

The **Kentucky** Ready Mixed Concrete Association

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

October 2016

Calendar of Events

October 2016

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					

ACI Level I Classes

*October 20,
November 22,
2016*

*Concrete Overlays of
Asphalt Parking Lots
Program*

*October 4, 2016
Evansville, IN
October 5, 2016
Bowling Green, KY
October 6, 2016
Louisville, KY*

*KRMCA Fall Board
Meeting—Naples, FL*

*November 9-13,
2016*

*KRMCA Promotion
Committee Meeting*

October 12, 2016

November 2016

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			

Kentucky Ready Mixed Concrete Association Builds Paths and Relationships.

Six years ago a KRMCA team met in Louisville with Bravura Architects, 21st Century Parks and Wallace Roberts & Todd to collaborate on concrete paths in the planned 4,000 acre park system called the Parklands of Floyds Fork.

Wallace Roberts & Todd was not accustomed to designing concrete paths. Previously, they had only designed in asphalt. Bravura had one concrete path under their belt, about ½ mile long, at the Louisville Waterfront Park.

We were able to get past the resistance of the designers, convincing them that concrete paths were cooler and lasted longer. Dan Jones, son of Humana's David Jones, and Founder and CEO of the Parklands made the decision to try concrete paths. Dan convinced his design team that concrete paths handled maintenance traffic better, required less overall maintenance and that they held their shape better in a flood plain with many freeze thaw cycles.

As the massive project began, IMI and Advanced donated concrete and we assisted in construction of a stockpile bin at the main maintenance facility. That relationship and aid led to many miles of concrete paths and bridges. (cont. pg.3)





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Bowling Green, KY 42103

LEXINGTON
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Lexington, KY 40509

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830 Crescent Centre Drive
Suite 260
Franklin, TN 37067

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

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think
harder.
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Cont. from page 1

On a side note, it has created opportunities for 21st Century to provide us with outdoor testing sites for the ongoing University of Louisville Speed School of Engineering Concrete Pavement Lighting Study.

The maintenance staff has told us they love the concrete.

We're told the pets love the concrete. The bikers love the smoothness and visibility of the concrete.

Now the nearly finished park runs from Shelbyville Road to Bardstown Road (19 miles). A very good portion of that length is concrete paths.

There is no doubt that concrete was not the lowest first cost option. With all things considered including low maintenance, flood resistance and life cycle costs, concrete was the best value. And this year almost 1.7 million visitors will walk, bike and run with their pets while admiring this concrete showcase.

Miles and Miles of of durable, sustainable, low maintenance concrete paths!



KRMCA CONDUCTING JOB SEARCH FOR THE POSITION OF DIRECTOR OF TECHNOLOGY

The position description is listed below and if you know of anyone who might fill the qualifications required, let the KRMCA office know and we will be glad to forward the description to them. If they are interested in the position, we will set up an initial interview with them.



KENTUCKY READY MIXED CONCRETE ASSOCIATION

Position Description

Job Title: Director of Technology & Education

Job summary:

Responsible for developing and conducting local, regional and statewide educational and marketing activities for the benefit of the KRMCA membership, incorporating the provisions of the KRMCA formal marketing plan, with the prescribed purpose of expanding the use of Ready Mixed Concrete in Kentucky

Primary Tasks and Responsibilities

- Coordinate promotional and educational activities and program development with the Executive Director.
- Work with the Association's committees to provide a positive level of membership services and program development.
- Develop and present promotional and education seminars.
- Respond, in a timely fashion, to requests from KRMCA member firms for technical information, promotional materials and request for specific marketing calls.
- Coordinate and develop the KRMCA Awards Program.
- Participate in all KRMCA activities and in other construction industry related events where appropriate to further the KRMCA's promotional goals.
- Work with the KRMCA regional promotion groups.
- Contribute to the day-to-day operation of the KRMCA office.
- Travel is required including some air travel.

Skills & Abilities

- Have a working knowledge (will train) of the principles of marketing and promotion.
- Have a high computer skill level.
- Have a level of public speaking (will train) ability that will provide effective promotional and education presentations in either a group or individual meeting environment.
- Have a positive level of written communication skills that will provide for effective media communications, report writing, membership/promotion reporting, marketing material preparation and newsletter preparation.
- Must exhibit excellent independent priority setting and follow through on assignments.

Education, Experience or Training

College Degree in Marketing or Business preferred. Engineering degree could be considered.

Knowledge of design and construction industry is beneficial. (will train)

Salary Range & Compensation

Salary is negotiable

Company automobile/vehicle provided by association

Family Health Insurance.

SEP/Retirement, 4% contribution by Association – voted on yearly.

Vacation and sick time plan

Send resume to:

R. Finley Messick

Kentucky Ready Mixed Concrete Association

1 HMB Circle

Frankfort, KY 40601

Or e-mail: finley@krmca.org





August 18, 2016

TO: KENTUCKY HIGH SCHOOL GUIDANCE COUNSELORS
FROM: R. Finley Messick
RE: 2016-17 KRMCA – Wm T. Robertson High School Essay Contest

This program was conceived in an effort to better educate young people about the concrete industry. This essay contest is an opportunity for young people to learn about the importance of our industry and what concrete contributes to society.

The winner of the 2016-2017 KRMCA Wm. T. Robertson High School Essay Contest will receive a \$1,000 scholarship to the winner's school of choice.

Our winning essay will then be forwarded to our National association where the essay will have a chance of winning the national scholarship of \$5,000 if they enroll for freshman year in a concrete-related curriculum such as the Concrete Industry Management programs offered at Middle Tennessee State University in Murfreesboro, New Jersey Institute of Technology in Newark, California State University at Chico, and Texas State University in San Marco. Other eligible programs would include those at Alpena College in Michigan or Rhodes State College in Ohio, or other majors directly related to the concrete industry, such as those for construction materials science/engineering. Should the winner not choose to enroll in a concrete-related curriculum, he or she will receive a \$2,000 scholarship for the freshman year at the college of his or her choice. The winner of the National Contest will be flown, along with a parent or guardian, to NRMCA's 2017 Convention.

The contest is open to students who will be between the ages of 16-18 at the beginning of the 2016-2017 school term. The rules are as follows, and must be conveyed by you to the students:

- Open to all high school students ages 16-18 at the beginning of the 2016-2017 school term.
- An entry form (see attached) must be included with all essays returned. That form, along with the essay must be forwarded to KRMCA & postmarked by **Monday, October 31, 2016**.
- Entries should be typed, double-spaced and not exceed 600 words.

Essays will be judged on content and writing ability (grammar, style, clarity, etc.). Possible themes include concrete's benefits to society; how concrete affects the environment; and using concrete to build homes, commercial buildings, bridges or roads. Essays should demonstrate a student's awareness of concrete's role as a building material in homes, commercial buildings, streets and highways.

Please encourage your students to be creative with their essay, instead of simply providing an essay on concrete that was researched on the internet.

Entries received will be judged by an impartial committee of industry executives. The

winning essay will be submitted to the National Ready Mixed Concrete Association for consideration for the 2016-2017 National Essay Contest Award.

The State winner, his/her parents will be KRMCA's guest at our Annual Convention Awards Banquet, January 27, 2017 at the Embassy Suites Cincinnati – RiverCenter, Covington, KY.

Entries received by KRMCA or NRMCA reserve the right to publish the winning entry in whole or part. All entries become the property of KRMCA. The winning entry will be publicized in KRMCA's monthly newsletter and website.

For additional information contact KRMCA at (800) 737-1535 or by email shagg@krmca.org.

Regards,



R. Finley Messick
KRMCA - Executive Director

KRMCA

Wm. T. Robertson High School Essay Contest

It is once again time for High Schoolers across the Commonwealth to have the opportunity to compete in the Wm. T. Robertson High School Essay Contest for scholarship money for college and to further compete in the NRMCA's High School Essay Award program. The KRMCA is proud to have had three Kentucky HS Essay winners to go on to win the NRMCA contest.

There are always more than one winner in these Essay Awards and the biggest winner is the Concrete Industry itself. In the Commonwealth of Kentucky we have about 200 entries annually participate in the program. What that means is while there is only one winner, there is another 200 students who took the time to research and learn about some of the attributes of concrete. Many students comment about the fact that they did not know how valuable and important concrete is. Over the years KRMCA has had thousands of students compete in the program.

We have also had several winners come from children of KRMCA Members. One of those KRMCA Members daughter went on to win National.

We have distributed the entry form and explanation letter to High School Guidance Counselors across Kentucky.

If you have anyone in your area that might be interested in competing, the entry form is on the next page. You might check with your local area Guidance Counselors to make sure they have the info and to ensure that children in your area have the opportunity to compete.

The opportunity to change conceptions about concrete will begin with our youth!

Entry form on page 8

**National Ready Mixed Concrete Association
Kentucky Ready Mixed Concrete Association
Wm. T. Robertson
High School Essay Contest Entry Form**

Entry Date: _____

Student Name: _____

Parent or Guardian's Name: _____

Street Address: _____

City, State, ZIP: _____

Home Phone: _____

Email Address: _____

Student's Birth Date: _____

School Presently Attending: _____

School Contact (Name and phone number of a teacher or school official familiar with the student): _____

I have read the rules of the 2016-2017 National Ready Mixed Concrete Association Essay Contest and agree to abide by them:

Student signature

Date

I have read the rules of the 2016-2017 National Ready Mixed Concrete Association Essay Contest and agree to abide by them:

Parent or Guardian signature

Date

Please return essay and entry form to:

**KRMCA
1 HMB Circle
Frankfort, KY 40601**

ENTRIES MUST BE POSTMARKED BY: October 31, 2016

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And provide security when you need it most.

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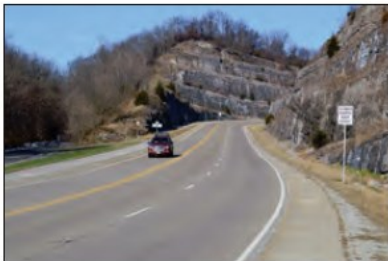
The Motorists Insurance
Group, You know us.®



Life-Cycle Does Matter!



At almost 2,000 years old, the Pantheon is still in use today.



Built in the 1980s, Highway 127 still has plenty of life to go.



18-year-old parking lot looks like it still has 20 or more years remaining.



After Hurricane Katrina, this concrete home was the last one standing.

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**KENTUCKY READY MIXED CONCRETE ASSOCIATION
FALL BOARD MEETING
EDGEWATER BEACH HOTEL & CLUB
NAPLES, FLORIDA**

Tentative Schedule of Events

WEDNESDAY - NOVEMBER 9, 2016

**Registration Packet will be at the Front Desk as you check in.
5:30-6:30 p.m. - Cocktail Reception – Courtyard
Dinner on your own**

THURSDAY - NOVEMBER 10, 2016

**5:30 p.m. Hotel Lobby (*NOTE: Bus will depart at 5:45 p.m.) 1 Trip Only*
Dinner at *Ridgeway Bar & Grill*
Cocktails
Dinner**

FRIDAY - NOVEMBER 11, 2016

**KRMCA Golf Tournament
5:30-6:30 p.m. - Cocktail Reception – Courtyard
Dinner on your own**

SATURDAY - NOVEMBER 12, 2016

**8:00 a.m. – Executive Committee will meet in Lobby
8:00-9:00 a.m. - Board Breakfast – *Meeting Room 1 & 2*
9:00 a.m. - KRMCA Board Meeting – *Meeting Room 1 & 2***

Afternoon on your own.

**5:30-6:30 p.m. – Cocktail Reception – Courtyard
Dinner on your own**

SUNDAY - NOVEMBER 13, 2016

DEPART FOR KENTUCKY



**2016 FALL BOARD MEETING
EDGEWATER BEACH RESORT – NAPLES, FLORIDA**

November 9-13, 2016

REGISTRATION FORM

THIS FORM is to be returned to KRMCA

HOTEL RESERVATIONS are to be made directly to the Hotel @ 1-866-624-1695

Block Code: KRC1116

NAME _____ GUEST/SPOUSE

NAME _____ GUEST/SPOUSE

NAME _____ GUEST/SPOUSE

COMPANY _____ EMAIL ADDRESS

ADDRESS _____ CITY _____ ZIP _____

OPTIONAL EVENT GOLF - Friday, November 11, 2016 – TO BE DETERMINED

Do you plan to golf? *Circle one:* YES NO

REGISTRATION RATES:

Single - (\$385.00) x number of single reservations _____ = \$ _____

Couple - (\$750.00) x number of couple reservations _____ = \$ _____

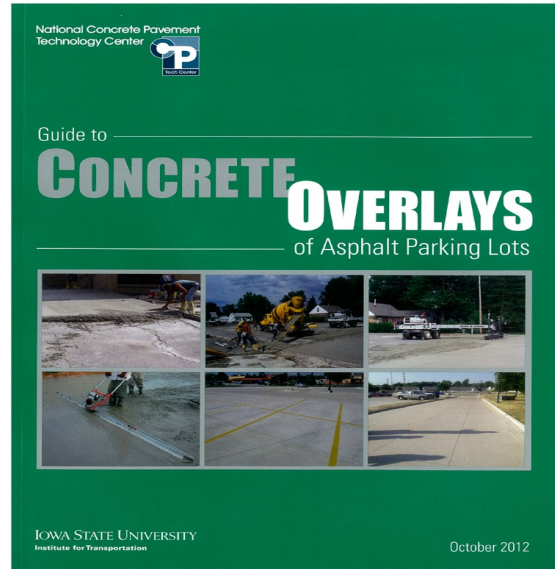
TOTAL REGISTRATION PACKAGE \$ _____

Credit Card payments accepted or make check payable to KRMCA. Fee includes: All meeting expenses, Wednesday night opening welcome reception, Thursday night dinner, Friday night reception, board breakfast, Saturday cocktail reception. Does not include room, golf fees, tennis, optional events or your own expenses.

ROOM RATES: \$229/per night - Gulf-view 1 bedroom suite

The Guide to Concrete Overlays of Asphalt Parking Lots provides the information you need to design and construct a concrete overlay. Developed by the National Concrete Pavement Technology Center and the RMC Research and Education Foundation, the guide includes information and guidance in areas such as assessing the integrity of existing pavement; pavement design principles and design life; managing parking lot drainage; and dealing with entry evaluations of adjacent buildings. The guide also incorporates aspects of *ACI 330 Guide for Design and Construction of Concrete Parking Lots*.

For more information, or to obtain your copy, contact us at concrete@nrmca.org



Need assistance with your concrete parking lot design?

NRMCA's **Design Assistance Program (DAP)** can provide concrete parking lot design recommendations for designers and specifiers not familiar with concrete parking lots. By providing detailed pavement design and CAD jointing recommendations, the **Design Assistance Program** helps deliver quality parking lot designs to ensure successful concrete projects. And best of all, there is **no charge** for the service.

For more information on the Free Design Assistance Program, go to www.concretepromotion.org/promotion/dap or e-mail us at concrete@nrmca.org

KRMCA Members!!! Let's Educate Kentuckians about Concrete!!!

We are trying to post something interesting about concrete everyday on our Facebook and Twitter accounts we have for the KRMCA and Keep Kentucky Cool accounts. The more folks repost these articles the more people will see them and learn something interesting everyday about concrete. You can like us on Facebook at: (Click the like button)

<https://www.facebook.com/Kentucky-Ready-Mixed-Concrete-Association-142457565786239/> or <https://www.facebook.com/KeepKYCool/> You can follow us on

Twitter at: (Click the Follow button)

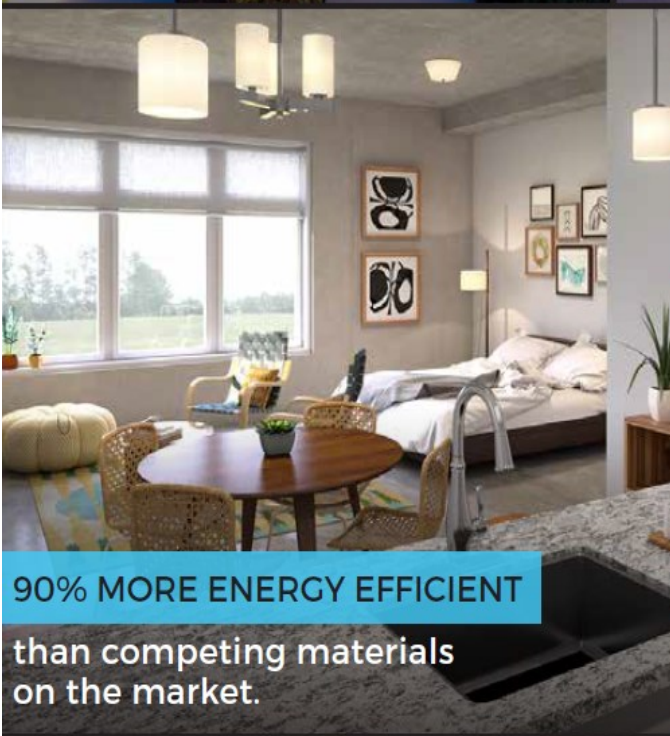
<https://twitter.com/@KyRMCA> or <https://twitter.com/keepkycool>



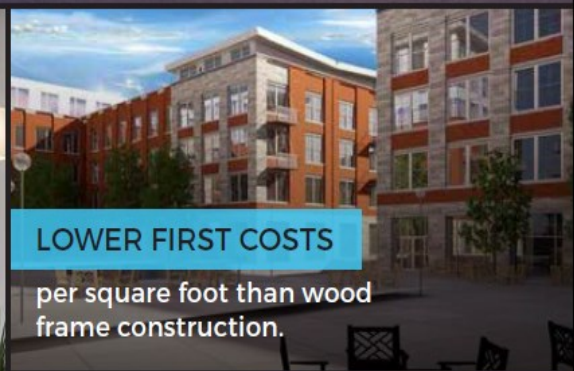
WHAT'S BEHIND THE WORLD'S MOST
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It's hard to imagine a more perfect example of multi-residential construction than the Second and Delaware project. This building takes every expectation you could possibly have—and blows it completely out of the water. (Yes, even when it comes to cost.)

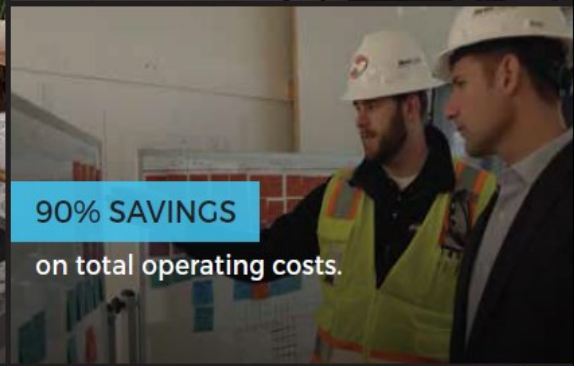


90% MORE ENERGY EFFICIENT
than competing materials
on the market.



LOWER FIRST COSTS

per square foot than wood
frame construction.



90% SAVINGS

on total operating costs.



19% LOWER LIFECYCLE COSTS
over wood frame construction.



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in reduced greenhouse gas emissions
over the building's lifecycle.

Learn more about the Second and Delaware project
at BuildWithStrength.com.

BUILD WITH STRENGTH

A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

DRURY INN - PARK ON AND SLEEP IN CONCRETE LUXURY

Drury Inn has been building their hotels in ICF concrete for some years now. When they decided to build at the intersection of the Gene Snyder Freeway and Highway 22 in Louisville there was no doubt the building would be concrete. However, usually Drury did concrete parking lots. Surprisingly, someone from a nearby shopping center persuaded Drury to do an asphalt parking lot in the worst heat island city in the country because the adjacent Paddock Shops shopping center had an asphalt parking lot.

Ernst concrete who was pouring the building concrete found out about the lot. Ron Hartman of Ernst Concrete spearheaded an effort with the KRMCA and they went to work to flip the parking lot to concrete. The “flip” was a success. The Drury now has an Insulated Concrete Form durable building and a fine looking parking lot that really shines at night.

KCPG will be co-hosting with ACI-KY an upcoming lunch and learn at the Drury. The session will be on Parking lot Overlays on Asphalt. Jon Hansen with NRMCA will be the presenter. It’s great to be doing concrete education on concrete projects.

Drury Hotels, VP and Director of Construction, Mark Stevens says: “We don’t have to worry about significant maintenance costs – not too many folks are punching holes in concrete walls. We have projects that have required little more than a fresh coat of paint in 30 years. You just can’t beat that when it comes to value.”



A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION



This Insulated Concrete Form Drury Inn with Concrete Parking Lot will Perform with little maintenance for years to come !!!



KENTUCKY READY MIXED CONCRETE ASSOCIATION

1 HMB Circle • Frankfort, KY 40601

DATE of CLASS for ACI Level I -

circle date:

October 20, 2016
November 22, 2016

NAME _____
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 KRMCA 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 see below for additional fees that can be accrued.

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

Email: SHagg@krmca.org

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

KRMCA 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.