President’s Message

Higher Education
Mike Poppoff, President

When we were very young what was the definition of education? To most of us it meant going to school, going to college, taking classes, reading textbooks, taking quizzes, passing tests, spending countless hours on homework, and finally making it to graduation. Doing all this made us smarter, made our minds sharper, and helped prepare us for our careers.

Today it is a whole lot more than that. We have our careers (some of us are on the downslope) but we find we are constantly learning new things every day. We have to keep learning because if we don’t, we’ll find ourselves going backwards.

ASCC is a huge part of our continuing education. And it comes in many forms. It can be a conventional classroom setting with a speaker. It can be a roundtable of contractors from various parts of the country. It can be MIX group. It can be a social networking opportunity at the Concrete Executive Leadership Forum or Annual Conference. It can be a committee meeting. It can be the email forum. It can be our concrete construction or safety hotlines. Or it can be our new concrete finishing video.

This list could go on and on. There are so many ways we can learn more about concrete from the programs ASCC offers. This is higher education at its best. We could even call it the ASCC University.

The bottom line is that ASCC creates these opportunities for members to make them better concrete contractors. Isn’t that what we all want to be?

Executive Director’s Message

Compliance Programs Required for Federal Work
Bev Garnant

Did you know that if you do federal contract work you are required to have a code of ethics and a compliance program? And that a compliance hotline is strongly recommended? A strong compliance program is one that defines actual or potential violations of law that could occur and fixes those that do. If you’re aware that you are required to have a program, do you have those pieces in place?

Attendees of this year’s Concrete Executive Leadership Forum were made aware of this by one of our CELF speakers, Ben Tymann, a lawyer with ASCC member Greenberg Traurig, Boston.

Tymann said that having a “paper” program in place can be worse than no program at all. A paper program confirms that your company knows a program is required but is doing the bare minimum.

Industry Calendar

- Strategic Development Council, San Francisco, CA
  - September 4 – 5, 2014
- Annual Conference, Denver, CO
  - September 18 – 21, 2014
- Concrete Decor Show, Ft. Worth, TX
  - September 29 – October 3, 2014
- ASCC Regional Event, Detroit, MI
  - October 14 – 15, 2014
- ACI Fall Convention, Washington D.C.
  - October 26 – 30, 2014
- World of Concrete, Las Vegas, NV
  - February 3 – 6, 2015

Welcome New Members

- Concrete Mystique Engraving, Nashville, TN
- Diamatic USA, San Diego, CA
- Hawkeye Ready Mix Inc., Coralville, IA
- Tarlton Corporation, St. Louis, MO
What is your relationship with your suppliers? Do you spend as much time building a good supplier relationship as you do building a relationship with your customers? Suppliers are a major factor in the success and growth of your business. If you build a good relationship with suppliers they will often go the extra step when you need help. Be loyal to your suppliers. Treat them like you would your best customers. Suppliers who are treated properly and professionally will recommend you to other customers.

Most contractors want suppliers to provide good quality products, fair and competitive pricing, and good customer support. Sometimes it may be a better business strategy to pay a little more for reliability, service, and better payment terms.

Contractors and suppliers need to maintain open and honest communication. Suppliers need to inform contractors on whether products are in inventory or on back order. Suppliers can provide contractors with up to date product information and alternate solutions.

Guidelines for successful supplier relationships:

1. Be fair. Give a qualified supplier an opportunity for your business.
2. Maintain integrity. A supplier’s pricing is confidential and should not be shared with other suppliers.
4. Be courteous. Take the calls from your supplier.
5. Be reasonable. The supplier is entitled to a fair profit.
6. Pay promptly. Negotiate payment terms in advance. If payment is a problem be proactive and call your supplier and let them know. They want to work with you.
7. Try to give suppliers as much lead time as possible.
8. Keep your suppliers aware of what is going on in your company.

Be careful not to depend on one supplier for your business as this exposes your company to risks if that supplier has difficulty producing or delivering products on time. Developing good relationships with suppliers is not complicated. Be communicative, let them know your needs and standards. While you can be demanding, treat them fairly and be loyal. Pay them on time.

At the ASCC Annual Conference in Denver, take the time to meet the various suppliers and manufacturers who attend and sponsor our conference. Thank them. They want to be an integral part of your success.

Qualifying Project Leads Increases Profits

With time at a premium, it’s become increasingly important to weigh which project leads are worth your effort, and which are likely to result in a dead end. Buyers have access to a lot more information and to more suppliers than they used to, making the sales process different. Learning how to properly qualify a lead can be the difference between landing a juicy new business deal or wasting energy and money barking up the wrong tree. You can quickly find out if you’re on the right track by controlling the sales conversation and asking the right questions.

Contractors are usually not the greatest salespeople and need to realize that not every opportunity is worth jumping at. Some contractors get so excited at the prospect of a new project they lose sight of the bigger picture. Blinded with eagerness for locking down a sale, we don’t always weigh the long-term issues of profitability, sustainability, and compatibility.

Many professionals stick to the IBM-pioneered approach to sales qualification known as BANT: Budget, Authority, Need and Timeline. It means determine if your product or service is affordable to the prospect, fits their needs, can be delivered in a timeline...
that works for both parties, and finally, that the person you’re pitching has the authority to make purchasing decisions.

Avoid jumping in right away with your pitch and talking about how wonderful your company is. Instead, ask probing questions to ensure it’s a good fit. Dropping your pitch too early is like turning the meeting over to the prospect, who then starts asking you the questions, putting you on the defensive.

Qualifying project sales leads will help procure better projects, reduce the sales process time, and ultimately increase profits.

Safety & Risk Management Council

Job Safe

Lance Morgan, Driver, CEMEX, Phoenix

From its conception, Job Safe has been about increasing safety on construction job sites. In its simplest form, the program relies on contractors and producers to work together to utilize easy to follow guidelines, to ensure seamless delivery of concrete, resulting in increased safety through awareness, communication and education.

Many years of frustration as a ready mix delivery driver led to a search for a ‘better way’. Some contractors seem to rely on the skill of the individual driver to get products delivered, and may not understand how to properly prepare a job site. Many job sites are severely congested and contain hazardous conditions that could easily be remedied prior to the delivery of the concrete.

After a plant safety committee meeting and some research it became clear that a change was needed. It was discovered that a job site safety program in Canada had become an industry standard. This information was conveyed to the management team at CEMEX in Phoenix, who immediately supported the development process locally.

As weeks turned into months, Job Safe evolved into a viable safety program. Internally, driver surveys were conducted and the feedback was analyzed. Many concrete delivery drivers reported that job sites were becoming increasingly unsafe and difficult to maneuver. They also assumed that nothing would ever change. At this point there was a realization that contractors are generally ready for their concrete, but not always ready for the delivery of the concrete. Company support for Job Safe was obvious and rather easy to achieve, but the big question was: how would the industry react? Job Safe was first presented locally to the Arizona Rock Products Association (ARPA). The association’s Safety and Risk Committee was impressed with the information and passed a motion to pursue the general membership’s approval of this initiative. This was a big boost in the Arizona market.

The drive to introduce Job Safe didn’t stop there. In September of 2013 the National Ready Mixed Concrete Association received the presentation at the Chairmen’s Meeting in Las Vegas. This was a huge opportunity to get much needed national exposure and ready mix industry endorsement. The NRMCA awarded Job Safe the 2013 Innovation in Training Award, which fueled its momentum as a nationally recognized program. Job Safe gained more momentum at the 2014 CON/AGG show in Las Vegas.

In May 2014 the American Society of Concrete Contractors (ASCC) was gracious enough to allow Job Safe to be presented at a Safety and Risk Management Council board meeting during Committee Week in St. Louis. The feedback was extremely positive, beneficial and informative. Through the ASCC it is possible to reach a broader audience, the concrete contractors.

Job Safe has the potential to reach many in the concrete industry. One company president said “Job Safe will save lives and prevent countless injuries.” Comments like these give support and show that Job Safe offers a value based, common sense approach to increasing safety on construction job sites. The content of this program can be replicated industry wide and will be a valuable addition to any company’s existing safety program. Currently Job Safe is being implemented by ready mix producers and contractors across the United States and is taking hold globally as well.

The concrete industry has a wonderful opportunity to utilize this simple program, at no cost, to increase employee safety. Job Safe will be successful in raising the safety bar for our entire industry. This raises a question, if this program can save one person from getting hurt, or one piece of equipment from getting damaged… is it worth it? For more information please go to (www.job-safe.com).

Near Miss

These examples of actual Near Miss events by ASCC members are shared courtesy of the Safety & Risk Management Council to help other members prevent accidents and injuries. If you have a near miss story that could help your fellow contractors send Bev a brief write-up at bgarnant@ascconline.org. We will not identify your company unless asked to do so.

An employee had rigged a load of concrete forms that had been stripped from a wall on the second floor of a multi-story project. A flatbed truck was below with the boom extended so the load could be attached and flown down to the truck bed. Another employee was standing on the bed waiting to guide the load into place.

As the load was moved off the floor of the building, the rigging gave way and the load of forms fell, landing on the bed of the truck. Luckily the employee standing on the truck bed saw the load give way and was able to jump out of the way.

Two mistakes caused this accident. First, the worker who rigged the load did not follow the instructions of his foreman, who had instructed him to use the construction elevator/hoist to bring the forms down to the lower level. The worker disregarded that instruction and rigged the load so that he could get the job done more quickly. This worker was not trained to rig. He was written up and instructed to attend a rigging class. He was happy to comply as he realized that his refusal to follow the directions of his foreman almost cost a young man his life.
The ASCC Hotline was almost stumped by a hotline call where the concrete contractor was placing concrete for underground electrical duct banks. The concrete contractor said that he usually spaded the concrete around the ducts while placing concrete, but the inspector insisted that a vibrator had to be used for proper consolidation. The contractor worried that using a vibrator would cause the ducts to float up during concrete placement. We asked the contractor what specification section the inspector was citing for this requirement. The contractor indicated that the inspector was requiring vibration because section 03300 Cast-in-Place Concrete required all concrete to be vibrated.

Fortunately, we were familiar with and directed the contractor to Division 2, Site Construction, and, in particular, to section 02584 Underground Ducts and Utility Structures. Shown below are the relevant paragraphs from an older AIA MasterSpec section 02584.

**Concrete-Encased Ducts: Support ducts on duct separators.**

1. **Separator Installation:** Space separators close enough to prevent sagging and deforming of ducts, with not less than 5 spacers per 20 feet of duct. Secure separators to earth and to ducts to prevent floating during concreting. Stagger separators approximately 6 inches between tiers. Tie entire assembly together using fabric straps; do not use tie wires or reinforcing steel that may form conductive or magnetic loops around ducts or duct groups.

2. **Concreting Sequence:** Pour each run of envelope between manholes or other terminations in one continuous operation.
   a. Start at one end and finish at the other, allowing for expansion and contraction of ducts as their temperature changes during and after the pour. Use expansion fittings installed according to manufacturer’s written recommendations, or use other specific measures to prevent expansion-contraction damage.
   b. If more than one pour is necessary, terminate each pour in a vertical plane and install 3/4-inch reinforcing rod dowels extending 18 inches into concrete on both sides of joint near corners of envelope.

3. **Pouring Concrete:** Spade concrete carefully during pours to prevent voids under and between conduits and at exterior surface of envelope. Do not allow a heavy mass of concrete to fall directly onto ducts. Use a plank to direct concrete down sides of bank assembly to trench bottom. Allow concrete to flow to center of bank and rise up in middle, uniformly filling all open spaces. Do not use power-driven agitating equipment unless specifically designed for duct-bank application.

4. **Reinforcement:** Reinforce concrete-encased duct banks where they cross disturbed earth and where indicated. Arrange reinforcing rods and ties without forming conductive or magnetic loops around ducts or duct groups.

5. **Forms:** Use walls of trench to form side walls of duct bank where soil is self-supporting and concrete envelope can be poured without soil inclusions; otherwise, use forms.

6. **Minimum Space between Ducts:** 3 inches between ducts and exterior envelope wall, 2 inches between ducts for like services, and 4 inches between power and signal ducts.

7. **Depth:** Install top of duct bank at least 24 inches below finished grade in areas not subject to deliberate traffic, and at least 30 inches below finished grade in deliberate traffic paths for vehicles, unless otherwise indicated.

**Of particular importance are the parts that require the duct installer to:**

- Secure duct separators to the earth and the ducts to prevent floating during concreting.
- Spade concrete during the pours.
- **Not** use power-driven agitating equipment unless specifically designed for duct-bank application. We found this sentence to be interesting and checked to see if any vibrators were specifically designed for duct-bank application, but could find no references to such vibrators, or to power-driven agitating equipment.

We sent this information to the contractor and suggested that he show it to the inspector, then ask to see the part of the Division 2 contract specifications requiring vibration of the concrete around duct banks. We’ll keep you posted on the outcome.
Annual Conference Preview

Past President, Dennis Ahal will receive ASCC’s Lifetime Achievement Award on Thursday, September 18

Talent Development and Recruitment – WORKSHOP
Melinda McColl, Sundek

- Don’t bring a knife to a gun fight! Your company neither builds things nor makes money; it’s the people at your company who do both. Talented people are critical to your success. From talent attraction, development, retention and succession, your organization’s profitability and scalability depend on hiring and firing, properly on-boarding, training and playing to your people’s strengths and desires. This session will provide actionable tasks you can and should do to start winning the ongoing war for talent.

Cutting Edge Technology – SEMINAR
Scott Crazier and Kevin Garcia, Trimble

- Technology is transforming our industry and contractors around the world are realizing the benefits to stay competitive. Technology is more than hardware on a machine – it is a whole new way of working. This session will review the latest innovations and demonstrate how leveraging technology enables concrete contractors – both large and small – to improve accuracy, efficiency and safety while also reducing rework and costs across the project. Solutions covered in this session will include laser tools, job management apps and office software, GPS systems for on and off machine, and premium concrete paving control solutions.

Project Profile: San Diego New Central Library – SEMINAR
Jim Tkach, Morley Construction Co.; Arturo M. Castro, Tucker Saddler Architects; and Tim Carter, Turner Construction

- The San Diego New Central Library was a landmark project for both the City of San Diego and Morley Construction. The project encloses 504,000 gross sq. ft. on nine occupied floors, including space for a 76,000 sq. ft. charter high school on levels 6 & 7, a 500-person penthouse community room, a Children’s Library, Teen Center, Homework Center, Adult Literacy Center, seating for 1,200 persons and much more. The structure employs an architectural CIP concrete Special Moment Resisting Frame (SMRF). SMRF columns and beams resist shear forces within the structure (eliminating the need for shear walls) and are joined with 2-way joist and beam conventionally reinforced “waffle” slab floor plates. Challenges included mass concreting, unprecedented architectural concrete aesthetic requirements, one-of-a-kind components such as the Gravity Arch supported main lobby, and custom roof structures supporting the reading room and special events roofs. Representatives from Morley, Turner and the design firm will detail how these construction challenges were overcome. Winner of the Decorative Concrete Council’s 2013 WOW! award.

Setting and Managing Expectations for Decorative Concrete – SEMINAR
Frank Lewis, Sundek and John Buteyn, Colorado Hardscapes

- One of decorative concrete’s biggest challenges is managing customer expectations. From specifications and budgeting to selection and detail, through maintenance and warranty, learn how contractors communicate all components of a decorative concrete project in order to make it a successful experience for both the customer and the contractor.

ASCC Regional Event, Detroit, MI
in partnership with the ACI Greater Michigan Chapter
OCTOBER 14 & 15
Inn at St. John’s, Plymouth, Michigan

Speakers:
Rick Smith
Structural Services, Inc.
Fiber Reinforcing for Industrial Slab Applications

Ron Kozikowski
North S. Tarr
Concrete Consulting
Cold Weather Concreting

Nick Hansen
Braun Intertec
Non-Destructive Testing

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Webinars (webinars begin at 3:00 p.m. CST)

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 10, 2014</td>
<td>Concrete Admixtures, Specifications, Applications and the Un-intended Consequences</td>
<td>Gabriel Ojeda, Fritz-Pak Corp.</td>
</tr>
<tr>
<td>Oct. 8, 2014</td>
<td>Lightweight Concrete Floors... What You Need to Know for Success</td>
<td>John Ries, Expanded Shale, Clay &amp; Slate Institute</td>
</tr>
<tr>
<td>Nov. 12, 2014</td>
<td>ACI 318</td>
<td>Mike Tholen, American Concrete Institute</td>
</tr>
</tbody>
</table>

Members no charge. Non-members $35; MC, Visa, Amex only. Call 866-788-2722 to register.