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The Voice July 2020

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INDUSTRY CALENDAR

ASCC Virtual Annual Conference
September 21-25, 2020

[Registration](#)
[Committee Meetings](#)

Welcome New Members

- Conscales, Inc., San Carlos, CA
- Davis Construction Marketing, Maricopa, AZ
- Fenix, Minnetonka, MN
- Flanagan's Contracting Group, Inc., Hillsborough, NJ
- O'Connell Robertson, Austin, TX
- Precision Concrete, Harleysville, PA
- Three Brothers Concrete, Thornton, PA

Welcome back Brightline Construction, Inc.,
Bensalem, PA

Message from the Executive Committee

Changing Mindsets: Seatbelts, Helmets, Masks and Physical Separation
Chris Plue, Past President

As Americans we do not like to be told what to do. The seat belt was originally invented in the late 1800's to help keep pilots inside their gliders. The first wide use to prevent car injuries wasn't until the 1950's when race car drivers started using seatbelts. U.S. seatbelt laws first appeared in the 1960's. The small habit of wearing a seatbelt has been shown to reduce death and injury by 50%. However, when told to wear seatbelts, many Americans reacted with the thought 'nobody tells me

what to do'. 'Click it or Ticket' advertising campaigns attempted to use the fear of a ticket or fine to force compliance. Today, most all of us wear our seatbelt because it is a small habit with a big payoff in terms of personal protection.

ASCC is leading the construction industry in the conversion from hard hats to helmets with chinstraps. Owners of member companies have led the way by spending the money required to keep their co-workers safe. These leaders did not need a law or the threat of a fine to do the right thing. They made the decision to do what was necessary to protect others. From these acts of leadership, we have seen general contractors follow their lead. Starting with a nucleus of ASCC contractors, a growing percentage of the industry outside ASCC is now choosing to do the right thing.

The next opportunity for ASCC contractors to lead the industry is to demonstrate to others how we can do our work in a pandemic while maintaining safe production. Seatbelts are a personal decision to protect yourself. Helmets are a decision to spend money to protect others. Like helmets, ASCC leadership in the COVID environment gives us the opportunity to do the right thing to protect others. By training ourselves and our co-workers how to maintain safe production while wearing face coverings and maintaining physical distance, we influence those around us. Other contractors will follow our lead. Our co-workers will take these practices home and impact others. Working together and communicating best practices has always been a strength of ASCC. We can use this strength once again to help others and change construction for the better.

Executive Director's Message

Preparing for '21-'22 Bev Garnant

I can't help but put on my PR hat as I speak to members around the country this summer. While most are very busy, several even having record years, everyone acknowledges they're wary of what 2021-22 will bring.

In my mind, that means now is the time, if you haven't already, to beef up business development and marketing efforts. That could look like this:

- Make sure you're "marketing" to those you're presently working for: gcs, designers and owners. You already have their attention, and hopefully things are going well. Find out what's next on their books and start a conversation. And whatever you do, don't burn any bridges.
- Enhance and highlight niche skills, specialties, and expertise. This is the time to set yourself apart.
- Study which markets in the areas you serve are likely to keep steady or increase over the next few years. Start to make inroads.
- Keep your marketing / public relations tools up to date; those things that are often overlooked when you're busy such as media-print and social, web site, signage, networking opportunities. Tell your story, making sure the message(s) is targeted to the appropriate audience.
- Take (good) pictures of your projects to use in PR and marketing efforts.
- Dust off awards and testimonials. Put them out there for everyone to see. "You are the safest," "You were part of a nationally or internationally reorganized projects," may be just the edge that gets you a second look for that coveted bid list.

For more obvious, yet brilliant ideas, give me a call and we'll talk.

Concrete Polishing Council

Owning a Business in the Polishing Industry Shawn Halverson, CPC Council Director

Sometime ago we all started with a thought, a dream, a goal to be successful. Whether we worked for someone else, saw a video, went to the World of Concrete, or just got inspired, we all ended

up here. Like it or not we *are* mostly entrepreneurs.

en·tre·pre·neur

1. a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.

"many entrepreneurs see potential in this market"

It's a fancy word for wanting more out of life, being self-employed, working for myself, doing it my way. However you chose to get here, here we are. I like the definition because it reminds me of the risk we take.

I'm sure we all thought this would be easy; get tools, a job, work when I want to, and make money! How's that working out? Normal work is fine, but throw in a challenge or two to humble you a bit. Maybe a broken grinder, materials not available when you need them, maybe laborers don't show up, or, we have an international health crisis? So how do entrepreneurs persevere? We are strong, dedicated to success. We push through the tough times, dig deep and stand tall. We only work half days; just depends on which 12 hours you want to work!

We started wearing all the hats: estimator, bookkeeping, human resources, mechanic, therapist, driver, etc. But as we build our companies, we pass those hats off to qualified folks, who are educated to handle the task of each position. Don't be afraid to hire the right people. Money for those salaries will come to you, so you can afford the expertise and qualities they bring. I know it's hard to bite off more expense, but it will pay for itself in the end.

Our company created a core value system chosen by our team members. It was not my idea, or my partner's. It was what the team wanted. As we interview new employees, we talk about the importance of fitting into our core values and company culture. Having a strong core is important to survival through tough times. It can raise the morale of your company as well. We are always striving to do the right thing. Realize the value of your team, and take pride in your employees with training: CPR, silica law requirements, tool-specific safety training, flex and stretch, fitness classes, team building exercises and more. All these make for a great team, a safe team, a team of value that can withstand the challenges of business; whether a downturn or a viral disease.

We start out as entrepreneurs, but we turn into real business people. Do not let small things trip you up. Look ahead and plan for potential issues and how you will handle them. Help your team grow with you through the years, and maybe someday you will look back and see just how successful you were. Even though it was challenging, you built something that could last forever. It may just be worth the risk!

Q&A in ACI Concrete International

Bruce Suprenant, Technical Director

ASCC is looking to advance the implementation of constructability concepts for concrete construction. Case studies by the Construction Industry Institute (CII) cited cost reductions of between 6 and 23 percent, benefit/cost ratios of up to 10 to 1, and significant schedule reduction. Now we want to hear from ASCC concrete contractors about the use of constructability to reduce costs and schedules in their projects. This information will be beneficial in getting owners and design professionals more committed in making constructability a priority for every project.

CII indicates the fundamental priority of implementing constructability is to incorporate a full-time constructability manager into the project planning phase. CII found that an effective constructability program includes the following:

- Disciplined Constructability Meetings
- Constructability Coordinator Review of Design Drawings
- Constructability Input in Purchase Orders

The conclusions from one case study (1) are shown below.

Approximately \$1 million was spent in up-front staffing of the leadership team for constructability. This included all staff support from the constructability manager down to the craft superintendent

level. This investment amounted to just 0.7% of the budget but contributed significantly to the nearly 9% project savings with a benefit/cost ratio of 13 to 1.

The team met or exceeded all the project goals:

- Safety: 1,605,000 work hours with zero recordable injuries
- Environmental: Zero reportable incidents
- Cost: Over 8% below budget
- Field Productivity: 5% better than plan
- Schedule: On-time completion and start-up
- Rework: Total engineering and construction rework slightly above 2%
- Client Satisfaction: Confidence for pursuing future similar projects

This is the kind of data we need to convince owners, and the engineering community of the significant rewards of projects designed with constructability in mind. If you can share a case study, please send your information to bsuprenant@ascconline.org or call me to discuss at 800-331-0668.

1 "Constructability Implementation Guide", James T. O'Conner, Construction Industry Institute, December 2006.

Decorative Concrete Council

Decorative Concrete Surges During Covid Pandemic Chris Sullivan, Decorative Concrete Specialist

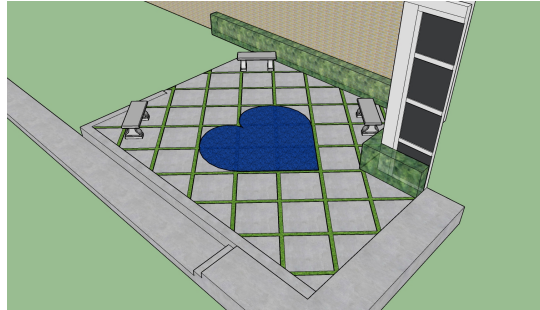
Record sales in the middle of a worldwide pandemic? As crazy as it sounds there are many companies in the decorative concrete industry who are reporting just that. A little more than halfway through this crazy year and both installers and suppliers are slammed. So why the demand when the country continues to struggle with COVID-19 and an uncertain economy? Consider that most of the US was home for the last five months and money typically spent on travel and vacation is sitting in the bank. Add in public safety and social distancing, and suddenly years of home improvement to-do's quickly becoming a priority. Families are spending more time together, and no place better than the back patio or around a new pool. The home has become the "place to be" this summer, and people want their outdoor living space to look good. Enter decorative concrete, and the endless options our industry provides for residential and commercial beautification. This has driven demand which has led to record sales. Some manufacturers are reporting sales of certain products are 150% higher than their previous best sales month. The question then becomes how long will this demand last? Some economists predict a slowdown, but not a full-on recession. Those I have spoken with indicate strong demand well into 2021. Either way, some uncertainty appears to be part of our lives for the foreseeable future. I encourage everyone to take part in the virtual Annual Conference taking place via ZOOM September 21 – 25. Visit the ASCC web site for more information and to register.

The Blue Heart Challenge Karen Keyes, DCC Council Director

As we continue to forge ahead amidst the global pandemic and uncertainty, we need to embrace our concrete community more than ever. We may not see each other face-to-face, but the resources ASCC has in place can continue to keep us tied together. Through webinars, the email forum, committee meetings, MIX Groups, and more, we need to stay in touch. What makes our industry strong and continue to thrive is our connectivity.

Currently, our in-person community projects for the Decorative Concrete Council are on hold. However, Dave Edwards of Edwards Concrete Co., Winter Garden, Florida, has begun a great initiative that I encourage each of you to embrace as well – to spread the love of the DCC during a time of social distancing. In support of the health care industry, we challenge you to find a local healthcare facility that may need some decorative concrete or standard concrete TLC, and do the installation for free. Dave did this at a hospital in Florida. His local ready-mix supplier donated the concrete and he donated the labor. To show his support for the health care workers, he installed a blue heart in the concrete. Therefore, we are calling this the "Blue Heart Challenge." Please find a

local project and let's use this year's "Community Project" to embrace the healthcare industry and stretch the boundaries of what we've done previously. We are in this together and can show the world the community we have as an industry, even at a distance. Please consider this an invitation to the Blue Heart Challenge and share any information and photos of your project with me or Bev.



Safety & Risk Management Council

COVID-19 Safety for Fleet Vehicles

Joe Whiteman, Director of Safety Services

We are about five months into the COVID-19 pandemic. During this time, I have had an opportunity to speak with several members across the country to hear what their specific challenges are dealing with safety precautions and recommended safe work practices related to the Coronavirus. For the most part, I feel like contractors are at a point where they understand their "swim lane." They have been able to adjust to the added safe working requirements and have carried on. One challenge that recently came up on the last ASCC COVID-19 Zoom roundtable was "What are you doing for site and fleet vehicles for cleaning and sanitizing and overall COVID precautions?" This was a great question, and there were really great recommendations shared by members on the call; one of the great advantages of attending this bi-monthly roundtable. I felt this was such a good question that I wanted to share these recommendations with the membership.

- Limit the use of vehicles as much as possible. This will reduce the opportunity for exposure should the vehicle not be properly maintained, and surfaces cleaned and disinfected.
- Practice social distancing, even while in vehicles. Limit the capacity of a vehicle to one individual if possible. If you cannot, or the operation requires two people, ensure they are wearing face masks, and that employees are vigilant on self-monitoring for signs of symptoms.
- Encourage good self-hygiene, train workers to always wash or sanitize their hands whenever they touch different surfaces. This will help reduce cross contamination, even before they get inside a vehicle.
- Keep track of who you assign to a vehicle, minimize multiple drivers using the same vehicle between cleaning and disinfecting.
- Address and develop specific cleaning and disinfecting regimen for each vehicle, based off the operation of that vehicle type. Don't just focus on the interior of the cab; are you utilizing lift gates, latches, or controls on the exterior that also require cleaning and disinfecting?
- Develop a daily log and protocol for cleaning and disinfecting. Is that done prior to use, or in the afternoon after the last use? Either way, this should be identified and implemented so there is consistency.
- Ensure that cleaning and disinfecting supplies are readily available in sufficient quantities to ensure a thorough cleaning.
- Always seek out new methods and supplies to improve this effort. Although a clean rag and a spray bottle with disinfecting agent works, there are better and more thorough ways. Sprays and fogging systems are able to cover a larger area as well as reaching tighter spaces that otherwise may be missed by the swipe of a rag.

ACI News

American Concrete Institute Expands Certification Offerings; Launches Android Version of ACI Certification Verify App

The American Concrete Institute (ACI) recently announced the addition of several new certification programs, marking a total of more than 30 certification program offerings now available. To keep pace with the growing demand for ACI-certified personnel on various concrete construction projects, the Institute has launched the ACI Certification Verify app to help supervisors verify the status of ACI-certified individuals on a jobsite.

Available on iOS and now Android platforms, the ACI Certification Verify app was developed as a tool to use on the jobsite for a faster and more seamless verification process. The ACI Certification Verify app allows users to quickly and easily verify the status of ACI-certified individuals through three search options: 1) verify an individual's certification ID number, 2) search by an individual's name, and 3) find the total number of ACI-certified individuals in an area.

ACI currently maintains nearly 130,000 active certifications and offers certification programs through more than 120 sponsoring groups around the world. The Institute has certified more than half a million concrete finishers, technicians, supervisors, inspectors, managers, and more, since the 1980s.

The app is available on Google Play and in the Apple App Store and uses the same functionality of the popular concrete.org/verify web-based verification tool. To learn more about ACI Certification or to download the app, visit ACICertification.org.



Who should attend our Virtual Annual Conference?

Owners and CEOs with concerns or struggles on COVID-19 practices, workforce development, and/or increasing productivity. Roundtable discussions on each of these timely topics will provide ideas and solutions that have worked for other contractors.

Involved with translating specifications? Bruce Suprenant breaks down the pitfalls of specs, including strange and unique requirements. Then sit in on the follow up roundtable to learn the secrets of your peers.

Management dealing with legal liabilities from contested work, contracts, insurance. Construction lawyer and ACI president Jeff Coleman explains these and other timely legal liability topics.

Safety directors and owners dealing with keeping your jobsites safe from COVID-19 while at the same time improving your overall safety culture. Hear Chris Plue, Webcor, and Sherry Perdue, Safety Performance Solutions, tell the story of Webcor's journey to a significantly improved safety culture, and a consistent decline in incident rates.

Decorative concrete contractors, still haven't racked the sealer code? Chris Sullivan explains breathable sealers and reviews the proper allocation, maintenance and troubleshooting for various products and markets.

Polishing contractors striving to up their game will discuss how to use the new CPC Polishing Checklists to establish project requirements and manage expectations upfront. A second roundtable covers the soon to be published ACI 310-OJ specification and what it means for your business.

HR managers will glean from each other best practices for onboarding and retaining new hires in a 1.5 hour roundtable dedicated to improving this difficult transition.

Operations managers and those charged with business development will learn from Philip Donovan, Little Diversified Architectural Consulting, as he shares the vision, design and construction lessons from the journey to create Florida's first net-zero energy public school with concrete.

DCC Project Awards Submission Now Open

To view the awards brochure and see more information about submitting online, [please visit our website](#).

Upcoming Webinars

August 12, 2020

Good Cyber Hygiene: How to Protect Yourself and Your Business

Rochelle Plue, Sr. Investigator, Los Angeles County District Attorneys High Tech Crime, FBI Task Force

September 9, 2020

Shoring / Re-shoring

Dr. Ken Hover, Cornell University

October 14, 2020

Embodied Carbon

Michael Cropper, Thornton-Tomasetti

November 11, 2020

Hardhats to Helmets

Scott Greenhaus, STRUCTURAL and Seth Randall, Clark

Webinars begin at 3 pm Central

[Register Here](#)

HOTLINE QUESTIONS**CONCRETE
CONSTRUCTION****800-331-0668**Bruce Suprenant
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ASCC members have access to these toll-free numbers for assistance.

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