

KCA NEWSLETTER

MAY 2017



KENTUCKY CONCRETE ASSOCIATION

KCA GOES SOCIAL

*A LOOK INTO THE ASSOCIATION'S
NEW PLATFORM PRESENCE*

pg. 3

COMING UP:

MAY 18
ACI LEVEL I

MAY 30
NRMCA OVERLAY
SEMINAR

MAY 31
NRMCA OVERLAY
SEMINAR

JUNE 1
NRMCA OVERLAY
SEMINAR

UPCOMING EVENTS

CALENDAR



18 MAY 18th. KCA OFFICE - CLASSROOM. **ACI LEVEL I Certification class.** This class is held monthly and covers the material review, written test, and practical test for the ACI Level I Concrete Technician Certification.

30 MAY 30th. EMBASSY SUITES | COVINGTON - NRMCA CONCRETE OVERLAY SEMINAR
Free event with lunch hosted by the Northern Kentucky Concrete Education Council . Registration on p 14



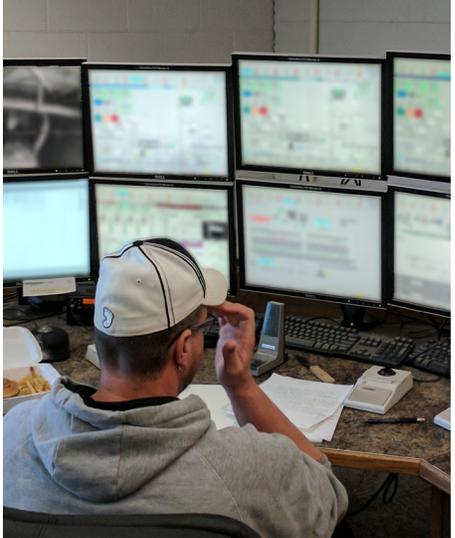
31 MAY 31st. DOWNTOWN HYATT REGENCY | LEXINGTON - NRMCA CONCRETE OVERLAY SEMINAR
Free event with lunch hosted by the Bluegrass Concrete Education Council. Registration forms for all 3 overlay events can be found on Page 14 of the Newsletter.

1 **JUNE 1st. U of L Shelby Campus | Burhans Hall Rm 162 | LOUISVILLE - NRMCA CONCRETE OVERLAY SEMINAR** Free event with lunch hosted by the Kentuckiana Concrete Education Council & the KY Chapter of ACI



15 **JUNE 15th. KCA OFFICE - CLASSROOM. ACI LEVEL I Certification class.** This class is held monthly and covers the material review, written test, and practical test for the ACI Level I Concrete Technician Certification.

19 **JUNE 19th. HOUSTON OAKS GOLF COURSE - ANNUAL KCA GOLF OUTING** The annual KCA Golf Outing is accepting registrations now for individuals and teams. Registration forms can be found on Page 15 of the Newsletter.



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KCA SOCIAL MEDIA REACH GROWS

SOCIAL MEDIA

REBRANDING EFFORTS BEGINNING TO MAKE WAVES ON SOCIAL MEDIA PLATFORMS

When the Kentucky Concrete Association officially changed names, the work had only really begun pertaining to the rebranding process. A systematic overhaul of the associations brand presence was started (and is still largely underway) in an attempt to better meet our marketing goals for 2017. This rebranding effort has taken time and design iterations to create consistency that people within the state (from Engineers & Architects, to Contractors, to every day people) will recognize as the voice of authority on all things concrete within the state.

With much of the initial design updates completed

(the first step within the rebranding process) it was time to turn the rebranding efforts to a more public nature: Social Media.

Beginning on April 1, the KCA officially launched the rebranded social media accounts. On Facebook, we were able to leverage the existing account and simply update information to reflect the branding changes.



This was beneficial to our marketing goals as it afforded us the ability to “hit the ground running” in regards to creating and distributing content. KCA began to promptly create and

post content that has so far been very well received by our social media audiences. You can see in some of the charts and graphs here, the impact that has been created since the “rebranding” launch on April 1.

Selective paid advertising through Facebook posts has allowed us to reach large numbers of individuals with content that is important from an educational or promotional standpoint.

As an example, the KCA has paid to promote social media posts that highlight ICF, concrete construction of hotels & concrete overlays of local streets (as well

Reach		Engagement	
13.6K		1.1K 316	
7.9K		910 307	
4K		438 167	
6.6K		238 83	

as a few other topics). This paid advertising is a far better value per dollar than traditional advertising and offers an important avenue to reach individuals who may otherwise not be exposed to the information being shared by the Association.

We’ve also created new social media accounts for numerous additional platforms in order to secure branding consistency. At this time however, we are inactive on all platforms except for Facebook, Twitter & Instagram.

The growth of these other platforms has been steady, albeit slow. Twitter in particular, offers a great tool for the KCA to connect with Legislators and other key play-

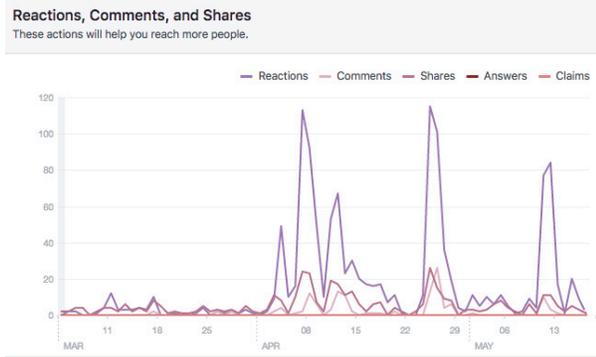
ers within the state. Twitter offers the opportunity for the KCA to interject into the ongoing conversations of others, and when used effectively, can be an important

part of establishing influence and authority on the subjects of construction, materials, sustainability, and economic growth.

The benchmarks for success in regards to social platforms are, in my opinion, often completely mis-

guided and irrelevant. While it is important to track information such as likes, shares & engagement in order to be adaptive in content creation - it is vastly more important to create key metrics that represent the actual marketing goals of an organization. That’s the step that we’re at now in regards to social media - establishing the metrics that correlate to “increasing the KCA’s influence and ability to act as a playmaker in important decisions affecting our industry” and our other established marketing goals.

The KCA will continue to create content tailored to the social media platforms we’re using and as a result, with time, the platforms will be an effective tool for communicating our message to the target groups we need to reach. Be on the lookout for more updates from the Association as we continue our path toward making the KCA a name that people recognize and turn to when they need information about ready mix concrete.



For more information about what the KCA is doing on social media, or how you could be utilizing the platforms, contact:

Josh Huddy
 Director of Education & Marketing
 Kentucky Concrete Association
 josh@kyconcrete.org
 (502) 682 - 1903



CRMCA SEES SUCCESS WITH **NEW APP LAUNCH**

NATIONAL NEWS

NEW FIELD INSPECTION APP CREATING BUZZ IN COLORADO

Field inspections are an important part of the ready mix business, but often can be a headache for producers. The biggest pain is always felt when field inspections are not carried out according to the ASTM/ACI requirements. It is impossible to expect a Ready Mix producer to be held to any consistent standard if the inspection process itself is inconsistent.

Whether the inspection issues lie in sampling, test cylinder creation, cylinder storage, or slump measurement methodology (or any other host of issues) the problems created by non-standard testing are numerous. And the pain of this inconsistency is not only felt by the ready mix producers. Often, independent testing labs following test methods perfectly can suffer from the inefficiencies and failings of their competition.

Colorado Ready Mix Concrete Association has taken the issue of testing methodology into a new platform -

the mobile app. Through the development of a mobile app coupled with training and an approved private user base, CRMCA was able to shed light on some of the field inspection challenges being faced by our industry.

The app itself is a data collection tool for field representatives to log inconsistencies with testing methodologies that can lead to inaccurate test results. This data collection has already resulted in statewide awareness for some of the common issues facing the ready mix industry in Colorado, and helped the CRMCA create a plan for improving testing conditions.

KCA has been in direct discussion with CRMCA to find out if this approach might be beneficial to the ready mix industry within our state and is looking into the possibility of replicating the platform to benefit our industry and our membership. For more information, contact Josh Huddy with the KCA at josh@kyconcrete.org

LFUCG ADDS MORE PERVIOUS CONCRETE

LEXINGTON'S LEGACY TRAIL RECEIVES AN ADDITION TO THE ALREADY IMPRESSIVE TRAIL

Lexington-Fayette Urban County Government first designed the 5,000+ foot stretch of the Legacy Trail to use pervious concrete as a way to mitigate the stormwater runoff from the new development. After several years, LFUCG has seen fit to add another 700' pervious section to the already impressive stretch of the Legacy Trail. This additional section is being installed by Bluegrass Contracting with concrete supplied by Harrod Concrete & Stone. The new stretch of pavement will be enjoyed by Lexington residents for years and will hopefully stand as a reminder of the versatility of ready mix concrete for sustainable design.



Aerial view of Lexington's Legacy Park shot using the KCA Drone

KCA ATTENDS 2017 KSPE ANNUAL CONVENTION

CONVENTIONS

On April 19 and 29th we exhibited at the Kentucky Society of Professional Engineers Annual Convention in Covington KY. There were about 250 attendees, mostly private consulting engineers. We coordinated a presentation by GSP Engineers on the KY 9 Roundabouts, a project that received national attention in Roads and Bridges magazine and the roundabouts are not even finished. The presentation demonstrated that the Concrete Roundabout is the biggest in KY. The Concrete was furnished by Hilltop and Cemex supplied the cement. Prus Construction was the contractor. What the presentation also showed was the amazing economic development opportunities this investment has opened up near Newport on the levee.

Another highlight was blast resilient buildings presented by Mason and Hangar. Many blast resistant attributes of buildings are inherently present in ICF buildings without special design. Mason and Hangar has just completed design of an ICF Building at the Louisville Air Guard Facility.

Another highlight was spending time with Henry Greenwell, a Professional Engineer out of Bardstown that oversees the Five Star Convenience store construction. Five star is on about their 9th ICF store in Ky. One is near completion in Frankfort, one is getting started in Bowling Green and Brooks KY and Sheperdsville are just finishing. We believe our past annual presence at KSPE is where this success story got initiated.

CONCRETE

LASTS A LIFETIME TM

UPDATES TO **EDUCATION & PROMO PROGRAMS** IN THE WORKS

EDUCATION

The beginning of the year saw big changes for the Kentucky Concrete Association as evidenced by the huge rebranding efforts approved by the Board of Directors. As with any rebranding process, it takes time and attention to update branding across every medium. Luckily, the majority of the work has been done and more focus can be shifted toward other projects. Of the most important among those: updating the Educational and Promotional program offerings of the Association.

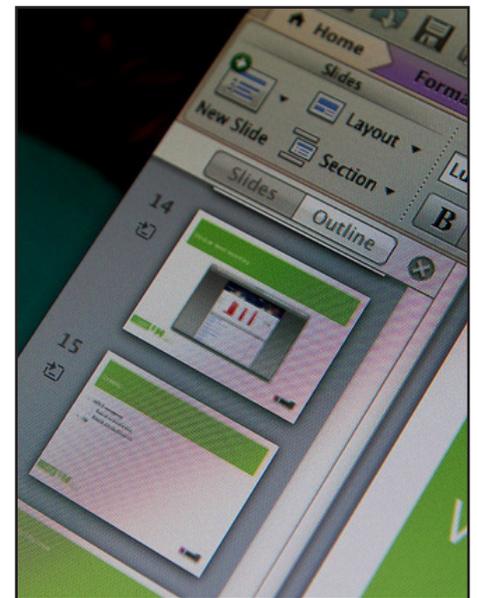
One of the most effective tools of the KCA is the extensive backlog of programs developed to teach audiences about, and promote the use of, ready mixed concrete. From ICF, to pervious, to parking lots, to P2P - the programs of the KCA are varied and content rich. As with

any program though, there's always room for improvement. We're now busy beginning the process of dusting off, updating and polishing old presentations as well as developing new ones along the way.

It is a major goal of the KCA to increase awareness for, and educate on, the benefits and versatility of concrete and concrete products in order to increase market share for the concrete industry. Part of reaching that goal involves being adaptive to the needs of the engineering & architecture community from an educational standpoint, as well as ensuring that not only the quality of content but also method of delivery are of a standard that sets the KCA apart as an expert voice in the construction & materials industry.

It is our goal to develop a "menu" of

programs that can be readily available to our membership and the engineering/architectural/construction communities. Look for that menu to come out later this year as we finalize updates to our educational & promotional offerings.



NRMCA CONCRETE OVERLAY *program making rounds in KY*

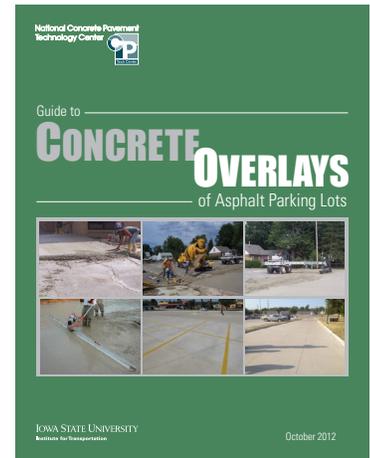
PROMOTION

Asphalt parking lots create numerous headaches for owners ranging from the toxic mess of sealers to the heat island effect; not to mention the short life span and maintenance costs.

The KCA Regional Education Groups (formerly called Regional Promotion Groups) have put together a seminar to address the topic of concrete overlays of asphalt parking lots. An AIA approved presentation by an NRMCA staff

member will be presented in 3 different locations across the state later this month. The presentation is free to attend, including lunch.

While the presentation will be technical in nature, it will also be a great learning opportunity for owners - so be sure to register for the event with the form found on page 14.



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- **Driver Training**
- **Unique Marketing Approach**
- **Risk Retention Programs**
- **Business Income Analysis**
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Bowling Green, KY 42103

LEXINGTON
181 Prosperous Place
Lexington, KY 40509

NASHVILLE
830 Crescent Centre Drive
Suite 260
Franklin, TN 37067

OWENSBORO
P.O. Box 785
2009 Frederica Street
Owensboro, KY 42302

Q1 ACTIVITIES SUMMARY

1/11 Exhibited downtown Lexington Hilton Kentucky League of Cities

1/16 Met Dr. Kim on final draft of UofL light reflectivity study

1/16 Site visit to Oldham County EMS ICF building

1/18 Exhibited Kentuckians for Better Transportation Marriott Lexington

1/25 Meeting with Director of Sustainability Maria Koetter, Louisville KY on Cool Pavements initiative

1/26 Site visit to candidate for Urban Heat Island overlay parking lot

1/27 discussed with QK4 Bonded Overlay for Outer Loop Metro Gov. lot

1/29 Discussed Lexington Bluegrass Airport Hangar and Firestation in ICF with Director Engineering, Mark Day

1/30 Met with Chad Carlton C2communications on Bridges Concrete Publicity.

2/1 Met Juva Barber, Ex. Director Kentuckians for Better Transportation on joining infrastructure investment coalition

2/1 Gallatin Airport call with PDC Engineers, Franklin TN

2/3 Discussed with Pat Long ACPA Indiana Chapter on details of proposed Indiana Gas tax and upcoming overlay lettings

2/8 Drone video of Logan Street MSD Stormwater Basin project, Louisville

2/10 Met David Montgomery and Anderson County Judge on Roads solutions and site visit to Florida Tile RCC project

2/16 Site visit for MSD Mellwood Stormwater basin photos

2/17 Met Brian Evans, CityScapes Developers VP, on ICF construction for multifamily developments

2/21 ASHE luncheon meeting John Moore KYTC speaking on SHIFT and highway funding

2/23 Joint participation in FHWA smoothness workshop with Indiana and Ohio

2/24 Etown overlay candidate site visit pics

2/24 Site Visit to Five Star ICF stations at Brooks and Shepardsville KY

3/1 Meeting with Patty Dunaway, State Highway Engineer and Paul Looney, Dep. State Highway Engineer

3/3 Discussed Louisville Northeast Library with JRA architects

3/6 Had Rob Franxman and Brian Donnelly of NKY KYTC District 6 to NKPC meeting to present upcoming projects

3/6 Elizabeth Owens attended Frankfort meeting at Highway Contractors for Kentucky Infrastructure Coalition, Transportation Investment Strategy

3/6-9 Level 3 Program Concrete Training Program at KRMCA office (ICF, flowable fill, optimized mixes, light-weight aggregate, ASTM 94, etc.)

3/6 Kick Off meeting of "Kentucky Infrastructure Coalition".. includes us, County Judges, Manufacturers Association, Aviation Assoc. Riverport Authorities, etc.

3/9 Project site visit to logging yard, Northland Corporation for technical advice LaGrange RCC possibility

3/10 ACI-KY/KCPG Louisville meeting

3/14 FHWA Overlay program at KYTC Frankfort with Dr. Mark Snyder and Gary Fick

3/14 meeting with Paul Looney on Bonded Overlay Candidate

3/15 Site visit and meeting with ETown Ex Dir. District 4 KYTC Paul Sanders

3/27 Drone video of Omin Hotel Louisville project

3/27 Met Mary Ellen Wiederhol, Deputy Mayor, Louisville Forward

3/28 500 and 800 spec meetings in Frankfort

3/29 Met HWC Engineers, in regard to educational sessions



ACI LEVEL I REGISTRATION

KENTUCKY CONCRETE ASSOCIATION

1 HMB Circle Frankfort, KY 40601

Class Date (circle one) June 15, 2017 July 12, 2017 August 15, 2017 September 13, 2017

Name					
Name					
Name					
Company					
Address					
City		State		Zip	
Phone		Email			

Fees: ACI Level I. Limited to the first 45. Full one-day class to be held at KCA in Frankfort, KY.

# to attend _____	x \$335.00 =	_____		Discount Rate*
# to attend _____	x \$670.00 =	_____		Regular Rate
RETESTING _____	x \$150.00 =	_____		(took the test and failed, retesting)

Please return this form and check to:**

Kentucky Concrete Association
1 H.M.B. Circle, Frankfort, KY 40601
(502) 695-1535
FAX: (502) 695-9499
Email: SHagg@kyconcrete.org

*Discounted rates will be available for all KCA members. Companies who have been a member and are rejoining the KCA will have to pay the dues for the prior two years to be eligible for the school discounted rate. Companies who are joining KCA for the first time will be eligible for the discounted rate immediately.

Classes are payable in advance or on day of class. **Payment must be received prior to taking the class for non-KRMCA members.

*****Additional Fees:**

Cancellation: \$100.00 if it is within one week of the class; all cancellations will be charged for the price of the ACI manual

Changing Classes: Please make sure you can attend the class on the given day. Each attendee can move from one class to another once without a charge. If you move classes a second time, there will be a \$100 charge for the change and an additional \$100 for each change after that.

KCA members have the first opportunity for registration. Please register early. We will send out information to all those registered regarding directions at a later date.



Summer Meeting Registration Form

Grande Dunes Marriott
Myrtle Beach, SC
July 16-19, 2017

*** Board Meeting on Monday July 17, 2017 - 8:30am ***

REGISTRANT INFORMATION	
<u>Name</u>	<u>Email</u>
<u>Company</u>	
<u>Address</u>	
<u>City, State Zip</u>	
<u>Attendee</u>	<u>Spouse/Guest</u>
<u>Number of Rooms needed (all rooms double occupancy)</u>	
<u>Arrival Date</u>	<u>Departure Date</u>
<u>Additional Family/Guests</u>	

Reservations for this group are to be made by using the Reservation link or calling **1-800-228-9290**. **The reservations should be booked no later than June 16, 2017**. All reservations need to be cancelled 7 days prior to arrival to avoid being charged 1 night's room and tax.

Use the following link to make online reservations:
[Book your group rate for Kentucky Ready Mixed Concrete Association 2017 Summer BOD Meeting](#)

Rooms are \$229.00* per night
 * Plus tax and reduced resort fee

Attendee Totals			
Adults	Children 13-18 yrs	Children 4-12 yrs	Children 0-3 yrs

**Shirt Quantities****

Adult Sizes	S	M	L	XL	XXL	XXXL
Youth Sizes	XS	S	M	L	XL	OTHER:

Registration includes: Opening reception, meetings, Monday Ripley's Aquarium & Broadway at the Beach visit with cocktail reception and meal, Tuesday night reception and banquet, tee shirt(s)

Registration Fees

Registration Type	Total #	Rate	Subtotal (please calculate)
# Of Single Registrations		\$300.00	\$
# Of Couples Registrations		\$575.00	\$
# Of Child Registrations (0-3)		\$0.00	\$
# Of Child Registrations (4-12)		\$125.00	\$
# Of Child Registrations (13-20)		\$150.00	\$
# Of Child Registrations (21+)		\$300.00	\$
Registration Total			\$

Registration deadline is Friday, June 16, 2017

Please enclose a check with your registration and mail to :

KCA
1 HMB Circle
Frankfort, KY 40601

or email shagg@kyconcrete.org
Or call 502-695-1535 to pay by credit card

No shows are liable for the full registration rate and room charges. Cancellations received after July 1, 2017 will be required to pay for full KCA Registration as we will be charged for all events and will have turned in our guaranteed numbers



**CONCRETE OVERLAYS OF ASPHALT PARKING LOTS
1 PDH, 1 HR. AIA**

**Speaker: Amanda Hult with NRMCA
Senior Director, Local Paving**



Amanda joined NRMCA in July 2011. She is based in Nashville and provides technical expertise and education on roads and parking areas. Ms. Hult also represents NRMCA before AASHTO, FHWA, ASCE, ACI and other organizations that develop codes and standards for pavements.

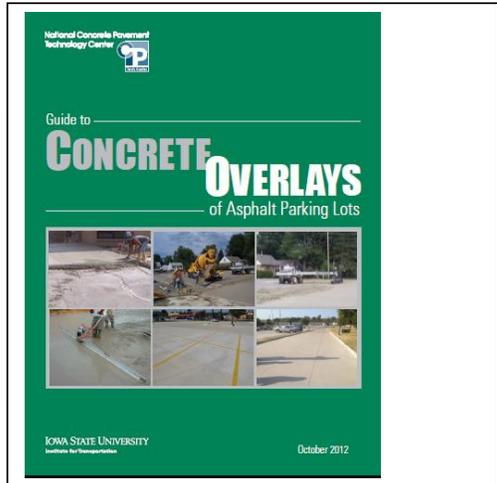
Prior to joining NRMCA, Ms. Hult was actively involved in promoting concrete pavements in Florida with CEMEX USA. She was a guest lecturer for the University of Florida's Rinker School of Building Construction as well as other industry groups. Ms. Hult holds a bachelor's degree in civil engineering from the University of Florida and a professional engineering license in Colorado.

Concrete overlays of existing asphalt parking lots are a cost effective alternative to frequent asphalt maintenance requirements. The NRMCA offers free design assistance for concrete overlays. NRMCA's Guide to Concrete Overlays of Asphalt Parking Lots will be available at no cost.

This program is AIA Approved.

PLEASE CIRCLE YOUR SESSION CHOICE

MAY 30 11:30AM - 12:30PM Roebling Room Embassy Suites Covington	MAY 31 11:30AM - 12:30PM Downtown HYATT Regency Lexington	JUNE 1 11:30AM - 12:30PM Uof L Shelby Campus, Burhans Hall Rm 162 450 N. Whittington PKY Louisville
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NAME _____
email _____

NAME _____ **email** _____

Fax form to KCA office at 502 695-9499 or e-mail Susan, shagg@kyconcrete.org

Questions? 502 695-1535

KCA'S 31st ANNUAL GOLF OUTING

JUNE 19, 2017 – Houston Oaks Golf Club – (859) 987-5600
555 Houston Oaks Drive Paris, KY – 40361

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.

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 KCA Gold Club Hole Sponsors who make this event possible.

SCRAMBLE Format [Flights are based on the total team handicap - 4 Flights (A, B, C, & D)]

Team Prizes awarded to top teams from each flight.

Individual Prizes: Closest to the hole - 4, longest drive - 1, longest putt - 1

Company Name		
Address		Zip
Email Address		

Team / Individual Registration:

Name	USGA* Handicap	T Shirt Size	I need to be placed on a team	I do not intend to golf, but will attend the lunch (\$20)	I do not intend to golf, but will attend the dinner (\$35)

**If you do not know your USGA Handicap, please indicate your average*

PAYMENT MUST ACCOMPANY REGISTRATION FORM

TEAM: \$800.00 X _____ NUMBER OF TEAMS = \$ _____

INDIVIDUAL: \$200.00 X _____ NUMBER OF INDIVIDUALS = \$ _____

AMOUNT ENCLOSED \$ _____

Payable by check or credit card:

Send checks to **KCA - 1 HMB Circle, Frankfort, KY 40601**

To pay by credit card (a Convenience Fee will apply) call the KCA – 502-695-1535

NOTE: "Back the PAC" Mulligan will be sold for \$100 per team or \$25 a player. (NOTE: 1 on each side, 2 per player)- Personal Checks Only