

CPG Newsletter

The Concrete Promotional Group of Greater Kansas City

August 31, 2006, Seminar Storm Resistant Concrete Homes & Bldgs

Volume 20, Issue 7
July 2006

Storm Resistant Concrete Homes & Bldgs Seminar August 31, 2006 8:30 am to 4:30 pm Discovery Center 4750 Troost, KCMO Reception Immediately Following at Western Forms just off Front Street, KCMO with Demos, Tabletop Displays, Experts On Hand, Food and Drink!

ment officials, code officials, and the public. An RSVP is needed. The flyer for the event is found on page 4 & 5 of this newsletter. Take this opportunity to pass the flyer on to oth-

ers you know would be interested in the subject.

This event is a National Ready Mixed Concrete Association (NRMCA) program with local support from CPG and Kansas Ready Mixed Concrete Association (KRMCA) as well as a handful of other important local groups.

CPG has emailed approximately 2500 invitations out to date.

It will be on the front page of our CPG website: www.concretepromotion.com under "Latest Updates" by the end of the week.



This photo clearly shows the concrete post and beam construction that supports the 3,000 sq ft structure. (Photo courtesy of John Fleck)

Katrina Survivor 2005

This wonderful seminar is available to contractors, builders, developers, engineers, architects, govern-

Members help Recruit New Members for CPG

It is always a positive reflection on the association when members refer new members to join. It shows the dedication and loyalty that the association feeds off of to grow continually.

Kudos to Mike Murray with Decorative Concrete Supply, for referring the most potential members to CPG in the last year.

Recently the CPG office has seen a surge in Decorative Concrete inquiries. The Home Builders Association and the KC Architects Association both refer the inquiries they receive to our attention which we appreciate! We need more Decorative Contractors as members, as well as Smaller Ready Mixed Companies, Concrete Home Builders, Engineers, and Affiliates!

*Please as a CPG member, try to **recruit one new member** to join our organization. It's people like you who make our trade association strong and successful. Refer to the calendar on the last page of upcoming events and invite a potential member to come. They can see us at work promoting quality concrete in Kansas City.*

Membership forms are on our website: www.concretepromotion.com under the "Members" tab — "Join CPG". A pdf file of the membership form can be printed here, or one can join by filling out the form online. You can also find the benefits of membership to discuss with potential members.

If you ever have any questions, you can call the CPG office for helpful information.



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Do You Need a Website For Your Company?



Most of our CPG member companies have websites, especially the larger companies. Some of the family run companies, or much smaller companies do not. Time, money and resources play a role in our marketing decisions; to how and why we develop marketing tools to promote our business.

The internet is one marketing tool that is here to stay. It will grow in ways we probably can't even imagine at this very second. Ten years ago, most companies were afraid of the internet. They were thinking, "How in the world is this going to help MY business grow?" Now it is only a matter of time before every company will have a website if they don't already.

Why is there such an interest in computers and the internet?

- Computers are accurate (careful - garbage in garbage out!)
- Computers work around the clock, 24-7
- Computers don't get bored
- Computers are getting smaller, less expensive and more efficient
- Computers are fast
- Computers can handle

large volumes of information in a relatively short amount of time.

- It is estimated that 78% of US homes will have at least one computer in the house by Dec. 31, 2006
- The internet is the #1 place people go for information about companies, products and services. It used to be the library or the phone book.

If you are not on the web, customers are not going to find you in the future.

What does your website need?

- A recent survey showed that contact information is the most important item on your website. In fact, your address, phone number, fax number and e-mail address should be on every page or on a "Contact Us" link.
- Photos are the best way to communicate what your business is or does. A picture is worth a thousand words. Make sure they are clean clear pictures.
- Case studies that show your product or service in use is some of the best

advertisement around.

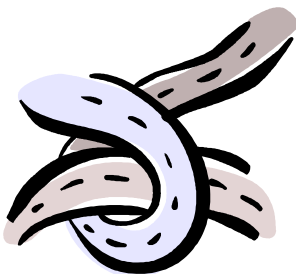
- Content is key. Keep it simple and true to what your company is or does.
- If you have "News" or "Updates" make sure they are less than 3 months old. Otherwise you look neglectful.
- Keep the copy (words) easy-to-read with a clear message. No fluff!

Why do people visit websites? For many people it is for different reasons, but the most common are:

- To find out information, often anonymously
- Ease, don't have to drive to the place (whether the location is around the block or around the world.
- Quick information gathering

Websites are a great tool for getting the message out. Consumers/customers can visit your site to learn about your products and/or services quickly and inexpensively. Make sure that if they cannot order your products/services online they can at least find your phone number to call you.

Did You Know? 20,054 Million Miles of Roadway



- 20,054 million miles of roadway in the world
- The U.S. has 3.973 million miles of roadway, or 19.8% of the world's total.
- MODOT has 3,600 miles of road to maintain
- KDOT maintains 9,565 miles of Kansas State Highways and Interstate Highways (about 7% of all the roads in Kansas)
- Average American spends 36 hours per year stuck in traffic
- Average working American spends 9 hours per week, behind the wheel

We would love to have 50% market share of concrete roads, wouldn't we?

13th Bridge Design Workshop Materials: Production, Defects & Solutions

October 6, 2006

K-State Student Union
Manhattan, KS

This workshop will review the latest developments in bridge design practice and LRFD, and provide information about available resources from AASHTO/FHWA and KDOT. The Common problems/defects encountered using the different bridge materials, starting from production/fabrication to erection/construction. Presentations will be made by materials pro-

ducers, fabricators, and individuals involved in bridge design and construction.

Topics will include:

- Steel:
Production & Defects Problems & Solutions
- Concrete:
Cement Production
Admixtures- Fly Ash, Slag, Silica Fume
Mix Design, Aggr.
- Pre-Stressed/Post Tension:
Wire Production,
Stands, End Zones
Problems & Solutions

Online registration:

www.dce.ksu.edu/dce/conf/bridgedesign

Registrations may also be made:

1-800-432-8222 or by calling
1-785-532-5569.

Kansas State University
Div. of Continuing Education
13 College Court Building
Manhattan, KS 66506-6001



Bridge Design Workshop
October 6, 2006, K-State

American Public Works Associations (APWA) 2006 International Congress & Exposition

“The Best Show in
Public Works”,

The 2006 APWA
International Public Works
Congress
& Exposition
September 10-13, 2006
Kansas City
Convention Center, KCMO

It hasn't been that long since the APWA Congress was held in Kansas City. But due to the hurricanes down on the coast, the con-

gress is being held in Kansas City again this year. This will be a great networking event, plus the benefits of learning new ideas and concepts with the professionals themselves.

The American Concrete Pavement Association will have an informative booth. Be sure to stop by and say hello.

Some of the topics include:

- Repeated lessons learned in History of Disasters
- Sustainable Development; a Winning Strategy for Growth
- New Techniques for Stormwater Management
- BMP's to Improve Water Quality
- Economical Pavements that are Built to Last



Bartle Hall Night Skyline, KCMO

Leawood Middle School Gets a Face Lift with Concrete

Part of Leawood Middle School constructed in the 1970's has a crumbling brick exterior. As part of the summer capital improvements project in the Blue Valley School District, the school is get-

ting a concrete facelift.

Contractors are tearing down the deteriorating brick exterior and replacing it with architecturally enhanced and engineered precast panels.

The race is on to complete the project before kids head back to school in August.

Concrete to the rescue!



Photos by Michael Kan
THE KANSAS CITY STAR

To solidify your knowledge on storm-resistant concrete homes and buildings, start here.

Ten Dates and Locations: Concrete has long been recognized as the material of choice for resisting high winds, flying debris and storm surge associated with hurricanes and tornadoes. Now you can learn how concrete building systems can be used to build storm-resistant homes and buildings by attending one of our all-day seminars:

August 22	Little Rock, Arkansas
August 24	Oklahoma City, Oklahoma
August 25	Dallas, Texas
August 29	Memphis, Tennessee
August 31	Kansas City, MO
September 6	Louisville, Kentucky
September 7	Indianapolis, Indiana
September 8	Columbus, Ohio
October 24	Charleston, South Carolina
October 25	Savannah, Georgia

Agenda: National and local experts will be on hand to present the following topics:

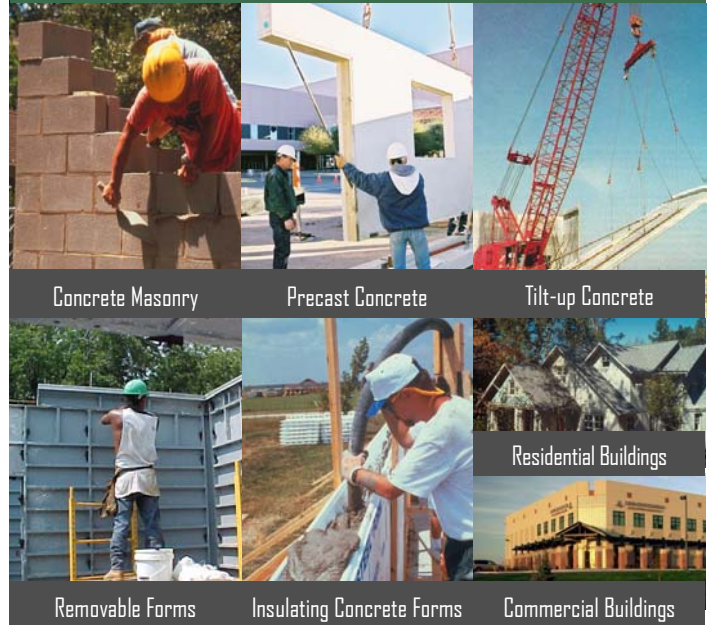
Fortified for Safer Living-
Institute for Business & Home Safety
Building Code Requirements-
Portland Cement Association
Concrete Masonry-
National Concrete Masonry Association
Precast Concrete-
Precast/Prestressed Concrete Institute
Tilt-up Concrete-
Tilt-up Concrete Association
Removable Forming Systems-
Concrete Foundation Association
Pervious Concrete Pavements

Who Should Attend: Builders, architects, engineers, contractors, building officials, developers, governmental agencies, and product suppliers. The general public is also welcome.

Professional Development Hours: Attendees will receive seven Professional Development Hours. This seminar is registered with AIA Continuing Education System. PDH's for engineers.

Register on the form or online at: www.nrmca.org/seminars

Attend a Continuing Education Seminar



National Sponsors:

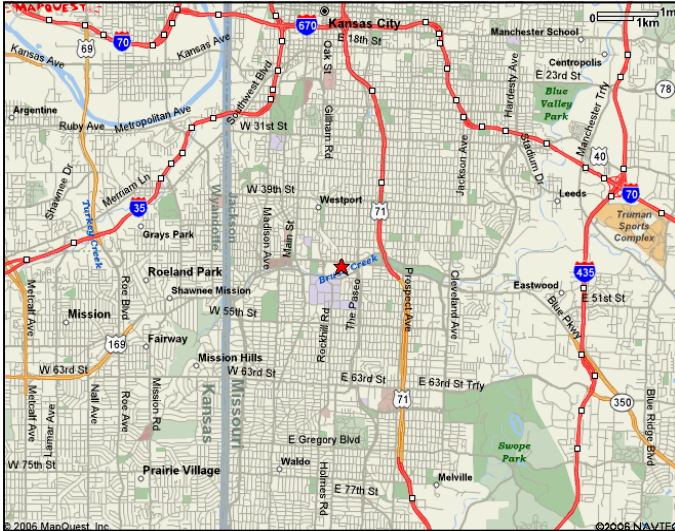
Concrete Foundations Associations
Concrete Homes Magazine
Concrete Monthly Magazine
Institute for Business & Home Safety
Insulating Concrete Form Association
National Concrete Masonry Association
National Ready Mixed Concrete Association
Portland Cement Association
Precast/Prestressed Concrete Institute
Tilt-up Concrete Association

Local Sponsors:

Concrete Promotional Group of Greater Kansas City
Kansas Ready Mixed Concrete Association
Eastern Jackson County Builders & Developers Assoc.
Kansas Masonry Industries Council
Missouri Concrete Masonry Council
Missouri Dept. of Natural Resources
Missouri Dept. of Conservation

Register for Storm Resistant Concrete Homes and Buildings

August 31, 2006, (8:30 am - 4:30 pm)
 Kansas City, Missouri
The Discovery Center
 4750 Troost Avenue, Kansas City, MO 64110-1728
 (816) 759-7300 phone

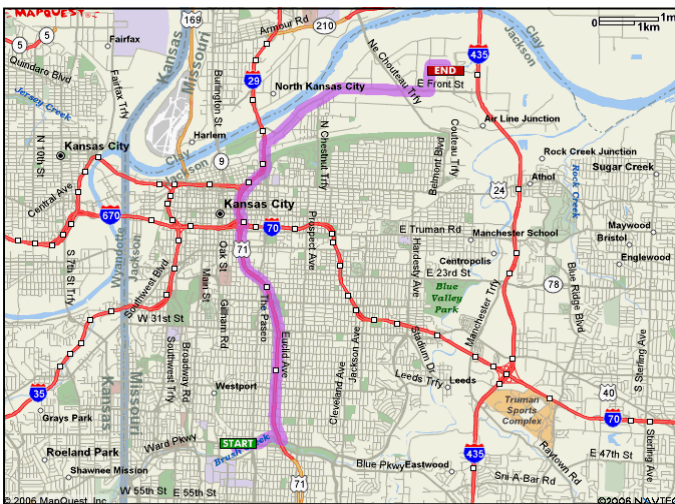


Directions to Discovery Center:

US Hwy 71, aka, Bruce R. Watkins Drive, exit US Hwy 56
 US Hwy 56, aka, Swope Parkway, going West
 Swope Parkway merges into Volker Blvd at about The Paseo
 Turn right or North on Troost, Discovery Center on the left

Immediately following the seminar will be a Q&A with food & drink, demo's, table-top displays, speakers & sponsors at the reception.

Reception 5:00 pm to 6:30 pm:
 Western Forms Manufacturing
 6200 Equitable Rd., Kansas City, MO 64120-1728
 (816) 241-0477 phone



Direction from Discovery Center to Western Forms Mnf:

US Hwy 71 North to Front Street #4B, Exit going right/East
 Front Street to N. Topping Road turn left or North
 N. Topping Road to Equitable Road, turn right/East
 Western Forms will be on the North side of the street.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone: _____ Fax _____

Email _____

Special Needs _____

If a Student, School Name & ID# _____

Registration fee:

Only \$75 (Continental breakfast, lunch & reception included)
 Students \$25 (Students with active school ID's only \$25)

Payment Method:

Check (make check payable to NRMCA)
 Mail registration form and check to:
 SunTrust Bank, c/o NRMCA
 P.O. Box 79433
 Baltimore, MD 21279

Credit Card

VISA Master Card American Express

Card Number _____

Expiration Date _____

Name on Credit Card (print) _____

Signature _____

For credit card payment, fax form to:
 Jennifer Leonard, Meetings, Dept., NRMCA, (301) 565-8200.

Receipt: Confirmation of registration and paid receipts for these seminars will be sent by request only. If you would like a receipt e-mailed to you, please check the box below.

E-mail receipt

Please Note: The sponsors reserve the right to close registration in order to not exceed capacity. The sponsors reserve the right to cancel the workshop. If that would happen, the sponsors will notify registered participants by fax or e-mail in advance of the seminar. The sponsors will refund the entire registration fee but not unused airline tickets and hotel reservation fees. A registrant can cancel once they register for the program. Cancellations must be made in writing to: NRMCA Meetings Dept., 900 Spring Street, Silver Spring, MD 20910 or fax to (301) 565-8200. Full cancellation refunds less a \$20.00 administration fee will be extended until two weeks in advance of the seminar. All cancellations within two weeks of the seminar will not be refunded. For further information, contact Jennifer Leonard at (240) 485-1156 or jleonard@nrmca.org.



**Promoting Quality
Concrete in KC**

The Concrete
Promotional Group of

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Overland Park, KS 66211
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913-381-4958 fax

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Cindy Allen, Office Manager

WE ARE ON THE WEB:
WWW.CONCRETEPROMOTION.COM

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Calendar of Events & Activities

August 2006

Call for Entries for the Excellence in Concrete Awards starts! Look for the Entry Forms to hit you mail boxes in August. Start taking pictures of your favorite jobs!

August 3-6, 2006

KRMCA Annual Midyear Meeting
Keystone, CO
Call KRMCA for details at: (785) 235-1188

August 5, 2006

**Kansas City Chapter ACI
ACI Concrete Field Testing Technician-
Grade 1 Exam**
Kansas City, KS For more info call Bonnie
Bender at (913) 894-1537

August 19, 2006

**Hogs 4 Hug
Motorcycle Poker Run Benefit**
for Mara Jane Hug
call CPG for a flyer on the event.

August 31, 2006

**Storm-Resistant Concrete
Homes & Buildings, National Seminar**
The Discovery Center, KCMO
See flyer in this newsletter

September 10-13, 2006

**American Public Works Association
Annual Conference in Kansas City**
Bartle Hall & Convention Center
Kansas City, MO

September 11, 2006

**ICRI Great Plains Chapter
1st Annual Golf Tournament**
WinterStone Golf Course
Independence, MO

September, 20 2006

**Due date for final entries for CPG Excel-
lence in Concrete Awards program .**
Call CPG office with any questions.

October 6, 2006

13th Annual Bridge Design Workshop
K-State Student Union
Manhattan, KS
1-800-432-8222

October 18, 2006

**Dinner w/ Featured Speaker & Nationally
Recognized Ward Malisch, P.E., V.P., ACI
International**
Doubletree Hotel, Overland Park, KS

October 25, 2006

CPG Executive Board Meeting 12 noon
CPG Board of Directors Meeting 1-3pm
CPG Office/Conference Room
Overland Park, KS

November 7, 2006

CPG & MO/KS ACPA, Co-sponsored:
Concrete Streets and Local Roads 2006
Ritz Charles Conference Center
Overland Park, KS

November 6-10, 2006

**JOCO Contractor Licensing Conference
CPG Booth & 8 CPG Concrete Classes**
Overland Park Conference Center, OP, KS

November 30, 2006

**CPG Holiday Membership Dinner &
Excellence in Concrete Awards Program**
Arrowhead Stadium Club
Kansas City, MO

December TBA, 2006

Parking Lot & Paving Design Seminar
For Architects, Engineers, Public Works,
Consultants, etc.

Coming in 2007

National Pervious Concrete Seminar comes
to Kansas City, more information coming in
the near future!

Two of our CPG members have had personal difficulties recently, please pray for them and their families:

Joe Hug, Monarch Cement
5 month old baby, Mara Jane Hug
has retinoblastoma, a rare type of eye cancer. While Children's Mercy Hospital has provided wonderful care & chemo treatments, the family is seeking specialized care out of town. A benefit is set up for August 19, 2006. A trust fund has been set up for Mara Jane Hug:

Mara Jane Hug Fund #100034347
Benefit Bank
P.O. Box 10750
Fort Smith, AR 72917-0750

Dan Bredeman, W.R. Grace
Adult son was in a terrible car accident (car landed in a tree), remarkably his son and his son's girlfriend survived the accident and are dealing with healing and medical care.