It is an honor and humbling to start my two-year term as president of ASCC and I am grateful to the past presidents who have helped build this organization into what it is today. Joining ASCC was one of the best decisions of my career and I look forward to serving this group as we move into the future.

My career in the concrete industry started in high school where my weekend and summer job was placing and finishing concrete for a small contractor. After earning an engineering degree in college, I joined the carpenter’s union as an apprentice and learned the trade on large commercial projects. I cannot imagine working in another industry because it is hard to beat the satisfaction of working together to create something out of concrete.

I was introduced to ASCC through another contractor many years ago and was hooked. In my opinion, working together to improve our companies and our industry is the ‘secret sauce’ of ASCC. Whether through the email forum, hotlines, roundtables, events or committee work, I’m constantly impressed by what we can learn from each other to make our members the best in the industry.

Thank you for the opportunity to serve as your president. I look forward to working together to continue the upward trajectory of ASCC.

Executive Director’s Message

Welcome to new president Chris Plue, senior vice president of Webcor Builders, San Francisco. I’ve known Chris for many years; as an ASCC board member, council director of our Safety & Risk Management Council (SRMC), a facilitator for ASCC strategic planning sessions, an ASCC vice president and much more. And though I probably have more in common with Chris’ 11-year-old daughter Ruby, whose goal in life is to become a farmer, Chris and I also relate well. He is calm, studied, thoughtful, funny, innovative and tells a great story. He has some interesting hobbies like mega-sailing (I made that up) and gingerbread house competitions with his family every Christmas. He’s also an avid reader which has given us a solid bond.

Most recently (January 2017) Chris facilitated an SRMC session to produce a new strategic plan. Along with the great team of planners: Bill Bramschreiber, Aron...
I recently developed a technical relationship with the decorative branch of the China

Whiteman, he helped produce an amazing and ambitious plan that has as its goals:

- Hire full time staff member dedicated to promoting safety for ASCC members and the concrete industry
- Develop Key Performance Indicators (KPIs) to provide measurement of ASCC member safety performance
- Develop “ASCC Certified Safe” program
- ASCC Legacy Behaviorally Based Safety Program – driver of member safety performance
- Utilize MIX groups to influence owners and senior management to step up to their safety leadership roles

When this plan is approved by the ASCC board, I can’t wait to see what the future holds for our members.

At the same time, we say goodbye to past president Scott Anderson, vice president & general manager, Keystone Structural Concrete, Houston. If ever I was a little intimidated of a president it was Scott, right? His perfect posture, his big cowboy boots, his smarts, his pinpoint questions and his no nonsense way of conducting business. The fact that he required both of his daughters to sign contracts before they started driving gave me pause.

Like Chris, Scott has two daughters, though his are grown. You can tell a lot about parents from their children. And while all the ASCC children I’ve met are wonderful, you’ll never meet two more friendly, fun-loving, smart, talented, poised ladies as these two. And those turned out to be the same characteristics Scott possesses. I’m no longer afraid. The nice thing is all past presidents remain confidants, friends and great advice-givers. Scott governed ASCC with tremendous professionalism and polish. He is a hard act to follow. Thank you Scott for two great years.

**Emerging Leader Committee**

**Externships... The ASCC Way to Train**

This past summer I had a unique opportunity presented to our company. We had a summer intern who I was quite certain would be returning to the company for full-time employment. Prior to his arrival, we discussed what we wanted him to work on for the summer, when I remembered a program from my corporate life: an ‘externship’. In our case, an externship is where one company sends an employee to work for another company for a set period of time. I immediately thought of ASCC and reached out to a couple different members. Keith Wayne, Wayne Brothers, NC was immediately receptive to the idea. His response was ‘Your idea sounds like a progressive effort to train the workforce and we always seek to assist in that where we can.’ Having recently acquired a flatwork company, I wanted our intern to spend time working on concrete paving and 3D laser screeding. Keith and I discussed the parameters and he immediately put us in touch with Scott Ashworth, his Group Manager of Concrete Finishing. Our plan was to send our intern to Wayne Brothers for two weeks. We covered all costs including insurance. In exchange, Wayne Brothers had one more able bodied member on their crew. While not a truly equitable exchange, I hope to one day pay it back (or forward to another ASCC member). Scott went over the top to provide an educational opportunity for our intern. Not only was he able to do concrete paving and 3D laser screeding, but Scott packed the schedule with a myriad of other experiences to include indepth views of safety, training, planning, operations, etc. At the end of two weeks I had an intern with a head about to explode with all he saw and learned. I cannot thank Keith and his team enough for such a successful experience! In continuation, the Emerging Leaders have agreed to put a framework around this program. We believe this to be core to our ASCC values and another avenue we can provide to “Enhance the capabilities of those who build with concrete”.

**The Growing Possibilities of GFRC**

American decorative concrete contractors have have embraced the use of GFRC (Glass Fiber Reinforced Concrete) for countertops, furniture, fireplace surrounds, and faux rocks. The benefits are numerous and include internal reinforcement, lightweight, ability to cut, and smooth surface finish. GFRC has made countertops thinner, stronger and weigh much less than the traditional ones. It has precipitated tremendous artistry in all types of decorative elements such as trees, fences, and whimsical houses, as shown recently at the Concrete Décor “Brawl in the Fall.” What I learned at World of Concrete is that despite our use of GFRC, American contractors still lag behind in their creative use of this evolving product.

I recently developed a technical relationship with the decorative branch of the China
Volunteers from the Decorative Concrete Council (DCC) and the Manufacturer’s Advisory Council (MAC), traveled to Berea, OH Oct. 10 – 14 to install a patio for veterans and other residents of Northwest Healthcare Center. Jeff Eiswerth, H&C Decorative Concrete Products, Cleveland, coordinated the project. It consisted of patching existing concrete, installing a spray texture concrete overlayment, detail color, and sealer application for a 2000 SF area. All manpower and materials were donated by DCC and MAC members. A flagpole, flag, planters and patio furniture were donated by ASCC members. Companies supplying tools, materials and manpower were H&C Decorative Concrete Products, Sherwin Williams, Patterned Concrete of Cincinnati, Concrete Mystique Engraving, Increte Systems, ChemSystems Inc., ChemMasters, DecoCrete Supply, Decorative Concrete Resources, North Coast Concrete, National Flooring Equipment, SBU Diversified Brands Division, and VMI Group. Financial contributions were made by Poppoff, Inc.; Ruttura & Sons Construction Co., Inc.; TAS Commercial Concrete Construction; McMahon Contracting; Donley’s, Inc.; Greystone Masonry; and ACE/AVANT Concrete Construction Co., Inc. Thanks to all the great members who helped on this project. Next up: Pearl Harbor.

Community Project

Volunteers from the Decorative Concrete Council (DCC) and the Manufacturer’s Advisory Council (MAC), traveled to Berea, OH Oct. 10 – 14 to install a patio for veterans and other residents of Northwest Healthcare Center. Jeff Eiswerth, H&C Decorative Concrete Products, Cleveland, coordinated the project. It consisted of patching existing concrete, installing a spray texture concrete overlayment, detail color, and sealer application for a 2000 SF area. All manpower and materials were donated by DCC and MAC members. A flagpole, flag, planters and patio furniture were donated by ASCC members. Companies supplying tools, materials and manpower were H&C Decorative Concrete Products, Sherwin Williams, Patterned Concrete of Cincinnati, Concrete Mystique Engraving, Increte Systems, ChemSystems Inc., ChemMasters, DecoCrete Supply, Decorative Concrete Resources, North Coast Concrete, National Flooring Equipment, SBU Diversified Brands Division, and VMI Group. Financial contributions were made by Poppoff, Inc.; Ruttura & Sons Construction Co., Inc.; TAS Commercial Concrete Construction; McMahon Contracting; Donley’s, Inc.; Greystone Masonry; and ACE/AVANT Concrete Construction Co., Inc. Thanks to all the great members who helped on this project. Next up: Pearl Harbor.

What’s Wrong with my Concrete?

Yes, this is concrete at my house in Boulder, CO. Photos A and C are of the “new” concrete placed in 1992. Photo B is the “old” driveway placed in 1967. I bought the house in 1988 so I am responsible only for the “new” concrete. Well sort of.

Let’s start with Photo A. There’s a crack in the intersection of the porch and sidewalk that were poured together. Yes, there should have been isolation-joint material there. I asked the finisher during forming why he didn’t put an isolation joint at that location because that was where it was going to crack. His response: “I’ve never seen it crack there.” I thought about that, and felt I was too much of a college professor, so I said O.K. I marveled for 8 years at how this finisher was correct, until the concrete cracked in 2000. It took 8 years; what... concrete shrinkage? I doubt it. Probably some settlement and maybe contraction due to cold weather. So I’m blaming Mother Nature. The finisher was correct for 8 years, but I have been correct for 16 years. I think the finisher was telling the truth. He had never seen it crack at that location, because he had never gone back to look at his work 8 years later!

Photo B. Hey, it didn’t look like that when I bought the house in 1988. The driveway had only one horizontal crack. And I knew why. At the far right in the photo you can see there is a culvert directly underneath the crack. I can live with one horizontal crack, but then the culvert collapsed in 2014. O.K., the driveway cracked more!

Photo C. Looks like some freeze-thaw damage. And I should be really mad at the finisher for this, because I know it’s all his fault! However, it’s hard to blame him because the damage happened during the winter of 2016. So the concrete surface was great for 24 years and then came 2016—a bad winter. Imagine if this had happened after the first winter. So if the concrete has a problem the first winter, look at other concrete that has been in place for 5, 10, 15 or 20 years and is looking good. We can have the best concrete and the best finishing, but when Mother Nature wants to win, she wins!

If you think my concrete looks bad you should see Ward’s driveway in Lebanon, TN. Ward’s patio in Detroit was still almost pristine after 12 years, with only one random crack. But that doesn’t count because Paul Albanelli’s residential crew did that work, and we know about his excellent quality control.

I’m thinking about replacing the concrete in my driveway again. I’m also considering watching it for another 24 years to see how it performs. I’d hate to put down new concrete and have Mother Nature kick its butt!
**Safety & Risk Management Council**

**SPOTLIGHT ON SUNDT CONSTRUCTION**

**Burr Bennett Award Winner (General Contractor Category)**

Sundt Construction was founded in 1890 and has evolved into a full-service contractor providing general contracting, construction management, and design-build services for private and public sector clients with budgets ranging from $50,000 to more than $200 million.

Sundt prides itself on employing over 1600 “Employee Owners”. Using the term “Employee Owner” to describe their personnel is impressive in and of itself. It suggests right from the start that Sundt’s employees have ownership in the company’s core values. Ownership brings pride, responsibility, and accountability to an individual’s performance.

Although many companies talk about the importance of safety, Sundt Construction works hard to incorporate safety into every aspect of their work. They believe their Employee Owners are their most important asset and they pay attention to their feedback. Employee Owner involvement improved Sundt’s processes and has resulted in consistent Employee Owner engagement in Sundt’s safety effort.

Safety commitment is demonstrated at all levels of the organization and is strengthened by their participation in local and national safety functions and events. In addition, Sundt Safety Department staff are required to pursue nationally-recognized certifications such as CHST, CSP and PE. Field supervisory personnel are encouraged to seek Emergency Medical Technician and Safety Supervisor designations and every Employee Owner is offered training in CPR, First Aid, and OSHA.

Ultimately, Sundt’s goal is to focus on safety awareness for all Employee Owners so everyone (regardless of title) understands they are charged with the ultimate responsibility of choosing to work safely and making sure their team members do the same. **At Sundt no task is so important or urgent that it cannot be done safely.**

Congratulations to Sundt Construction for winning the 2016 Burr Bennett Award for General Contractor Safety Excellence!

---

**Winter Weather Safety**

As with any season, winter brings specific hazards and safety concerns. On a job site some of the primary safety concerns include slippery conditions and frigid temperatures that could lead to hypothermia.

Project sites should have the following protocols in place and equipment readily available:

- Shovels and other snow removal equipment
- Salt, sand and de-icer
- Work with clients and owners to establish how snow and ice will be removed
- Establish warming stations for workers
- Protocols for winter weather alerts and warnings

---

**Member Hotline Quotes... Why Aren’t You Calling?**

Bruce – Thanks again for the assistance on this. You can chalk up another win for the team!!
Del Montgomery, PROCON, Inc.

Bruce – You sir just made my day. Thank you. Looking forward to speaking to you again.
Eric Nutter, Donley’s

Hi Todd,
Thank you so much for the help the other day. You and the ASCC have been invaluable towards helping myself and my small company grow and learn. I believe we managed to save our last job. The mailman even stepped on it right as we left with fencing and caution tape all around. We have a lot to learn and put a value on continuous learning everyday. Thanks Again!
Andrew Whalen, Little Feet Concrete, Inc.

Thanks to our technical staff and their great work on the concrete construction and decorative concrete hotlines!