



The Kentucky Ready Mixed Concrete Association

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

March 2009

Calendar of Events

March 2009

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				

*Rescheduled Abbreviated
ACI Level II Class* **March 3-4**

ACI Level I Classes **March 10
April 14
May 14**

*“Concrete Products from
the Owner’s Perspective”
Dan Cook* **March 19**

*Spring Board Meeting
Day Springs, Louisville
10 AM* **April 23**

Concrete Ball **May 30**

*KRMCA Annual Golf
Outing—Houston Oaks—
Paris, KY* **June 15**

*KRMCA SUMMER
MEETING—Lake
Barkley* **July 22-26**

April 2009

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		

Concrete Parking Lots

Brett Ruffing

The beginning has been a tremendous uphill roller coaster ride, meeting hundreds of people, hearing words that, when reminiscing into my childhood and adolescence, only a handful of times can I register the sound of them, and jumping head first into meetings and classes. Over the past two months, I know I have learned a great deal and yet I still know that I have more than one hundred times more information that I will learn and will need to know. But one thing is sure, I know what my job is and what I need to do to perform and be successful at what the Association has put on my plate.

The main responsibility of my job is to focus on the KRMCA’s Parking Lot Long Range Strategic Plan. Starting out, I first began by getting with Finley and brainstorming a list of possible target communities that would be influential in the decision-making of the project. With that the first communities that came to mind were the engineers, architects, and contractors in the state. That was one of the first things I did. I utilized the resources I had available to me and began to compile spreadsheets of all the contact information that I could for each of these groups. From that the communities expanded to city and county officials, architectural firms, and school districts with each individual school listed. These spreadsheets are an ever-changing and ever-expanding database of contact information. Still under the works are spreadsheets for the private and parochial schools and districts, the colleges and universities in the state, and the churches in the state. Within the databases that aren’t centered on designers, only the key decision-makers are included in the information. For example, the school districts will have listed the superintendent and the director of facilities for each district. On the other hand, for other spreadsheets, like the city and county officials, any contact information is useful for it is a key to getting in the door.

With these databases I compiled, I have sent out email blasts and regular snail mail letters. The first thing I sent out was the flyer for the series of programs on “Concrete Parking Lots: The Sustainable Welcome Mat of the Future.” By doing this, I was able to convince some people via email to sign up for one of the programs and I even had some people from school boards sign up for the program from the snail mailings I sent out. But I did get some negative responses from the emails that I sent out ranging from people not being interested in the program to other people thinking I was in the wrong to send it to them. But I worked with what I had and adjusted my contact list as needed.

Along with arranging and inputting spreadsheets, I have been attending meetings, seminars, and conferences with Finley. This helps me to meet people and place faces with names and to start networking. With compiling these databases, it is important to become cordial and recognizable with the audiences we are targeting. For example, Finley, Greg Smith, and I attended the KLC City Night at the Convention Center in Frankfort. People who worked for the KLC recognized me from a couple weeks prior when we attended their conference and others said that it was nice to put a face to the name and voice. Of these meetings that I have attended, a majority of them have been the Concrete Promotion Group’s regional meetings.

(Continued on Page 3)



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(Continued from Page 1)

From all these meetings and seminars I have put together lists of those in attendance to add their information to the spreadsheets that I have already compiled.

We have also begun attacking what can be found on the Buildings Under Design “B.U.D.” website and the articles that we have accumulated thus far. To aid in the collection of newspaper articles, we have enlisted the services of an online newspaper clipping service called Newzgroup. I contacted individuals in PCA and also elsewhere in the country to figure out which service to use. PCA has used this company before and the Iowa Ready-Mixed Concrete Association still uses the service and highly recommends it. This company actually has readers that will read all the publications in the Commonwealth and will pull articles that contain keywords or talk about key ideas that I included when I set up the service. I still ask our members to please send me articles from your local papers that discuss new construction or possible new construction so that I can get in contact with the decision-makers. I also ask that if you use a different site to track jobs, let me know what that site is so that I can possibly access it. If you are on your respective tracking site and you see a job is up for bid, but it doesn’t include concrete in the parking lot, send me the information and I will talk to the designer(s) and owner(s).

We have begun sending out information on concrete parking and have offered doing presentations. To remind all the members, we do have flip books, software and handouts available to you to aid you in your promoting. Just call the office and let us know if you need any of these items. I also wanted to remind all the members that as an incentive for flipping parking lots, you will receive \$0.25/cubic yard of concrete. You just have to let us know. I also want to ask everyone to report yardages to the office. It will be kept confidential and nobody but the office staff will see it. Having the numbers in hand and flipped parking lot numbers will be helpful when Finley goes to ask for continued funding. Without the proof, they won’t continue funding.

For future knowledge, if anyone needs to get in contact with me, here is my information:

Brett D. Ruffing

Technology & Educational Specialist

Kentucky Ready-Mixed Concrete Association

1 HMB Circle

Frankfort, Kentucky 40601

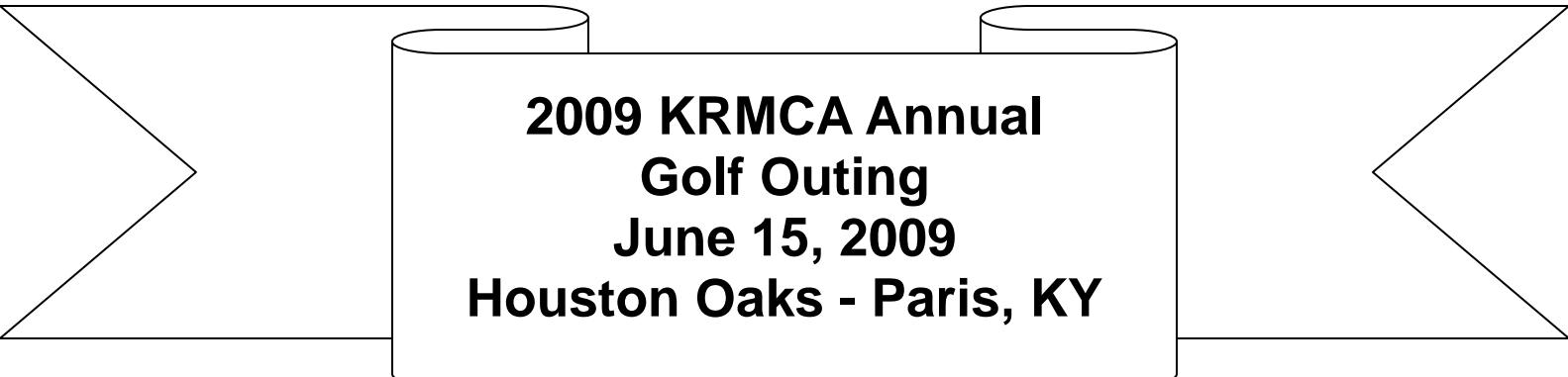
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DATE of CLASS for ACI Level I -

circle date

April 14, 2009

May 14, 2009

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Governor Steve Beshear's Communications Office Beshear Administration leads the nation in public building energy efficiency standards

Governor orders immediate night, weekend energy “setbacks” for lighting, heating, and air in state facilities

FRANKFORT, Ky. — Gov. Steve Beshear today announced a couple of energy efficiency initiatives that will further establish Kentucky as a national leader in the “greening” of public buildings.

The first initiative will require new public facilities or renovations to existing facilities built with 50 percent or more state funds to be designed according to nationally recognized energy efficiency standards outlined in a rating system called Leadership in Energy and Environmental Design (LEED).

The second initiative will require certain existing state-owned facilities to “set back” their use of lighting, heating, ventilation and air conditioning systems on nights and weekends to reduce energy consumption. It’s estimated that the program could immediately save approximately \$2 million a year by reducing energy use by 24 percent.

The “building setback” plan immediately affects 3.8 million square feet of facilities operated by the Finance and Administration Cabinet, including the Capitol, Capitol Annex, Governor’s Mansion, Frankfort Convention Center and Capital Plaza Tower. Essential and emergency operations will be excluded, and government agencies can receive waivers during periods of essential government service, such as late-night sessions of the General Assembly.

By encouraging other public agencies and departments that receive taxpayer funds, such as schools, universities and local governments, to work toward adopting a similar “building setback” plan, the governor said the savings could surpass \$100 million a year.

Today’s moves are timely as the greening of public facilities plays a central role in the recently passed federal stimulus package, which relies in part on creating energy-related jobs to stimulate the economy.

“These initiatives will save taxpayer money and promote a clean environment,” Gov. Beshear said. “But they will also position us to implement President Obama’s mission of improving energy efficiency in the nation’s building stock and thereby creating millions of new ‘green-collar’ jobs.

“I’m excited that Kentucky continues to lead the nation in terms of progressive action on energy reduction and savings,” Gov. Beshear said.

Reducing energy use in government buildings is a critical element of “Intelligent Energy Choices for Kentucky’s Future,” the state’s first-ever comprehensive strategy for energy independence. In that plan, Gov. Beshear set ambitious, aggressive goals for reduction of energy use in public facilities. By 2015, state facilities will reduce their energy consumption by 15 percent and 25 percent by 2025. By 2025, public facilities will reduce their carbon footprint by 50 percent.

“These initiatives demonstrate how energy, environment and economy are linked in a significant way,” said Energy and Environment Cabinet Sec. Len Peters. “By reducing our energy consumption and by operating more sustainable buildings, we reduce our impact on the environment and we realize important economic benefits.”

The regulations for new construction issued today by Finance and Administration Cabinet Sec. Jonathan Miller are based in part on House Bill 2, which was sponsored by Rep. Rocky Adkins and passed by the General Assembly in 2008, and also employ LEED standards. Those standards specify that:

- All new construction and major renovation building projects of \$25 million or more shall be designed and built to achieve LEED Silver level or higher.
- All such building projects between \$5 million and \$25 million shall be designed and built to achieve LEED Certified level or higher, and also achieve a minimum of seven points under the Energy and Atmosphere Credit 1, Optimize Energy Performance standards.
- All projects between \$600,000 and \$5 million shall be designed and built using the LEED Rating System as guidance.

In the cases where obtaining LEED certification is deemed to pose an extraordinary hardship, the Secretary of the Finance and Administration Cabinet may grant a waiver.

HB 2 was recently recognized as a “Megatrend” national model by the Council of State Governments. The standards put in place by Sec. Miller put Kentucky in an elite group of 12 states with laws requiring that some or all design, construction and operation of state buildings earn LEED Silver or other comparable standard.

The regulations, which will make Kentucky’s public facilities among the greenest and most energy efficient in the country, were developed following six months of work by the High Performance Buildings Advisory Committee (HPBAC), which is chaired by Sec. Miller and is composed of environmentalists, architects, engineers and builders from across Kentucky.

“These new regulations will help us reach the governor’s ambitious goals for reducing energy use and carbon emissions in state facilities, and place us as one of the most progressive states in the nation in addressing the global climate change crisis,” said Sec. Miller. “However, this is not an end product, but the beginning of our journey. As new funds become available and as new technologies make energy efficiency more affordable, we will strengthen these standards even more.”

Sec. Miller said he will soon reconvene the HPBAC following the recent passage of an economic stimulus plan by Congress to determine if funds made available to Kentucky will enable the state to use even stricter, more environmentally friendly standards. The committee will reconvene annually to determine how the development of future energy-efficiency technologies can promote stronger standards and greater savings.

“Reducing energy consumption is an integral part of Kentucky’s energy policy and I am pleased with Gov. Beshear’s implementation of House Bill 2’s energy efficiency standards,” said House Majority Floor Leader and HB 2 sponsor Rep. Adkins. “I believe that Kentucky can lead the nation in energy production and conservation practices, and today’s announcement puts us one step closer to that goal.”

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Make plans for the 9th Annual Day Spring Concrete Ball
Building a Strong Foundation

“This is a banner year,” says Concrete Ball Chair Beth Barrett. “Breaking the \$1 million dollar mark in proceeds is an accomplishment that is quite something!” The support the Concrete Ball by the KRMCA and its membership provides a services to those who live at Day Spring. Without your support, we could not operate.

The 9th annual Concrete Ball will be held on Saturday, May 30 at the Louisville Downtown Marriott. The later date is designed to be easier on everyone’s schedule and to ensure we can return to the Marriott where we all had a great time last year.

As always, online registration and tickets for the new \$15,000 raffle are available at the Day Spring website, www.DaySpringKy.org. The raffle tickets this year are only \$10 each so buy early to have a chance at being the lucky winner. After all, who couldn’t use an extra \$15,000 these days!

We’ll see you in May for another fabulous Concrete Ball. The Day Spring Community thanks all of the KRMCA members for your phenomenal support since 2001!



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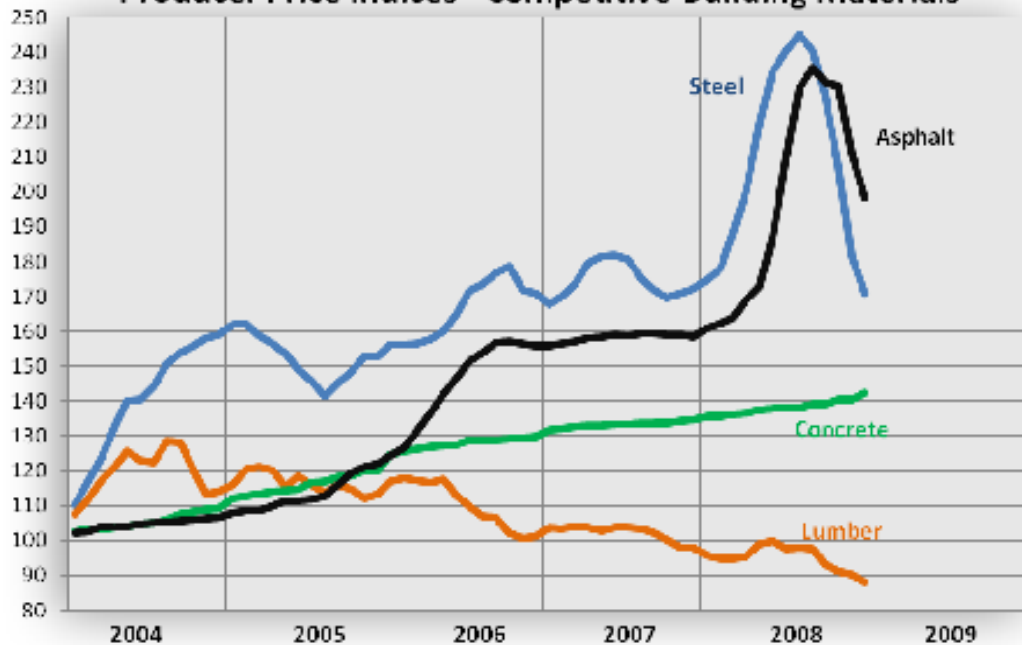
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Market Research

Producer Price Indices - Competitive Building Materials



	Annual			Monthly					
	2006	2007	2008(m)	Aug-08	Sep-08	Oct-08(m)	Nov-08(m)	Dec-08(m)	Jan-09(m)
Steel Mill Products	166.1	174.5	211.2	245.2	240.2	227.7	207.1	181.4	171.0
% Change Year Ago	9.1%	5.0%	21.0%	40.1%	39.7%	34.3%	21.3%	5.3%	-2.2%
% Change Month Ago				2.1%	-2.0%	-5.2%	-0.0%	-12.4%	-5.8%
Lumber	110.6	102.4	95.8	98.1	97.7	93.2	91.5	90.5	88.2
% Change Year Ago	-5.1%	-7.4%	-0.4%	-5.4%	-4.3%	-7.1%	-0.0%	-7.8%	-8.1%
% Change Month Ago				0.2%	-0.4%	-4.0%	-1.8%	-1.2%	-2.5%
Concrete Products	127.8	133.3	138.0	138.3	139.1	139.1	140.5	140.5	142.4
% Change Year Ago	10.1%	4.3%	3.5%	3.5%	4.0%	4.1%	4.0%	4.2%	5.0%
% Change Month Ago				0.0%	0.0%	0.0%	1.0%	0.0%	1.4%
Asphalt*	144.9	158.2	197.4	229.8	235.5	231.4	230.2	211.2	198.2
% Change Year Ago	27.8%	9.2%	24.8%	44.1%	47.8%	45.5%	44.8%	33.3%	23.1%
% Change Month Ago				0.0%	2.5%	-1.7%	-0.5%	-8.3%	-0.2%

(p) = Preliminary data

Base Year: 2002 = 100

Source: Bureau of Labor Statistics.

Steel prices decreased for the fifth consecutive month, decreasing by 5.8% from December to January. Asphalt prices decreased considerably, decreasing 6.2% from the previous month. Lumber prices hit new lows, decreasing by 2.5% from December to January. Concrete prices increased slightly by 1.4% from the previous month.

Steel prices have decreased 2.2% within the last year. Asphalt prices have grown 23.1% and concrete prices grew by 5.0%. Over the last year lumber prices have declined by 8.1%.

PCA Market Research provides this information to aid in the promotion of concrete and cement-based products.

Contact: Ninab Maradkel, Research Analyst, Market Research, Nmaradkel@cement.org

February 19, 2009



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"Working Together To Build Our Communities"

February 24, 2009

Stimulus Assessment: State By State Impacts

Overview

With the signing of the American Recovery and Reinvestment Act (ARRA), PCA has assessed the possible state level construction impacts. By taking into account state apportionments, state deficits, and regional cement market dynamics and economic conditions, PCA has estimated state cement impacts generated from the stimulus bill using similar assumptions from the national stimulus assessment. *This Flash Report contains rough estimates of potential cement demand in relation to the ARRA Stimulus Bill.*

Details of the stimulus impacts are provide by the following categories:

Highway Investment: Direct construction/infrastructure investment

Other Government Spending: Misc government spending not including infrastructure projects

Income Tax Rebates: Tax relief

Fiscal Aid-to-States: Funds to ease state deficit shortfalls

Indirect Benefit: Momentum generated from overall economic improvement

The purpose of this Flash Report is to provide state level guidance to our members regarding the near-term outlook in the context of the stimulus. The volume estimates contained in this report are subject to three key risks: forecast errors in assessing the underlying economic fundamentals; the stimulatory impact on the economy, construction activity, and cement consumption; and the timing of the stimulatory impacts. These risks are considerable and should be noted when used to support senior management decisions. The preliminary state forecasts will be updated in more detail with the spring State Forecast release.

For more information on the assumption and basis of this report, please refer to *Economic Stimulus Brightens Outlook* (January 19, 2009) and *Stimulus Assessment Update: Cement Impacts* (February 13, 2009) Flash Reports.

Kentucky			
Stimulus Scenario (000 Metric Tons)	2009	2010	2011
Total Cement Consumption -- No Stimulus	873	801	888
<i>-Annual Change</i>	<i>-19.5%</i>	<i>-8.2%</i>	<i>10.9%</i>
Stimulus Impacts			
Highway Investment	23	118	47
Other Government Spending	2	10	4
Income Tax Rebates	7	9	0
Fiscal Aid-to-States	54	132	59
Indirect Benefit	5	36	143
Total Impact	90	305	253
Total Cement Consumption -- With Stimulus	963	1,106	1,141
<i>-Annual Change</i>	<i>-11.2%</i>	<i>14.9%</i>	<i>3.1%</i>

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MAJOR ELEMENTS OF AN EFFECTIVE SAFETY PROGRAM

By Gary Hanson, President
American Safety & Health Management Consultants, Inc.

Safety, like any other management function, has key elements that need to be followed in order for the program to be successful in helping a company achieve its Corporate Mission. Too often, however, companies do not have an understanding of the importance of each of the elements of a Safety Program. Many companies have pieces and parts but not all of the necessary elements.

When we talk about a Safety Program we must always consider what it is that we want to achieve from our efforts. A Safety Program should contribute directly to a company's ability to Be Successful, Grow and Make a Profit. It does this by protecting a company's most vital assets.

These include:

*Employees	*Property	*Equipment
*Production/Sales Capability	*Financial Strength	*Good Company Name

By doing so, a Safety Program has more value to a company than one that is intended to simply help comply with OSHA. Complying with OSHA should be a desired result, but should not be the sole reason for having a Safety Program. Companies that understand this, also understand the importance of having a comprehensive program instead of pieces and parts. It is hard to get excited about OSHA compliance, but it is much easier when there is a clear quantifiable return on the investment and efforts made.

Over the years, I have reviewed many different types of Safety Programs and the elements that make up the programs. As a result, I have come to the strong belief that the following elements are critical parts of an effective Safety Program:

- * Senior Management Support and Direction
- * Annual Plan
- * Established Goals and Objectives
- * Understanding Why Employees Behave the Way They Do
- * Provide Proper Tools and Equipment
- * Safe Job Procedures
- * Proper and Thorough Safety Training
- * Reinforcement, follow-up and enforcement.
- * Formal Safety Inspections and Corrections of Problems
- * Accountability and Responsibility Clearly Outlined and Measured
- * Annual Review and Update

Each of the above elements play an important part and contributes to the success of a Safety Program. Does it take some work and effort to implement? Yes, but this effort will pay off significantly over the long haul. If your Safety Program doesn't have all of these elements, set up a plan to incorporate the missing elements over a period of time. Rome wasn't built in a day and neither is a comprehensive Safety Program. Once in place, however, the Safety Program will be much more effective and help your company achieve your Corporate Mission.

If you have any questions or need any assistance with your company's Safety Program, please give me a call at 1-800-356-1274.