The ASCC Public Relations Committee has suggested adding a member spotlight to each issue of *The Voice*. Whether you’re a contractor, associate, or professional member, new or seasoned, we’d like to share a short feature about your company with the rest of our members. Some of what you might want to share: geographic area served, markets served, current major project (or current new product), number of employees, years in business, ownership/management, what sets you apart from competition, ASCC resource which has been most helpful to your company. I look for these to start flooding in. Don’t make me call you.

**President’s Message**

Chris Forster, Executive Committee

The 2017 ACI Fall Concrete Convention and Exhibition was just held in Anaheim at the Disneyland Resort. Having been co-chair of the 2008 Fall Convention, and currently serving as the Co-Chair of the 2017 Fall Convention, I am reminded of my first experiences with an ACI convention, and how important contractor participation is.

As a young field engineer in 1985, I was asked by a senior executive to review several sections of an ACI document that was up for revision. Not having much practical experience, I turned to the crusty superintendent I was working with at the time, “Bob”, to help me with the task. At first, Bob was reluctant to get involved. He assured me it would be a waste of time and that the standards were produced by those who didn’t even know what concrete smells like. Finally after repeated questions over lunches, a few beers after work, and a small wager regarding the end result of the effort, Bob and I proceeded to suggest some needed changes.

As a result of the effort, I was asked to attend the next convention, and thus my ACI involvement began. It took a couple years for the document to be published, and through the process, many of the suggested, needed revisions were included in the document.

It was time to settle up on our wager, which meant Bob had to attend the next ACI convention with me. It was amazing to see the interaction between committee members and Bob at the meetings we attended; the crusty superintendent who had held so much knowledge inside for so long, sharing that knowledge with those who didn’t have the practical experience. He came away with a whole new perspective on making a difference in our industry.

I hope you will make the time to join us at the upcoming convention and share the knowledge you have gained in the field. I am sure you too will come away with a fresh perspective on how we, as contractors, can make a difference in the Specifications and Codes that govern our work every day.

See you in Anaheim.

**Executive Director’s Message**

Bev Garnant

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**MIX Group Orientation**

Ruttura & Sons Construction Co., Inc., West Babylon, NY  
November 9 – 11, 2017

**World of Concrete**

Las Vegas Convention Ctr., Las Vegas, NV  
January 23 – 26, 2018

**2018 Concrete Executive Leadership Forum (CELF)**

Montage Deer Valley, Park City, UT  
July 19 – 22, 2018

**Welcome New Members**

A & M Crete, Inc., Ozark, MO  
Barcelo Construction, Inc., Newhall, CA  
Bona, Chatsworth, GA  
Business Environments, Albuquerque, NM  
Concrete Innovations, Buffalo, NY  
Design Cret Inc., Mitchell, SD  
Emerald City Shot Blasting LLC, Graham, WA  
GEML, San Fernando, WEST INDIES  
Gibson Concrete, Pflugerville, TX  
Industrial Caulk & Seal, Delta, PA  
Integrated Industrial Services Inc., Syracuse, NY  
J. Wesselman Specialty Flooring LLC, Independence, KY  
McGuire and Hester, Alameda, CA  
Michael Flooring, Inc., Bakersfield, CA  
OPCMIA-ITF, Beltsville, MD  
Operative Plasterers & Cement Masons Int’l Assn., Columbia, MD  
Owens Concrete Staining LLC, Oklahoma City, OK  
Rocky Coast Builders, Escondido, CA  
Triad Service Solutions, Littleton, CO

**Industry Calendar**

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- Webinars
Concrete Overlay in Colorado Stands Test of Time

In 1985, Dr. Richard Santi approached Leonard Velasquez of SLV Quality Concrete, an American Society of Concrete Contractors member, about replacing his asphalt parking lot with concrete pavement. Dr. Santi wanted to stop spending money on maintaining the old asphalt lot at his office. After discovering that the subgrade beneath the asphalt was very poor, Mr. Velasquez (shown here at Dr. Santi’s office) suggested a new approach – overlay the asphalt with 5” of concrete. With Dr. Santi’s approval, SLV placed the first known concrete overlay over asphalt in Colorado. Neither man dreamed that the parking lot would still be in service, welcoming patients more than 30 years later – and with the added benefit that very little was spent on maintaining the parking lot during that time.

Concrete Parking Lots: A Quick Reference Guide

The ASCC/NRMCA Paving Committee has posted the first six pieces of its Paving Tool Box, resources designed to assist ASCC contractors in understanding and promoting the design and construction of concrete parking lots. The documents include Concrete Parking Lots: A Quick Reference Guide, Illuminatinance PFB1 – Understanding Lighting and how LED are Changing the Game, Shedding Light on Concrete's Reflectivity, Guide to Concrete Overlays of Asphalt Parking Lots, FAQ About Concrete Parking Lot Construction and Design, and links to ACI 330 Parking Lots & Site Paving publications. These resources are available to ASCC contractors as a members only benefit.

http://ascconline.site-ym.com/page/PavingToolKit

A Strategic Plan

At the ASCC Annual Conference, DCC council director Neil Roach shared the new DCC Strategic Plan. This plan was developed by a team of board members that included Neil, Joe Primavera, Byron Klemaske, Ryan Lakebrink, and myself, and facilitated by Rocky Geans. Strategic planning is a disciplined effort that produces fundamental decisions and actions that shape and guide what an organization is, who it serves, what it does, and why it does it, with a focus on the future. The three goals of the new plan are:

- **The DCC brand is recognized by the design / construction community as the foremost qualifier of decorative concrete contractors.** We want the DCC to form a closer relationship with the design community. That includes a task force that is opening the lines of communication with the American Society of Landscape Architects. AIA programs will be developed that create awareness of decorative concrete, and share the high end work of our DCC members. We plan to send media kits to all DCC members that will encourage the use of the DCC logo on their trucks, trailers, apparel, website, printed materials, and social media. These efforts will help grow the awareness of the DCC.

- **ASCC / DCC is the leading source of best practices for DCC contractor members.** An expanded effort will be made to improve the business acumen of our DCC members through programs like Rocky Geans Business School, Legacy Safety/Leadership training and other similar programs. We understand that skilled tradespeople often need assistance when it comes to the management side of the business. The sessions considered for the Annual Conference, webinars, and other outreach education will be chosen to help in this effort.

- **An ever increasing number of DCC members are fully engaged in ASCC / DCC educational and networking opportunities.** In an attempt to involve all DCC members, we will focus on DCC-centered events and materials throughout the year. The DCC has doubled in members over the last few years, yet only a small percentage take part in DCC-related events. Using data provided by the ASCC staff, participation will be tracked to evaluate the success of our efforts. These efforts will be targeted at both new and long time members of the DCC.

Effective strategic planning articulates not only where an organization is going and the actions needed to make progress, but also how it will know if it is successful. With this plan, DCC members will be encouraged and assisted to become increasingly successful in their marketplace, be called upon more by design professionals, and have an active peer network.
The SRMC and the ASCC board of directors are pleased to announce that ASCC will be hiring a safety director staff position for the association. This is a significant move forward for ASCC and for the CIP concrete industry. ASCC has been a leader in helping to establish a culture of safety in the concrete industry. To further enhance and demonstrate that leadership, this position was approved by the BOD at the Annual Conference in Phoenix last month. The vision for this position was created at the SRMC Strategic Planning meeting in January, and is a core strategy in helping the SRMC realize the most significant aspects of that plan. The key focus areas of the Safety Director position are:

- Function as staff liaison with the SRMC
- Facilitate implementation of SRMC Strategic Plan
- Create, manage and lead safety-related industry affiliations and partnerships
- Create significant member benefits regarding safety support activities
- Support safety marketing and publications
- Grow the safety awards program

We anticipate recruitment for this position to begin soon and we are excited about the prospect of adding this resource in helping ASCC and the SRMC achieve our goals of improving the safety performance of our members and our industry.

Concrete Polishing Council (CPC) Pushes Ahead

A lot has happened within CPC in the short time from May Committee Days in St. Louis to the September Annual Conference in Phoenix. What started in May got kicked around and discussed in depth in Phoenix: slab and polishing contractors working together on documents. At the Annual Conference, there were two roundtable discussions and one special meeting to compare notes and discuss issues. The special meeting was definitely standing room only.

As these discussions occur, ASCC staff, especially Todd and Jill, take the recommendations and assist CPC committees and the board in bringing the CPC information to the industry. The first opportunity to present CPC information occurs this November in ACI’s Concrete International which will publish a one page introduction on “Position Statements from the Concrete Polishing Council of ASCC” along with these three very important CPC Position Statements:

- #1 Slab Protection by Others
- #2 Slip Resistance of Polished Concrete
- #3 Coordinating Slab and Polishing Contractors’ Contracts

ACI’s Concrete International goes to 18,000 individuals interested in the concrete industry and serves to educate users on polished concrete. In particular, these Position Statements encourage anyone with questions to contact a CPC polishing contractor or the CPC Technical Hotline at (844) 923-4678 or at cpchotline@ascconline.org.

In addition, the CPC Standards and Specifications Subcommittee (now called the Technical Subcommittee) proposed revisions to two charts:

- Polished Concrete Appearance Chart to replace CPAA Finished Gloss Chart
- Aggregate Exposure Chart to replace CPAA Aggregate Exposure Chart

These two charts will also be incorporated into the CPC specification: Section 03 3543 Bonded Abrasive Polished Concrete Floors. We will need all contractor members and associate members to help in distributing these important updates and the CPC specification to the concrete industry. As CPC leads the polished concrete industry, we need to make sure others are informed of these important changes.

The CPC Polished Concrete Care & Maintenance Brochure is finished and ready for distribution to all those lucky polished concrete owners. Make sure each owner has one so they can take care of their polished concrete and want more of it!
Work has also been done drafting a specification for concrete slabs to be polished and Todd has put in a lot of work to get a revised certification program out the door. Both of these projects are in process.

Other projects making their way to the drawing board are three checklists (A) “Preconstruction Checklist for Polishing Contractors to Use at Slab Contractors Meeting”, (B) “Preconstruction Checklist for Polishing Contractors to Use at Polishing Meeting”, and (C) “Checklist for Design of Polished Concrete”. And finally, we are trying to put together a graphic on “Timeline for Decision Process for Polished Concrete”.

All of these efforts originate through the hard work and recommendations of CPC members. If you are not involved, get involved to benefit the industry. If you have suggestions or ideas ……. let Jill, Todd or me know. You never know where it will lead!

CIM Announces New Cohort for Executive MBA Program

The Concrete Industry Management (CIM) program has announced it is accepting applications for the next cohort beginning Jan. 2018 for the Master of Business Administration (MBA) degree in CIM, offered through the Jennings A. Jones College of Business at Middle Tennessee State University (MTSU). In addition, the university is also announcing a new pricing structure with a lower tuition for Executive MBA students.

Beginning Jan. 2018, the 15-month-long program will be administered in seven-week blocks. The format includes distance learning, webinars and two on-campus visits. The distinctive partner structure is designed for networking and sharing experiences, while fostering a collaborative learning environment. In addition, the cost for the program has been reduced from $39,000 to $25,000 per participant. This fee represents the total academic cost of the program per participant, except for books. Applications for the next cohort are due by November 1.

Professionals participating in the CIM MBA program must have a minimum three years of experience in the concrete industry. Academically, all participants must have at least an undergraduate degree from an accredited institution of higher education. While participants must have at least a bachelor’s degree, that degree does not have to be in business.

To submit an application, visit the website mtsu.edu/programs/concrete-industry-mba/ or for more information contact Dr. Heather J. Brown at (615) 904-8060.