What happens when you get 18 Industry Friends (IF) in one room for a full day to talk about ASCC? A lot!

Many of our ASCC members are familiar with the following people: Michelle Wilson (Education and Training Chair PCA), Ron Magnus (Managing Director FMI), Dr. Ken Hover (Professor Cornell University), Jerry Holland (Engineer SSI), Ron Burg (Executive VP ACI), Matt Offenberg (SE Technical Services Manager WR Grace and Company), Dr. Heather Brown (CIM Director MTSU), Kevin MacDonald (Concrete Consultant), Luis Garcia (ACI Past President), Leroy Stromberg (President Alberici Constructors, Inc.), Fran Pietrini (President B. Pietrini & Sons), Peter Craig (Owner Concrete Constructives), Robin Holdsworth (Executive Secretary CONSTRUCT), Bob Risser (President and CEO CRSI), Bob Harris (Owner DCI), Bill Palmer (Senior Editor Concrete Construction), and Peter Emmons (President STRUCTURAL). What many of you don’t know is that all of them took time out of their busy schedules to meet in Florida prior to the CELF to discuss ASCC. These people are contractors, consultants, engineers, academics, association leaders, material suppliers, international concrete experts, ready mix suppliers, male/female, members/non-members. As part of a strategic plan initiative, these folks were invited to participate in a day and a half focus group to evaluate and offer suggestions to us in six areas: Partnership, Communication/Networking, Education/Training, Participation, Leadership/Influence and Research. They were excited, honored to be included, and worked hard. Though not closely involved in ASCC, those invited are connected and knowledgeable about us in different ways. The purpose of this meeting was to have an outsider’s take on what ASCC is doing and ways we can improve. Let’s face it—all of us get tunnel vision at times. Sometimes it takes an outsider’s view to help us improve. ASCC is no different. The ASCC board received a report on the IF meeting at the September Board meeting. In January we’ll receive a more in depth report after the Strategic Planning Committee has had time to dig into the details. I think we’re going to learn a lot and will have many new ideas to think about. I look forward to this report because it has the potential for the tunnel vision to be reduced. Plus, it will show our huge potential for the future.

A big thank you to each of the Industry Friends that participated. All of us appreciate your hard work, passion, and your willingness to help ASCC become a better organization!

Mike Poppoff

President’s Message
Executive Director’s Message

Bev Garnant

Though many threads ran through the Annual Conference last week, one of particular note was the Emerging Leaders (EL) group that had a committee meeting and a reception at the event. EL is made up of members in their 20s and 30s who are 1) looking for more involvement in ASCC, and 2) willing to provide feedback as to how we can better connect with their age group.

The committee meeting was spent in breakout groups discussing questions about numerous aspects of ASCC and how we could change, improve, adjust and become more relevant to our younger members. A lot of great ideas came from a couple hours of brainstorming.

At the reception, EL chair Aaron Long invited ASCC council and committee chairs to present brief overviews of their activities. We’re told repeatedly that Gen-Xers and the Millenials want to belong to organizations that provide opportunities for involvement and making a difference. Active committee participation is one way to do that.

The committee chairs were welcoming and open to the prospect of new, younger members. It should be emphasized, however, that anyone can visit any and all committee meetings to see what’s being done and to offer input. It’s another great way to meet more people before making a commitment to join.

I’m really pleased to see the EL Committee taking shape and pushing to have a strong voice in ASCC. Thanks to Aaron and all the active members and to several Baby Boomers who continue to encourage and shepherd the group.

If you have up and coming leaders in your organization who could benefit from involvement in ASCC, and who might be a prospective leader in the association, please let us know, or bring them to the next EL meeting at the World of Concrete. We would love to hear from them!

Decorative Concrete Council

Chris Klemaske, DCC Council Director

I’ve heard from some of my fellow decorative concrete contractors that when it comes to the hierarchy of concrete contractors, they feel we are lower on the concrete totem pole than others. They feel that our counterparts that build buildings, bridges, and create infrastructure see what we do as less difficult, maybe frivolous. Can that be true?

Having been in this industry for several years, I know it is not true. We create the experience and are at the footprint of that building; we transform spaces using a utilitarian medium from common to artistic. We take an area of concrete flatwork or concrete walls and turn those spaces into educational, entertaining and inspirational experiences that last for years. Byron loves to tell the story of two driveways, one with a broom finish and the other with the same broom finish, but with some decorative saw-cuts; those driveways tell completely different stories.

The challenge for us as decorative concrete contractors is to make sure that while we are creative, innovative and outside the box thinkers and artisans, we are also serious constructors, builders and business people. We should always follow through, be on time, and do what we say we’ll do. Safety should always be number one; hard hats, boots, safety glasses, safety vests. Dress professionally; right or wrong people judge us by the way we and our crew looks when we show up at the job. Be the smartest person in the room, stay on top of trends, changes and industry innovations. In addition to knowing everything about products and services, only install projects that you know are going to wear and last. Don’t be pushed into a corner because you think you might lose that job and install something that is going to be long term maintenance or a repair problem. Sometimes it’s better to lose a project then to own it for the rest of your career. I am proud to be a decorative concrete contractor; I know I have one of the best jobs in our industry.

A REMINDER FOR EVERYONE, GET THOSE PROJECTS SUBMITTED FOR THE DCC AWARDS. THE DEADLINE FOR SUBMITTING ENTRIES IS SEPTEMBER 30. THIS IS THE PERFECT OPPORTUNITY TO SHOWCASE WHAT DECORATIVE CONCRETE IS ALL ABOUT AT THE WORLD OF CONCRETE.
Weighing the Facts: Obesity in the Workplace

Obesity has become a global epidemic affecting not only adults, but children. Approximately two-thirds of American adults and one-third of children are overweight or obese. As obesity-related health issues increase, so do direct and indirect medical costs, as well as the risk for on-the-job injuries.

What is Obesity?

According to the National Institute of Health, obesity is defined as having too much fat in the body, usually resulting from a high intake of high fat, high energy foods. The three classes of obesity are based upon the risk for contracting an obesity-related disease:

- Class I (low-risk)
- Class II (moderate-risk)
- Class III (high-risk)

Obesity is most commonly measured using one of three methods: Body Mass Index (BMI), waist circumference, and body fat percentage. The obesity classifications according to each of these methods are:

- **Body Mass Index (BMI):**
  - Overweight: 25-29.9
  - Class I Obesity: 30-34.9
  - Class II Obesity (morbid/severe): >40

- **Waist Circumference:**
  - Men: Waist circumference > 40”
  - Women: Waist circumference > 35”

- **Body Fat Percentage:**
  - Men: > 25%
  - Women: > 30%

Of these methods, calculating the body fat percentage is the most accurate, while calculating BMI is the least accurate because it does not take into consideration a person’s sex, age, or ethnicity, nor does it differentiate lean mass from body fat mass. Measurement discrepancies also arise with waist circumference due to issues with the variance of measurement techniques.

The Impact of Obesity on Health

Roughly 75% of all illnesses can be attributed to lifestyle. Obesity related diseases account for 10% of medical spending, estimated at $147 billion/year. There are over 40 medical conditions associated with obesity including coronary heart disease, type 2 diabetes, cancer (endometrial, breast, colon), hypertension, lipid disorders, stroke, liver/gallbladder disease, kidney disease, and osteoarthritis.

Even what is considered “slight” weight gain or weight loss can have a significant impact on health. For every 2-lb. weight increase, the risk for developing arthritis increases between 9%-13%. However, losing 5%-10% of body weight can lower cholesterol and blood pressure levels, and losing 5%-7% of body weight can prevent Type 2 diabetes for those at high risk.

The Impact of Obesity in the Workplace

Over the years, obesity has become a serious issue within the workplace and an even more serious issue for employers. Obese workers file twice as many workers compensation claims and have indemnity costs 11x higher than workers maintaining a healthy weight. Obesity also leads to increase in absenteeism and “presenteesim”, the loss of workplace productivity due to health problems or personal issues. For employers, this means:

- increased health insurance premiums
- disability insurance
- higher insurance premiums
- monetary loss from increased sick leave
The main areas of injury are the upper extremities (elbow, hand, and wrist), the lower back, and the lower extremities (hip/thigh, knee, foot/ankle). The injuries are most commonly due to:

- slips and falls
- repetitive movements
- poor working posture
- bending, lifting heavy objects, using pressure or force
- working with vibrating tools

**Childhood Obesity and the Future Workforce**

As the workforce ages it is becoming more important to improve the health of the younger generation. Approximately one-third of American children are overweight or obese, making childhood obesity the most chronic childhood disease. Childhood obesity has become a hidden factor in an employer’s increase in health costs and decrease in worker productivity, with 15% of health care costs stemming from coverage of children and adolescents.

**Solutions**

There is no single, simple solution however there are measures to help reduce obesity related injuries, while promoting a healthier workplace. Solutions include: Isokinetic Testing, Psycho-Physical Testing, Ergonomic Adaptations, Non-Exercise Activity Thermogenesis, Company Wellness Programs, Employee Assistance Programs, and Nutritional Education Program.

To successfully implement these measures, cooperation is required from both the employer and employee. Improving the health and safety of the workplace can result in a number of benefits:

- Improved employee productivity
- Reduced employee turnover
- Reduced employee absences
- Increased recruitment potential
- Improved employee morale
- Reduced medical costs

**References**

- “How Childhood Obesity Can Affect a Business’s Health Care Costs”, March 1, 2011, Jamie Curtis, Smart Business Network, Inc
- “Understanding Adult Obesity”, NIH Publication No. 01-3680, October 2001
- “Obesity in the Workplace Costs the U.S. Billions”, Oct. 8, 2010, Courtney Hutchinson, ABC News Medical Unit
Attendees enjoy catching up with old friends at the opening reception.
The Zinchiaks look happy to be there!
Ward Malisch and the Simonellis.

Foundation president Peter Emmons congratulates our CIA scholarship winners.
The DCC receives a lovely artist’s rendering of our recent community project from Sandy and Hal Henderson.
Wally Adamchik inspired attendees at his leadership workshop.

Educational opportunities are what it’s all about.
ASCC technical director Bruce Suprenant spoke on Managing ACI Specifications on the Job Site.
The 5:30 AM roundtables on Fri and Sat were popular and extremely worthwhile.

An Octoberfest celebration provided a tasty closing dinner.
Golfers enjoyed perfect weather and another chance to connect.
Sporting clays was added to the program for those who don’t golf.