As Paul Albanelli said in his final President’s Message, it’s amazing how quickly time goes by. As I pondered how in the world I became the 2011-12 president of ASCC, I thought about how our company got involved in this association.

It was at the 1999 World of Concrete in Orlando. A gentleman by the name of Ray Knotts, a concrete contractor from North Carolina, for whom I have tremendous respect, told me about his involvement with an organization called the American Society of Concrete Construction (yes, concrete construction, not concrete contractors as we are known today). Jeanne and I decided to check out the ASCC “booth” (which wasn’t much back then) and see what this was all about.

As my typical luck would have it, the booth was being manned by no other than the infamous duo of Tommy Ruttura and Rocky Geans. We were doomed! Needless to say, after they got finished shaking us down, we were new members of ASCC.

Shortly after, Ray Knotts invited me to sit in on his MIX Group, which included Dennis Ahal, Al and Joe Engelman and Tommy Ruttura, some of the concrete industry big hitters. It goes without saying that I was quite nervous and intimidated about being measured up against those guys. Well, I can honestly say it changed my life. The guys made me feel extremely welcome and quickly put me at ease. I realized that Woodland was comparable and even beat out some of the other companies in key performance areas. But more than that, I now didn’t feel alone dealing with issues we were having in our business. These guys faced a lot of the same challenges that we were experiencing, and didn’t hesitate to help us whenever they could.

The next thing that happened was the group talked me into attending the CEO Forum in Traverse City, Michigan. I really didn’t think of myself as a CEO, but went anyway. Again, Jeanne and I were greeted with open arms and were taken under Rocky’s wing throughout the event. I will never forget the sight of Rocky on top of a table playing the guitar at the closing dinner! (I’ll bet he can’t do that now). We were hooked on ASCC!

My point is that to truly get all you can out of this organization you have to be involved and participate! Both our business and personal lives have been richly rewarded because of our ASCC involvement.

I will strive to do the best I can as your president. In serving after previous presidents that I have come to know since becoming a member: Ron Simonetti, Gene Boeke, Brad Inman, Dennis Ahal, Wahid Tadros, Al Engelman, Tommy Ruttura, Mike Schneider, Don Marks and Paul Albanelli, I sure have some big shoes to fill.
At last month’s MAC board meeting there was discussion about setting up a mentoring program between contractors and associates; the purpose being to help associate members promote their product or service to the base of contractor members. It was finally decided that that type of partnership was better developed naturally than having been orchestrated by ASCC.

That being said, I encourage our associate members to use their affiliations with contractor members to spread the word and build business. I know many of our associate members have ASCC contractors who are very loyal customers; relationships which can be leveraged with other members. The power of MIX Groups, for instance, is very potent. Members of MIX Groups respect and look to each other for advice and help. If one person recommends something, you can be sure his colleagues will give it strong consideration. I’ve heard numerous stories of contractors testifying about a product or a consultant, after which more ASCC members become customers.

And contractors, as I’ve preached before – you need to patronize our associate members. Familiarize yourself with who these companies are (there’s a list in your Member Directory) and use their services and products whenever possible. Maybe there’s one or two you need to invite over to show you what they have to offer. An organization is only as strong as its members and we all need each other. Don’t forget that the people you know in ASCC should be the first ones you call for advice.

EXECUTIVE DIRECTOR’S MESSAGE

Bev Garnant

NEW OFFICERS AND DIRECTORS ELECTED

Clay Fischer, president, Woodland Construction Co., Jupiter, Fla., is the new president of ASCC for 2011-2012, replacing outgoing president Paul Albanelli. Chris Plue of Webcor Concrete, San Mateo, Calif. was elected a vice president and Bill Bramschreiber, Charles Pankow Builders, Pasadena, Calif.; Chris Forster, Morley Construction, Santa Monica, Calif.; and Rocky Geans, L.L. Geans Construction Co., Mishawaka, Ind., were elected new directors.

Steve Pereira, Professional Safety Associates, Denham Springs, La. was elected the new council director of the Safety & Risk Management Council, replacing Chris Plue. Newly elected SRMC directors are Kenneth Sullivan, Mintz & Levin, Boston, Mass., and Thomas Thiesen, Briegan Concrete Constructors, Apex, NC.

CONGRATULATIONS AWARD WINNERS

The following ASCC members received Golden Trowel awards last month from The Face Companies. These awards recognize contractors who place and finish the flattest and most level concrete floor slabs in the world.

McCarthy Building Companies, Inc., Newport Beach, CA (11th Golden Trowel) for Unshored Elevated Deck over 100,000 SF, Ff 59.6 (World Record)

Ace/Avant Concrete Construction Co. Inc., Archdale, NC (21st Golden Trowel) for Somero Laser Screed 22-40 ft. wide, Fmin 143

Keystone Concrete Placement, Houston, Texas (3rd Golden Trowel) for Unshored Elevated Slab, Ff 60.2

Birdwell & Associates, Inc., Lakeland, Fla. (17th Golden Trowel) for Wet Screed/Magic Screed, Ff 84.4/Fl 65.2

Lindsay Lampasona Concrete Building Partners, Norfolk, Mass. (1st Golden Trowel) for Somero Laser Screed > 40 ft. wide, Ff 84.4/Fl 65.2

Congratulations also to Bob Simonelli, Structural Services, Inc., this year’s winner of the “Sam” Golden Trowel. The “Sam” award is named after The Face Companies’ late chairman, Sam Face, and recognizes contributions to the concrete floor industry. Simonelli has over 35 years of experience placing and finishing superflat and high-tolerance concrete floors and consulting and teaching around the world.

WORLD OF CONCRETE

Right: The new ASCC booth.

For Right: The DCC “Ask the Expert” booth at Artistry in Concrete.
Looking for Profit?

At a time of reduced margins, most contractors are eager to find ways to generate profit. The graphic below, showing the cost of safety incidents, was compiled by JMJ, using data from the Houston Business Roundtable, the Construction Industry Institute, and Exxon Chemical. The numbers include direct costs including worker compensation, medical treatment, insurance, worker and crew lost time, and documenting the incident. Not included are legal fees or lawsuits.

Using these numbers, one can calculate how much first aid, reportable, and lost time injuries cost your company last year. Do the math. If you are happy with your cost of incidents, congratulations, you are in the minority. If you don’t like your number, but don’t know what to do about it, call our safety hotline at (866) 788-2722. ASCC’s Safety & Risk Management Council board is comprised of over a dozen safety, insurance, and construction professionals that are a free resource to you as part of your ASCC membership.

We look forward to hearing from you.

TWO TROUBLEsome REQUIREMENTS DISAPPEAR FROM ACI 301

ACI 301-60, “Structural Concrete Specifications,” was published more than 50 years ago. For the next 50 years, the section on troweled finishes for floors retained two requirements that soon became relics of a time when most floors were hand troweled. Final troweling was to be done by hand until it was free of any trowel marks. The latter requirement was made more onerous by the fact that “trowel marks” were never defined, which meant that the people holding the concrete contractor’s retainage defined them to their own advantage.

This had not changed when ACI 301-05 was published, as indicated by the following excerpt from that standard:

“5.3.4.2.c Trowel finish—Float concrete surface, then power-trowel the surface. Hand-trowel the surface smooth and free of trowel marks. Continue hand-troweling until a ringing sound is produced as the floor is troweled. Tolerance for concrete floors shall be conventional straightedged tolerance in accordance with ACI 117 unless otherwise specified.”

ASCC addressed the difficulties presented by the trowel mark requirement in their Position Statement #4 (2003) and in Guide for Surface Finish of Concrete Slabs on Ground (2006). But it wasn’t until last year—in response to public comments—that the following revised section appeared in ACI 301-10:

5.3.4.2.c Trowel finish—Float concrete surface, then trowel the surface. Unless otherwise specified, tolerances for concrete floors shall be for a conventional surface in accordance with ACI 117. Addition of water to surface during finishing is prohibited.

There is no longer a requirement for final hand troweling the surface free of trowel marks. And that is a victory for concrete contractors everywhere. Be sure to examine any project-specific specification for similar clauses containing these now obsolete requirements. We can get such unreasonable specification requirements waived most readily if every contractor uses the revised ACI document as their basis for getting the requirement waived. Watch this column for more news about further revisions in ACI 301-10.
I recently wrote a column titled “Wrestling Alligators” about being proactive in business by putting together a strategic plan to help our organization grow and thrive. This is exactly what the DCC board chose to do by assembling a select group of contractors and manufacturers to re-examine the existing DCC strategic plan and then craft a new plan, relevant to the future growth and quality of the organization.

After a day and a half of mind-bending discussion the group formulated a new mission statement, a vision statement and three goals and strategies for fulfilling the goals, to be achieved over the next three years.

The Mission Statement is “Advancing Decorative Concrete Contractors Through Education and Networking”

- **Goal #1** - Education means DCC provides the very best resources available to our members for their growth and knowledge and how we get this valuable information into their hands.

- **Goal two** - Networking is critical in driving ASCC and DCC membership and the strength of MIX Groups plays a major role in driving membership along with involvement in all ASCC and DCC functions. This area will play a major part in fulfilling the DCC mission statement.

- **Third goal** - To communicate member expertise to the rest of the world. This where a lot of member involvement takes place by sharing the ASCC/DCC experience with others.

The Vision Statement declares “Decorative Concrete Council Contractors will be the Contractors of Choice.” This means that because of the impressive technical knowledge and business acumen of the DCC contactor, he is the choice of the informed customer when it comes time for a decorative concrete project. Our member contractors are the best qualified, best trained and the safest builders to have on their jobs. Why would they choose anyone else?

A strategic plan is only as good as its implementation and now comes the action part. This is where the DCC board and membership comes into play. Over the next three years the goals of growing the education process, developing membership and driving these goals to the market will be overseen by three task groups, one for each goal. The end result will be an organization with a strong core of members who are truly the decorative concrete contractors of choice, serving the public with the required skills and knowledge.

If you would like to be more involved in DCC activities now is a great time to put your talents to work. Each of these goals is going to require the time and efforts of a large number of members. The DCC board meets every month via conference call and everyone is welcome to join us. Please contact ASCC offices (314-962-0210) if you would like to be a part of these meetings and help grow your organization.

**NOW AVAILABLE: THE SUSTAINABLE CONCRETE GUIDE—STRATEGIES AND EXAMPLES**

The first-ever comprehensive resource on concrete and sustainability, this book provides insight on specific strategies for the best use of concrete in high-performance, long-lasting green buildings. Included are case studies, technical data and references, and numerous practices that can be implemented immediately.

**How to order:**

- **Phone:** 248-848-3800, and mention order code SCG1.EM
- **Online:** www.concrete.org, under ACI’s bookstore

*ASCC has a few copies to provide at no charge to our members.*

*First come, first served. Limit one per company.*

**CONCRETE HOTLINE**

800-331-0668

**SAFETY HOTLINE**

866-788-2722

ASCC members have access to these toll-free numbers for assistance.
The WOW Award!

CONGRATULATIONS TO OUR WINNERS!

OVERLAYS/SPRAY TEXTURES
Over 1500 SF – 1st Place
Project: Antelope Valley
Contractor: TODDROSE Decorative Concrete, Inc.

STAINED
Over 1500 SF – 1st Place
Project: Tilted Kilt
Contractor: Hyde Concrete

CAST-IN-PLACE, STAMPED
Under 1500 SF – 1st Place
Project: Hampton Inn - Salina
Contractor: Rockworx

POLISHED
Over 1500 SF – 1st Place
Project: Bartow County Civic Center
Contractor: Middle Georgia Concrete Constructors, Inc. /CSolutions

OVERLAYS/STAMPED
Over 1500 SF – 1st Place
Project: Spirit AeroSystems
Contractor: Rockworx

CAST-IN-PLACE, SPECIAL FINISHES
Under 1500 SF – 1st Place
Project: Crab Residence
Contractor: New England Hardscapes, Inc.

CAST-IN-PLACE, SPECIAL FINISHES
Over 1500 SF – 1st Place (tie)
Project: FRWA Intake Facility
Contractor: E.B. Penick & Sons Inc.

CAST-IN-PLACE, SPECIAL FINISHES
Over 1500 SF – 1st Place (tie)
Project: Rockview
Contractor: Tom Kalstan Concrete

MULTIPLE APPLICATIONS
Over 1500 SF – 1st Place (tie)
Project: R–H1
Contractor: Cutting Edge Decorative Concrete

CONGRATULATIONS TO OUR WINNERS!

Project:	 Antelope Valley
Contractor: 	 TODDROSE Decorative Concrete, Inc.

Project:	 Tilted Kilt
Contractor: 	 Hyde Concrete

Project:	 Craib Residence
Contractor: 	 New England Hardscapes, Inc.

Project:	 Hampton Inn - Salina
Contractor: 	 Rockworx

Project:	 Bartow County Civic Center
Contractor: 	 Middle Georgia Concrete Constructors, Inc. /CSolutions

Project:	 Spirit AeroSystems
Contractor: 	 Rockworx

Project:	 Gaylord Opryland Resort
Contractor: 	 Superior Concrete Resurfacing, Inc.

Project:	 Rockview
Contractor: 	 Tom Kalstan Concrete

CONGRATULATIONS TO OUR WINNERS!
COUNTERTOPS — 1st Place
Project: Tiki Bar & Fire Pit
Contractor: The Green Scene

VERTICAL APPLICATION
Over 1500 SF — 1st Place
MULTIPLE APPLICATIONS
Over 1500 SF — 1st Place (tie)
CAST-IN-PLACE SPECIAL FINISHES
Over 1500 SF — 2nd Place
Project: Getty Villa
Contractor: Morley Construction

CONCRETE ARTISTRY
Over 1500 SF — 1st Place
VERTICAL APPLICATION
Over 1500 SF — 2nd Place
MULTIPLE APPLICATIONS
Over 1500 SF — 2nd Place
Project: Sunset Park
Contractor: T.B. Penick & Sons Inc

COUNTERTOPS — 2nd Place
Project: Zamani
Contractor: The Green Scene

CONCRETE ARTISTRY
Under 1500 SF — 1st Place
OVERLAY/SPRAY TEXTURES
Over 1500 SF — 2nd Place
Project: Stone Creek Club & Spa
Contractor: Concrete Coatings, Inc.

CAST-IN-PLACE, STAMPED
Under 1500 SF — 2nd Place
Project: Burnett
Contractor: Creative Construction by Design

CAST-IN-PLACE, STAMPED
Over 1500 SF — 2nd Place
Project: Britt Residence
Contractor: Increte of North Florida, Inc.

POLISHED
Over 1500 SF — 2nd Place
Project: J.M. Bennett High School
Contractor: Cuviello Concrete

CONCRETE ARTISTRY
Under 1500 SF — 2nd Place
Project: Fellwood Park
Contractor: Middle Georgia Concrete Constructors, Inc. / CSolutions

STAINED
Over 1500 SF — 2nd Place
Project: Northcote Farms
Contractor: Lloyd Concrete Services, Inc.

CONCRETE ARTISTRY
Over 1500 SF — 2nd Place
Project: American Legion Star at Kilbourn Reservoir Park
Contractor: Bella Landscaping