The following is a listing of KRMCA Members participating and their decision makers.

Date	First	Last	Company	City	Sta	Decision Maker	Decision Makers Company
	Kim	Agner	Transit Mix Concrete	Owensboro	KY	Jim Riney	HRG
	Kim	Agner	Transit Mix Concrete	Owensboro	KY	Ted Lolley	Ted Lolley & Associates
	Kim	Agner	Transit Mix Concrete	Owensboro	KY	Jim Ivey	RBS Design
	Kim	Agner	Transit Mix Concrete	Owensboro	KY	Office Copy	
	Kim	Agner	Transit Mix Concrete	Owensboro	KY		
	Kim	Agner	Transit Mix Concrete	Owensboro	KY		
2/9/2007	Amy	Aubrey	W.R. Grace	Midway	KY	Office Copy	
4/6/2007	Amy	Aubrey	W.R. Grace	Midway	KY	John Steinmetz	CDP Engineers
3/16/200	Matt	Babey	IMI	Louisville	KY	Toby Spalding	Shepherdsville City Engineer
2/9/2007	Eddie	Beane	Irving Materials, Inc.	Louisville	KY	Jeff Lashley	City of Bowling Green
2/9/2007	Larry	Bibb	Irving Materials, Inc.	Louisville	KY	Gene Zick	City of Russellville
2/9/2007	David	Brandon	Durafiber, Inc.	Nashville	TN		
	Rob	Condo	Lehigh Cement Co.	Louisville	KY		
2/9/2007	David	Crouse	Crouse Concrete, Inc.	Wilmore	KY	Charlie Clarey	Poague Engineering
2/9/2007	Gary	Darby	CEMEX	Versailles	KY	Craig Pyles	Pyles Ready Mix
2/9/2007	John	Darnell	Irving Materials, Inc.	Louisville	KY		
8/19/2007	John	Davidson	CPCSO	Liberty Township	OH	John Dalverne	Bayer & Becker Engineers - West Chester
2/9/2007	John	Davidson	CPCSO	Liberty Township	OH	Hank Fedders	KZF - Dir of Transp.
2/9/2007	John	Davidson	CPCSO	Liberty Township	OH	Mike Willenbrink	Bayer & Becker Engineers - West Chester
	John	Davidson	CPCSO	Liberty Township	OH	Bill Viox	Viox & Viox
5/9/2007	John	Davidson	CPCSO	Liberty Township	OH	Richard Arnold	McGill, Smith Puhshoh, Inc.
	John	Davidson	CPCSO	Liberty Township	OH	CPCSO	Office Copy
5/29/200	John	Davidson	CPCSO	Liberty Township	OH	Don Shvegda	CDS - Blue Ash
5/29/200	John	Davidson	CPCSO	Liberty Township	OH	Eric Sauer	Envision Works - Landscape Architect
5/29/200	John	Davidson	CPCSO	Liberty Township	OH	Frank Twehues	CDS Florence, KY
5/29/200	John	Davidson	CPCSO	Liberty Township	OH	Randy	The Glaser Works, Architects
5/29/200	John	Davidson	CPCSO	Liberty Township	OH	Chris Manning	Human Nature, Inc.
	Donni	Snow	All Rite Ready Mix	Florence	KY		Bayer & Becker - Ft. Mitchell
	Donni	Snow	All Rite Ready Mix	Florence	KY		
	John	Davidson	CPCSO	Liberty Township	OH	Pata Knoll	Alt & Witzig Eng.
	Chad	Deters	Advance Ready Mix	Louisville	KY		
2/9/2007	Tim	Gauldin	Propex Concrete Systems	Nashville	TN	Rangaswamy &	
6/21/200	Tim	Gauldin	Propex Concrete Systems	Nashville	TN	Sherman Carter	100 Mallard Creek Rd., Ste 151
6/21/200	Tim	Gaulin	Propex Concrete Systems	Nashville	TN		
2/9/2007	Sid-	Gevedon	The Wells Group, LLC	West Liberty	KY		
2/9/2007	Tom	Glass-	Lowe's Concrete Products	Leitchfield	KY	Mayor	City of Leitchfield
2/9/2007	David	Harrod	Harrod Concrete & Stone	Frankfort	KY	Amy Harrod	BTM Engineers
4/16/200	Doug	Hirsch	Buzzi Unicem	Tipp City	OH	Self	
2/9/2007	Dan	Hollman	Hydration Kontrol Co.	Alexandria	KY		
1/28/20	Mike	Hornback	Lehigh Cement Co.	Cincinnati	OH		
1/28/20	Mike	Hornback	Lehigh Cement Co.	Cincinnati	OH		
	Harold	Hunter	Buzzi Unicem	New Albany	IN		
	Harold	Hunter	Buzzi Unicem	New Albany	IN		
2/9/2007	Jeff	Lentz	BASF Admixtures Inc.	Clarksville	IN	John Schlitter	Luckett & Farley
2/9/2007	Rick	Locke	CEMEX	Louisville	KY		
2/9/2007	Jerry	Marx	Concrete Supply	Evansville	IN		
2/9/2007	Kelly	Mayo	CEMEX	Louisville	KY		
2/9/2007	James	McCall	Advance Ready Mix	Louisville	KY		
2/9/2007	James	McCall	Advance Ready Mix	Louisville	KY		
	Ken	McMillan	Nugent Sand	Louisville	KY		
10/11/20	Finley	Messick	KRMCA	Frankfort	KY	Leigh Shader,	Sherman Carter Barnhart
2/9/2007	Greg	Middleton	Grant County Concrete	Dry Ridge	KY	Kim Crupper	Williamstown City Council
2/9/2007	Henry	Miller	Holcim (US) Inc.	Cincinnati	OH	Willie Carden	Cincinnati Park Board
3/7/2008	Henry	Miller	Holcim (US) Inc.	Cincinnati	OH	Rose Seeger	Green City Resources
3/7/2008	Henry	Miller	Holcim (US) Inc.	Cincinnati	OH	Paul Schneider	Patterend Concrete
3/7/2008	Henry	Miller	Holcim (US) Inc.	Cincinnati	OH		
3/7/2008	Henry	Miller	Holcim (US) Inc.	Cincinnati	OH		
2/9/2007	Freddie	Mullins	The Wells Group, LLC	West Liberty	KY		

4/5/2007	Ray	Neumeister	Essroc Cement	New Albany	IN	Tony Waldron	Lockett & Association
2/9/2007	George	Owens	Harrod Concrete & Stone Co.	Frankfort	KY	Tom Breeden	GRW Architects
4/24/2007	Mike	Parks	Irving Materials, Inc.	Georgetown	KY		
2/9/2007	Doug	Pyles	Pyles Concrete	Columbia	KY		
2/9/2007	James	Ray	CEMEX	Louisville	KY	Randy Resnider	QKY Architects
2/9/2007	James	Ray	CEMEX	Louisville	KY		
2/9/2007	Robbie	Robertson	Concrete Materials Company, LLC	Richmond	KY	Charles E. Black	Engineer
2/9/2007	Robbie	Robertson	Concrete Materials Company, LLC	Richmond	KY	Kerry Odle	CMW Eng.
2/9/2007	Robbie	Robertson	Concrete Materials Company, LLC	Richmond	KY	Connie Lawson/David Evans	Mayor/City Manager
2/9/2007	Robbie	Robertson	Concrete Materials Company, LLC	Richmond	KY	Estil Co. Official (Mayor/City Mgr.)	
2/9/2007	Robbie	Robertson	Concrete Materials Company, LLC	Richmond	KY	Boyle Co. Official (Mayor/City Mgr.)	
2/9/2007	Robbie	Robertson	Concrete Materials Company, LLC	Richmond	KY	James Street	EKU
4/19/2007	Joe	Robertson	Central KY Mixed Concrete	Richmond	KY	Dwayne Wheatly	Abacus Eng.
4/19/2007	Joe	Robertson	Central KY Mixed Concrete	Richmond	KY	Scott Hogue	CMW-Richmond
2/9/2007	Bud	Ruffing	Hilltop Concrete Co.	Cincinnati	OH	Bruce Brandstetter	Brandstetter Carrol
2/9/2007	Bud	Ruffing	Hilltop Concrete Co.	Cincinnati	OH	Office Copy	
2/9/2007	Bud	Ruffing	Hilltop Concrete Co.	Cincinnati	OH	Rick Schoeff	Champlin Haupt Architects, Inc.
2/9/2007	Bud	Ruffing	Hilltop Concrete Co.	Cincinnati	OH	Emily Wilkens	Hixson & Associates
2/9/2007	Bud	Ruffing	Hilltop Concrete Co.	Cincinnati	OH	Greg Wagner	THP, Ltd.
	Bud	Ruffing	Hilltop Concrete Co.	Cincinnati	OH	Scott O'Daniel	Paul Hemer Const.
	Bud	Ruffing	Hilltop Concrete Co.	Cincinnati	OH	Jim Doepker	J A Doepker
	Bud	Ruffing	Hilltop Concrete Co.	Cincinnati	OH	Eric Hermes	Hermes, Inc.
2/9/2007	Bud	Ruffing	Hilltop Concrete Co.	Cincinnati	OH	Ed Schwieter	Steven Schaefer & Associates
4/16/2007	Donnie	Snow	All Rite Ready Mix	Florence	KY	Office Copy	
4/16/2007	Donnie	Snow	All Rite Ready Mix	Florence	KY	Dry Ridge Engineer	
8/6/2007	Donnie	Snow	All Rite Ready Mix	Florence	KY	Hicks & Mann	Logan Murphy
8/6/2007	Donnie	Snow	All Rite Ready Mix	Florence	KY	James W. Berling	Steve Berling
10/8/2007	Donnie	Snow	All Rite Ready Mix	Florence	KY		
10/8/2007	Donnie	Snow	All Rite Ready Mix	Florence	KY		
2/9/2007	Rick	Walters	KY Concrete	Cecilia	KY	Toby Spalding	City of Radcliff
2/9/2007	Rick	Walters	KY Concrete	Cecilia	KY	Robert Bush, Director of Storm Water Management	City of Elizabethtown KY
3/19/2007	Rick	Walters	KY Concrete	Cecilia	KY	John West, P.E>	Clemons & Associates
4/12/2007	Rick	Walters	KY Concrete	Cecilia	KY	Ellis Raine	Engineering Design Group
2/9/2007	Rick	Walters	KY Concrete	Cecilia	KY	Larry Gream	Peck, Flannery, Gream & Warren, Inc.
	Rick	Walters	KY Concrete	Cecilia	KY	Office Copy	
	Rick	Walters	KY Concrete	Cecilia	KY		Larry Black Architects
2/9/2007	Eddie	Webster	Irving Materials, Inc.	Louisville	KY	Steve Cornish	Anderson Co. Judge
2/9/2007	Brian	Wells	The Wells Group, LLC	West Liberty	KY		
2/9/2007	Bill	Wolff	CEMEX	Cincinnati	OH	Randy Travis	R.T. Planners
2/9/2007	Bill	Zapp	Grant County Concrete	Dry Ridge	KY		
11/20/2007	John	Davidson	CPCSO	Liberty Township	OH	Mike Breetz	HGC Construction
11/20/2007	John	Davidson	CPCSO	Liberty Township	OH	Jim Kleihgers	Kleihgers & Assoc.
11/21/2007	Jim	Davidson	CPCSO	Liberty Township	OH		Tuner Construction
11/22/2007	Jim	Davidson	CPCSO	Liberty Township	OH	Brett Norton	URS
12/13/2007	Bud	Ruffing	Hilltop Concrete Co.	Cincinnati	OH	Darren Spahr	Century Construction
12/13/2007	Bud	Ruffing	Hilltop Concrete Co.	Cincinnati	OH	Chris McDaniel	McD
1/16/2008	Blair	Jones	Essroc Cement	Evansville	IN		
1/16/2008	Blair	Jones	Essroc Cement	Evansville	IN		
1/16/2008	Blair	Jones	Essroc Cement	Evansville	IN		
1/16/2008	Ray	Neumeister	Essroc Cement	New Albany	IN		
1/16/2008	Jeff	Wells	Essroc Cement	Loveland	OH		
1/16/2008	Jeff	Wells	Essroc Cement	Loveland	OH		
1/16/2008	Ron	Bridgett	Essroc Cement	Cross Lanes	WV		



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1/16/2008	Ron	Bridgett	Essroc Cement	Cross Lanes	WV		
	Mike	Hornback	Lehigh Cement Co.	Cincinnati	OH	Dave Proudfit	Cole & Russell Arch
	Mike	Hornback	Lehigh Cement Co.	Cincinnati	OH	Bryant Ard	BHDP Arch
	Mike	Hornback	Lehigh Cement Co.	Cincinnati	OH	Mike Smith	Hixon Arch
	Toby	Knott	Lehigh Cement Co.	Carmel	IN		
	Matt	Morrison	Lehigh Cement Co.	Taylorville	IL		
	Michael	Deem	CEMEX	Vienna	WV		
	Michael	Goff	Lafarge	Louisville	KY		
	James	Ray	CEMEX	Louisville	KY		
	Mike	Vogler	Cemex	Haubstadt	IN		
	Gary	Darby	Cemex	Versailles	KY		
1/29/2008	Camilla	Schroeder	Advance Ready Mix	Louisville	KY		
2/8/2008	Dan	Hollman	Hydration Kontrol Co.	Alexandria	KY		
2/8/2008	Tim	Condo	Harrod Concrete & Stone Co.	Frankfort	KY	Charles Barnhart	Sherman Carter Barnhart
2/8/2008	Greg	Middleton	Grant County Concrete	Dry Ridge	KY		
2/8/2008	Greg	Middleton	Grant County Concrete	Dry Ridge	KY		
2/8/2008	Camilla	Schroeder	Advance Ready Mix	Louisville	KY	Paul Hirn	Abel Construction Co.
2/8/2008	Jerry	Marx	Concrete Supply	Evansville	IN		
2/8/2008	Ed	Hagedorn	Tell City	Tell City	IN		
2/8/2008	Jason	Jones	Meuth Construction	Henderson	KY		
2/8/2008	Blair	Jones	Essroc Cement	Newburg	IN		
2/8/2008	Chris	Mabbitt	IMI	Evansville	IN		
2/8/2008	Brad	Persohn	Central Concrete	Jasper	IN		
2/8/2008	Mike	Vogler	Cemex/Kosmos Cement	Haubstadt	IN		
2/8/2008	Mike	Vogler	Cemex/Kosmos Cement	Haubstadt	IN		
3/7/2008	Mike	Vogler	Cemex/Kosmos Cement	Haubstadt	IN		
3/7/2008	Mike	Vogler	Cemex/Kosmos Cement	Haubstadt	IN		
2/8/2008	Mike	Vogler	Cemex/Kosmos Cement	Haubstadt	IN		
3/7/2008	Mike	Vogler	Cemex/Kosmos Cement	Haubstadt	IN		
2/8/2008	Mike	Vogler	Cemex/Kosmos Cement	Haubstadt	IN		
2/8/2008	Mike	Vogler	Cemex/Kosmos Cement	Haubstadt	IN		
3/7/2008	Mike	Vogler	Cemex/Kosmos Cement	Haubstadt	IN		
3/7/2008	Mike	Vogler	Cemex/Kosmos Cement	Haubstadt	IN		
3/7/2008	Mike	Vogler	Cemex/Kosmos Cement	Haubstadt	IN		
3/7/2008	Mike	Vogler	Cemex/Kosmos Cement	Haubstadt	IN		
2/8/2008	Ken	McMillan	Nugent Sand	Louisville	KY		
2/8/2008	Sarah	Bynum	Federal Materials Co.	Paducah	KY		
2/8/2008	Ruth	Baker	Reis Concrete Products	Alexandria	KY		
2/8/2008	Brian	Wells	The Wells Group, LLC	West Liberty	KY		
2/8/2008	Brian	Wells	The Wells Group, LLC	West Liberty	KY		
2/8/2008	David	Reeves	Albany Redi-Mix	Albany	KY		
2/8/2008	Scott	Wells	The Wells Group, LLC	West Liberty	KY		
2/8/2008	Scott	Wells	The Wells Group, LLC	West Liberty	KY		
2/8/2008	Scott	Wells	The Wells Group, LLC	West Liberty	KY		
2/8/2008	Scott	Wells	The Wells Group, LLC	West Liberty	KY		
2/8/2008	Scott	Wells	The Wells Group, LLC	West Liberty	KY		
2/8/2008	Scott	Wells	The Wells Group, LLC	West Liberty	KY		
2/8/2008	Scott	Wells	The Wells Group, LLC	West Liberty	KY		
2/8/2008	Scott	Wells	The Wells Group, LLC	West Liberty	KY		
2/8/2008	Jeff	Greene	Ernst Concrete	Walton	KY	Bernie Wessels	Wessels Construction
2/22/2008	Blair	Jones	Essroc Cement	Newburg	IN		
2/22/2008	Blair	Jones	Essroc Cement	Newburg	IN		
2/22/2008	Blair	Jones	Essroc Cement	Newburg	IN		
2/22/2008	Blair	Jones	Essroc Cement	Newburg	In		
2/22/2008	Ed	Heller	Russtech	Nicholasville	KY		
2/22/2008	Amy	Aubrey	W.R. Grace	Midway	KY		
2/27/2008	James	Ball	Quality Stone & Ready Mix	Shepherdsville	KY	Sherman Tinnell	Shepherdsville Mayor



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***THE BLUEGRASS CONCRETE PROMOTION GROUP AND THE KRMCA
PRESENTS***

"IS ALL CONCRETE CREATED EQUAL?"

Who Should Attend

General Contractors, Home Builders, Engineers, Testing Labs and any Individuals or Companies that are involved with the placement of ready mix concrete.

About the Program

This program is designed to educate attendees about the various aspects of "Quality Concrete". From ordering the proper mix to insuring the specifications are right for the job as well as ways to insure you are getting the quality mix you have ordered.

About the Speaker

Dr. Terence Holland comes to us from Auburn Township, Ohio and served on the American Concrete Institute Board of Directors 1996 - 2005, was Vice President from 2000 - 2002, served as president in 2002 - 2003, and served on various ACI and ASTM Committees. He has received various awards for the concrete industry including the ACI Construction Practice Award and the Delmar L. Bloem Distinguished Service Award from ACI. Mr. Holland graduated the United States Military Academy, West Point and received his Masters and Doctorate in Engineering from the University of California.

Where: Hyatt Regency

401 West High Street

Lexington, KY Telephone 859 519-4140

When: May 21, 2008 11:30 am till 1:00 pm

"IS ALL CONCRETE CREATED EQUAL?"

May 21, 2008 11:30 AM to 1:00 PM

Hyatt Regency

401 West High Street

Lexington, KY

Name

Company & e-mail address

_____	_____
_____	_____
_____	_____
_____	_____

Registration is on a first come, first serve basis. Classroom maximum of 30 participants. There is no registration fee. Deadline for registration is **May 16, 2008**.

Fax registration form to: 502 695-1535

Or call Diana Deters at 502 695-1535

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THE KENTUCKY READY MIXED CON- CRETE ASSOCIATION HOSTS LUNCH- EON FOR KENTUCKY LEGISLATORS

By Karen Lentz

On March 12, 2008 the KRMCA hosted our first ever Legislators' Luncheon. The luncheon was held in the cafeteria in the annex building of the Capitol where legislators normally dine during session and a special buffet was set up in the back of the cafeteria.

Representing the KRMCA at the luncheon were all the current officers of the KRMCA, Tim Condo, Harrod Concrete, President, Robbie Robertson, Concrete Materials, Vice President, Brian Wells, The Wells Group, Treasurer, and Al Newell, Ready Mix Concrete, Secretary. Also attending were Immediate Past President, Camilla Schroeder, Advance Ready Mix and KRMCA Executive Director Finley Messick.

At least eighty five (85) of the one hundred thirty eight (138) attended our luncheon, including seven of the eight members of the House leadership and all eight members of the Senate Leadership. We had the House and Senate Transportation Chairmen as well as both the House and Senate Transportation Budget Chairmen who stopped by the display table set up by the KRMCA.

We were able to talk to both sponsors of current LEED legislation, Representative Carl Rollins and Scott Brinkman, who are both very interested in keeping communication lines open with the KRMCA regarding this issue.

There was also good communication with Ron Wolfe, chief policy administrator for Louisville Mayor Jerry Abramson and Vince Gabbert, Deputy Chief of Staff for Governor Beshear.

Since the reception, I have had numerous legislators tell me how much they enjoyed talking to the KRMCA group and they felt they had learned a lot about concrete they previously did not know.

KENTUCKY READY MIXED CONCRETE ASSOCIATION

1 HMB Circle · Frankfort, KY 40601

DATE of CLASS for ACI Level I -

circle date

May 1, 2008

June 19, 2008

July 21, 2008

NAME

NAME

NAME

NAME

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

Fees: ACI Level I - \$250/members; \$500/non-KRMCA members. Limited to the first 25. Full one-day class to be held at KRMCA in Frankfort, KY.

to attend _____ x \$250.00 = _____ Discounted Rate

to attend _____ x \$500.00 = _____ Regular Rate

Please return this form and check to:

Kentucky Ready Mixed Concrete Association

1 H.M.B. Circle, Frankfort, KY 40601

(502) 695-1535

FAX: (502) 695-9499-

Please register early. We will send out information to all those registered, regarding directions at a later date.

**Classes are payable in advance or on day of class. Refunds will be given if at least 24-hour notice is received.

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2008
KRMCA
“LEGENDS OF THE INDUSTRY”
AWARD



Announcing the “Legends of the Industry Award”

At last year’s Spring Board Meeting, it was brought up by a board member that a previous board member had retired and that we should do something to thank him for his contributions to the industry. From that discussion came the idea that we should maybe have something to recognize those individuals, both past and present, that have made outstanding contributions to both the Association and the concrete industry. A committee was formed, headed up by Bud Ruffing and Rick Walters. After several discussions and reports at the next several Board Meetings, the Board has authorized us to proceed with the program.

There will be one “class” per year. A notice will be sent out, probably in the August newsletter, that nominations will be received up to October 1. The nominations will be taken to the fall board meeting for approval. The individual(s) will be reviewed and selected by the Selection Committee, which will consist of the Co-Chairs of the Legends Committee, the Executive committee, Finley Messick, and Diana Deters. Awards will be given out during the Winter Convention banquet.

Candidates must have worked in an associated industry, such as a producer member, contractor, supplier, equipment manufacturer, or Industry Executive. They can still be working or retired. Those chosen to receive the award will be invited to the Winter Convention Banquet, along with their immediate family, to receive their award. Awardees will be given a plaque for their home or office, and a master plaque with all recipients names will be kept at the KRMCA office.

This award will be the membership’s way of saying thank you to those individuals for their hard work and dedication in the promotion of the best building product in the world—concrete.

Should you have any questions regarding the Legends Award, please feel free to contact:

Rick Walters rickw@kyconcrete.com
Bud Ruffing ruffrock@hilltopbasic.com

Co-chairmen
Legends Committee

Regional Promotion Group News

Northern Kentucky Regional Promotion Group

By Greg Middleton

The Northern Kentucky Concrete Promotion Committee hosted a Residential Finisher's Certification Class on March 26th.

Fifty –seven (57) finishers attended and commented on the information discussed by speaker John McChord.

Our group takes great pride in working with our contractors and finishers and providing them with educational opportunities.

On May 1, 2008, we will have our 2nd Designer Series Seminar titled “Architectural Concrete - Concrete for the pavement that lasts.” This free program will discuss integral and surface color treatments for new concrete and staining and surface treatments for existing concrete. Make plans now to attend this informative event.

Kentuckiana Regional Promotion Group

By Chad Deters

The Kentuckiana Concrete Promotion Group has started 2008 with education in mind. We have already hosted a full day pervious concrete seminar that drew sixty six (66) and had key decision makers from Louisville and the surrounding areas. We also hosted a KRMCA concrete finishers class in January that had roughly seventy five (75) people attend. Our group has already scheduled four more educational luncheon seminars that will address Parking Lots, Tilt-Up Construction, LEED and Concrete Mix Designs. On top of all of these events, the KCPG producer members have partnered with associated members to do lunch and learn programs every month in 2008. The first program was with the Corp of Engineers and was discussing ICF construction. We look to build on the exposure we had last year with over 600 total people attending our seminars throughout the year.

PROMOTION COMMITTEE UPDATE

At the last Promotion Committee meeting it was decided to increase the Parking Lot Incentive Plan for flipping parking lots to concrete from twenty cents per yard to twenty five cents per yard.

It was also decided that all Parking Lot Promotion submittals would be kept in strict confidence by the KRMCA staff and only yardage totals would be reported to the general membership.

Both of these efforts are designed to increase participation in the Parking Lot Promotion Plan. If you have done any concrete parking lots or converted any parking lots to concrete, please contact the KRMCA for submittal forms.

Regional Promotion Group News

Ohio Valley Regional Promotion Group

By Mike Vogler

Planning is complete for the OVCPG for a double sized booth at the Evansville Home Show on April 4- 6 at Roberts Stadium in Evansville. We will set up on Thursday afternoon April 3 and will be manned by most all members commencing Friday thru Sunday afternoon.

We also have distributed eight Concrete Resource Notebooks to tri-state architects and decision makers, including Evansville, Henderson, Jasper and Tell City Indiana. Billy Hazelwood, of imi-Southwest is working with his architect to get an asphalt parking lot switched to concrete at Morganfield KY.

This is a news release the Ohio Valley RPG put in local newspaper

NEWS RELEASE

Ohio Valley Concrete Promotion Group announces new leadership

Contact: Mike Vogler 812-632-0722 or mike.vogler@cemex.com

The Ohio Valley Concrete Promotion Group (OVCPG) announces new leadership for 2008. Mike Vogler, of Haubstadt, Sales Manager of CEMEX Cement has accepted the co-chair position with Jerry Marx, President of Concrete Supply, LLC of Evansville. This promotion group includes the Evansville, Henderson, Jasper, Owensboro and Tell City area.

The OVCPG is the local areas concrete promotion group under the auspices of Kentucky and Indiana Ready Mixed Concrete Associations. Their mandate is to promote ready mix concrete products in parking lots, insulated concrete form construction, pervious concrete, roller compacted concrete, flow able fill, residential and commercial uses.

The OVCPG is an annual participant in the Evansville Home Show, Habitat for Humanity, and provides training certification for area concrete contractors.

Membership is comprised of area ready mix concrete producers, cement companies, admixture companies, and insulated concrete form dealers.

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History tells us this bargain situation won't last forever. NOW is the time to use the FREE dollars locked up in your present home's equity to take advantage of Florida's Buyers' Bargains. I will find what you want, at the price you want to pay or less. Call me for Buyers' bargains before they're gone. (502) 417-4590 or (502) 228-3077



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**Make Plans Now to Attend the 8th Annual Concrete Ball
*Building a Strong Foundation***

“My goal for this year is to reach \$1 million!” says Concrete Ball Chair Beth Barrett. “What is amazing is the fact that since the inception of this event in 2001, the Ball has raised a whopping \$835,000.” This event never ceases to amaze us, from both the phenomenal amount of money that is raised to the overwhelming support from so many people in the concrete industry.

This year the 8th Annual Concrete Ball will take place at the Louisville Marriott Downtown on Saturday, April 26th. Not only will this event take place at a new site, but we are now able to offer online registration and the purchase of raffle tickets. Just visit our website at www.dayspringky.org to find out more.

Mark your calendar, dust off your tux, and go shopping for a ball gown! Don't forget to set aside some money for bidding; there will be lots of exciting new items in our silent auction to bid on, and of course, you'll want to buy a raffle ticket for your chance to win \$25,000!

On behalf of the community of Day Spring, thank you to the KRMCA Members for your incredible support over the years. We are forever grateful.