

Regional Promotion Group 1

May 10th 2016

Theron Tobolski - Assistant Executive Director
Illinois Ready Mixed Concrete Association

Theron Tobolski -Assistant Executive Director

IRMCA would like to thank all of you who signed up to participate in Regional Promotion Group 1

- ▶ Get the concrete Industry working together with some common goals for promotion
- ▶ 4 Quarterly Meetings with some homework in between meetings:
 - ▶ Identify Promotion Opportunities
 - ▶ Create and review Promotion Programs

Andy Nevin - Chairperson

- ▶ Who schedules and moderates the meetings
- ▶ Creates the agenda
- ▶ Works with the committee to assign responsibilities to complete the tasks the committee sets forth.
- ▶ If there are homework assignments Andy is the person who will be following up with you to turn in your homework
- ▶ The Chairman of each Regional Promotion Group will work directly with Theron Tobolski, IRMCA, Assistant Executive Director

Andy Nevin

Chairman of Regional Promotion Group 1

- ▶ Anti-Trust Statement
- ▶ Attendee Introductions

Jim Randolph -Executive Director

- ▶ IRMCA New Direction
- ▶ Upcoming Events
 - ▶ The Golf Outing - September 21st Deer Park Country Club - Oglesby
 - ▶ XXtreme Concrete Conference 2017 - February 2nd and 3rd - Peoria
 - ▶ ASTM AASHTO Portal Update

John Albinger - Technical Consultant

- ▶ Update from the last Technical Meeting on April 26th

Why are we all here in this Room?

- ▶ We are all here to create promotion programs that will be sent to all the members in Regional Promotion Group 1
- ▶ We are here to grow the size of the pie as a team!!!!
- ▶ We are going to create a list of concrete concepts and products that are available in Regional Promotion Group 1 that we would like to promote
- ▶ Identify the value added aspects and benefits for each concrete concept or product
- ▶ Identify 2 or 3 concrete concepts or products that we would like focus our promotion efforts on first
- ▶ Create a detailed promotion program for each of those 2 or 3 Items we focus on first to promote that includes:
 - ▶ Who are we going to promote each concept to
 - ▶ Determine how are we going to promote these concrete concepts or products

National Ready Mixed Concrete Association

Lionel Lemay -Sr. Vice President, Structures and Sustainability, National Ready Mixed Concrete Association

- ▶ Opportunities and Threats for Concrete in the Low/Mid-Rise Building Market

Julie Buffenbarger Senior Vice President of Local Paving - National Ready Mixed Concrete Association

- ▶ Local Paving Promotion

What can we promote and where is it used?

Conventional Concrete

- ▶ Roads, Driveways, Sidewalks, Parking lots,

Pervious Concrete

- ▶ Parking lots, Alleys, Sidewalks, Driveways, Residential Roads

Flowable Fills

- ▶ Anywhere backfill is needed
- ▶ Agencies or companies we should target (Peoples Gas)

Residential Concrete

- ▶ Driveways, Sidewalks, Patios
- ▶ Branded Mixes with value added products (admixtures, SCMs and fibers)
- ▶ ACI Current Specification

Roller Compacted Concrete

- ▶ Parking Lots, Residential Streets, IDOT Shoulders

What can we promote and where is it used?

High Early Concrete

- ▶ Parking lots, Roads, and Aprons/Approaches
- ▶ Banks, Fast Food Drive Thru, Gas Stations

White Topping

- ▶ Roads and Parking Lots

Mid to High Rise Concrete

- ▶ Compete with Wood
- ▶ Upsell Chemicals and Cementitious Materials

Color in Concrete

- ▶ Competes with Stone and flooring
- ▶ Sidewalks, Streets, Interior Floors

Fibers

- ▶ Interior Floors
- ▶ Driveways, Sidewalks, Patios

What else can we promote and where is it used?

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, layered effect. The rest of the slide is a plain white background.

Conventional Concrete

Albedo

- ▶ White and Bright and you can save on lighting expenses
- ▶ you can eliminate 3 of 10 light fixtures and still have the same level of lighting which reduces energy costs

Heat Island Effect

- ▶ Concrete reflects the light making the area cooler. Asphalt keeps the heat on the pavement and makes the area very hot. Can cause you to use air conditioning
- ▶ ambient air temperatures above a concrete parking lot can be as much as 10° cooler than an asphalt lot.

Life Cycle Analysis

- ▶ Federally funded studies show that concrete Interstate pavements cost 13-28% less in the long run than asphalt Interstate pavements
- ▶ Concrete is durable and is not going to rut or get potholes. You don't have much in maintenance cost compared to asphalt. Upfront costs may be more for concrete but when you look at the life cycle analysis concrete can be cheaper
- ▶ Over the typical 20-year life of a parking lot, concrete will have very little maintenance expense while maintenance for an asphalt lot will be as much as 80% of the initial construction cost.
- ▶ Concrete pavements can carry heavy loads without rutting or developing potholes. With concrete's rigidity and high strength it takes only a 5-inch thick pavement to provide the same load-carrying capacity as 8 inches of asphalt

Recyclable

- ▶ We use recycled materials like Fly Ash or Slag
- ▶ Concrete roads can be recycled into road base
- ▶ Heavy trucks get up to 20% better mileage on concrete. trucks use less fuel when traveling on concrete. That keeps the cost of transporting goods down, and it means lower emissions from vehicles.

Concrete is safer

- ▶ Concrete provides better and longer lasting skid resistance.
- ▶ No rutting or potholes to cause loss of vehicle control and tire repair costs
- ▶ Concrete offers better visibility on rainy nights.
- ▶ Concrete is generally less slippery in wet weather

Pervious Concrete

Green

Aids in the process of qualifying for LEED Green Building Rating System credits.

- ▶ LEED Credit SS-C6.1 Stormwater Design - Quantity Control
- ▶ LEED Credit SS-C6.2 Stormwater Design - Quantity Control
- ▶ LEED Credit SS-C7.1 Heat Island Effect—Non-Roof
- ▶ LEED Credit WE C1.1 Water Efficient Landscaping
- ▶ LEED Credits MR-C4.1 AND MR-C4.2 Recycled Content
- ▶ LEED Credit MR-C5.1 AND MR-C5.2 Regional Materials
- ▶ Cleans the water before it goes back in to the Aquifer and lakes and streams

Cost Savings

- ▶ According to the [Center for Watershed Protection](#), installing traditional curbs, gutters, storm drain inlets, piping, and retention basins can cost two to three times more than low-impact strategies for handling water runoff, such as pervious concrete. Projects that use pervious concrete typically don't need storm sewer ties-ins, which eliminates the cost of installing underground piping and storm drains. Grading requirements for the pavement are also reduced because there is no need to slope the parking area to storm drains.

Increased land utilization

- ▶ Because a pervious concrete pavement doubles as a storm water management system, there is no need to purchase additional land for installing large retention ponds and other water-retention and filtering systems. That means developers and property owners can use land more efficiently and maximize the return on their investment

Flowable Fills

Cost Savings

- ▶ Do not need to compact or pour in lifts. No need for compacting or tamping equipment and labor.
- ▶ Flowable Fills reach 99% compaction
- ▶ Sets as quick as 1 hour
- ▶ Speeds up the construction process

Safety

- ▶ Do not need to put a person in the hole with a compactor with the risk of a cave in

Digable

- ▶ Yes you can dig into Flowable fill with a shovel.

White Topping

- ▶ Rapid placement even over damaged asphalt
- ▶ Greater structural capacity compared to Asphalt
- ▶ Lower maintenance costs
- ▶ Virtually no ruts, sags or potholes
- ▶ Avoid full reconstruction problems, delays, and costs
- ▶ White and Bright need less lighting

Albedo

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Recyclable

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- ▶ Heavy trucks get up to 20% better mileage on concrete. trucks use less fuel when traveling on concrete. That keeps the cost of transporting goods down, and it means lower emissions from vehicles.

High Early Concrete

- ▶ Speeds up the Construction Process
- ▶ Minimizes the closure to a business. Traffic on Pavement next day

How High? How Early?

Define it

- ▶ 4000 PSI in 1 Day, or 3500 PSI in 14 Hours.
- ▶ How quick can they drive cars on it.

Prove it

- ▶ Run Trial Batches and Break Cylinders.
- ▶ Be prepared to handle cold weather placements

Brand it

- ▶ Brand it
- ▶ Sell it at larger profits.
- ▶ Push all high early contractors to your Branded Solution. Don't keep creating different mixes.

Albedo, Heat Island Effect , Life Cycle Analysis, Recyclable

Roller Compacted Concrete

Cost Savings

- ▶ Cheaper than most asphalt and concrete pavements designed to carry the same load
- ▶ Thinner than heavy duty asphalt pavements
- ▶ Open to residential traffic the same way

Durable

- ▶ Won't rutt or pothole
- ▶ Lower Maintenance
- ▶ Very high strength sometimes 7,000 to 9,000 PSI

Albedo, Heat Island Effect , Life Cycle Analysis, Recyclable

Mid to High Rise Concrete

Durability

- ▶ Concrete builds durable, long-lasting structures that will not rust, rot, or burn
- ▶ Being naturally fire-resistant concrete forms a highly effective barrier to fire spread
- ▶ Life spans for concrete building products can be double or triple those of other common building materials.

Thermal mass

- ▶ Homes built with concrete walls, foundations, and floors are highly energy efficient because they take advantage of concrete's inherent thermal mass or ability to absorb and retain heat.

Workable

- ▶ Can be molded into any shape or design.
- ▶ Can easily be colored

Value Add Sell

- ▶ Admixtures and SCMs for Set Time, Slump, Flow, SCC, Fibers

Fibers

Some Producers make more on fibers than they do on conventional concrete

Synthetic Fibers (Polypropylene)

- ▶ ¾” fibrillated or collated
- ▶ 1.5 lb. dosage rate
- ▶ Prevent Minimize Shrinkage Cracks
- ▶ Can see in driveway after concrete hardens
- ▶ Can be used to replace wire mesh in driveways and patios

Synthetic Micro Fibers (Polypropylene) (Monofilament or Stealth)

- ▶ Reduces Plastic Shrinkage Cracks in Concrete Surface
- ▶ ¾” or smaller
- ▶ 0.5 to 1.0 lb. dosage rate
- ▶ No Post crack control

Macro Fibers

- ▶ 1.5”
- ▶ Does give post crack control
- ▶ 3 to 12 lb. dosage rates
- ▶ Cost Savings less labor quicker installation
- ▶ Can replace wire mesh and light rebar

Steel Fibers

- ▶ 2” length up to 60 lbs. per yard
- ▶ Provides uniform multi-directional concrete reinforcement
- ▶ Increases crack resistance, ductility, energy absorption or toughness of concrete
- ▶ Improves impact resistance, fatigue endurance and shear strength of concrete
- ▶ High tensile strength fiber bridging joints and cracks to provide tighter aggregate interlock resulting in increased load-carrying capacity
- ▶ Provides increased ultimate load-bearing capacity which allows possible reduction of concrete section
- ▶ Requires less labor to incorporate into concrete than conventional reinforcement
- ▶ Offers economical concrete reinforcement solutions with greater project scheduling accuracy
- ▶ Ideally suited for hand or vibratory screeds, laser screeds and all conventional finishing equipment

Residential Concrete

Branded Driveway Mix

- ▶ ACI 318
- ▶ .45 w/c
- ▶ 4500 psi
- ▶ Fibers
- ▶ Slag, Fly Ash
- ▶ Internal sealer
- ▶ Mid Range / Superplasticizer
- ▶ Superstructure AGG.

Albedo, Heat Island Effect , Life Cycle Analysis, Recyclable

Need to get sales people and order takers pushing contractors to these branded mixes

Some Producers may already have a branded mix that meets these requirements. If more producers in the same region offer these branded mixes and push contractors to use them the program becomes more affective

Concrete 101 for Contractors - Technical Group is working on this program.

- ▶ 1 day class to go over all the stuff that causes producer members rip and tare
- ▶ w/c, adding water at the site, blessing the concrete, curing concrete, cold weather concrete, warm weather concrete, sealing the concrete, bleed water and finishing
- ▶ Talk to them about admixtures and fibers. Difference between a retarder and hydration stabilizer
- ▶ Producer Members would be responsible for inviting contractors to this program
- ▶ There would be a fee to attend

Colored Concrete

- ▶ Faster, easier, less laborious, and more consistent placement
- ▶ More durable
- ▶ Less maintenance (compared to pavers)
- ▶ Depending on finish, it is smoother, making it more accessible and ADA friendly.
- ▶ No need to refill joints with sand every year
- ▶ More finish options - stamp, broom, smooth trowel
- ▶ Longer lifespan (compared to asphalt)
- ▶ More durable
- ▶ Petroleum free (Compared to asphalt)
- ▶ Cheaper over time (Compared to asphalt)

Albedo, Heat Island Effect , Life Cycle Analysis, Recyclable

Do we focus on working with Municipalities?

Every Municipality that your company has a plant/office in should you schedule a meeting with the Mayor and Publics Works Director.

- ▶ Introduce yourself as a representative of your company and let them know you have a location in their town and you wanted to introduce yourself and to give them a contact person for your company
- ▶ What road projects or construction does the municipality have for 2016 and 2017
- ▶ Are they using concrete or asphalt on them
- ▶ What do you spend in maintenance per year on your asphalt streets.
- ▶ Are you aware that concrete is competitive and even cheaper in some cases if you look at life cycle analysis on a concrete pavement vs an asphalt pavement. Concrete Streets and parking lots can last 18 to 20 years. Asphalts streets and parking lots are crack sealed the first year. Within 8 to 10 years several inches need to be ground off and a new surface needs to be added. This is a huge expense that needs to be looked at when you are decided whether your pavement should be concrete or asphalt
- ▶ What can we do to get you to use more concrete on your streets and parking lots
- ▶ Have you ever looked at whitetopping your old asphalt parking lots or streets

Be Prepared as a company that these mayors may ask you to buy some tickets for fundraisers that they have once they start using more concrete. Is that ok with your company.

This is what the asphalt companies are doing!!!!!!!

Parking lot flips - Contractor Partnership Scenario 1

Concrete Producers pick one or two contractors to partner with to convert asphalt parking lots to concrete

Scenario 1 : Contractor supplies the asphalt parking lot design to the Producer Member

Contractors bid on projects all the time where they only get the inside floor and or just sidewalks. The parking lots on these projects are asphalt

On the next job where this scenario happens the contractor asks the GC or owner for the asphalt pavement design.

- ▶ The contractor provides to the producer the asphalt pavement design with some type of description on the type of traffic that will be on this pavement. For Example the parking lot design is 8” of Stone base with 2” of Asphalt base and 1” of asphalt surface and it is mostly light car traffic. Or the pavement design is 8” of stone with 5” of asphalt base and 3” of asphalt surface and this is mostly truck traffic.
- ▶ The producer sends all that information into Theron Tobolski and I will work with Randy Riley and NRMCA to Provide a Concrete Pavement Alternative
- ▶ Theron Tobolski will then provide the producer the concrete alternative so the producer can provide that alternate back to the contractor
- ▶ The producer will request the total number of c/y the flip would be and report back to IRMCA
- ▶ The contractor provide the concrete alternate to the GC or owner
- ▶ **Producer follows up with the contractor to see if the alternate was accepted. If not ask for specifics on why it was not.**

All projects sent to Theron Tobolski will be kept confidential between IRMCA and the producer that supplied the potential flip. We will not be sharing the info to your competition. IRMCA will track these internally and use total volume of potential c/y flip to track the success of the promotion.

Parking lot flips - Contractor Partnership Scenario 2

Scenario 2: Producer supplies concrete alternate to the contractor by using Bidtool, Dodge Report, or Plans and Specs that contractors send into bid on

- ▶ Producer member provides Theron Tobolski with the asphalt pavement design with some type of description on the type of traffic that will be on this pavement. For Example the parking lot design is 8” of Stone base with 2” of Asphalt base and 1” of asphalt surface and it is mostly light car traffic. Or the pavement design is 8” of stone with 5” of asphalt base and 3” of asphalt surface and this is mostly truck traffic
- ▶ Theron Tobolski will then provide the producer the concrete alternative so the Producer can Provide that alternate back to the contractor
- ▶ The producer will request the total number of c/y the flip would be and report back to IRMCA
- ▶ The contractor provides the concrete alternate to the GC or owner
- ▶ Producer follows up with the contractor to see if the alternate was accepted. If not ask for specifics on why it was not

Parking Lot Flip Form

- ▶ Contractor Name
- ▶ Name of Job
- ▶ Address of Job
- ▶ Date Job bids
- ▶ How many c/y job is
- ▶ Current asphalt design
- ▶ Traffic Options
 - ▶ Light traffic cars only
 - ▶ Medium traffic mostly cars garbage truck and delivery trucks (FedEx UPS)

Top 3 Concrete Concepts or Concrete Products to Promote



Concrete Concept 1: Promotion Plan

Who are we targeting:

How are we promoting it to them?

What do we need?

Brochures

PowerPoint

Event

Boots on the Ground

Concrete Concept 2: Promotion Plan

Who are we targeting:

How are we promoting it to them?

What do we need?

Brochures

PowerPoint

Event

Boots on the Ground

Concrete Concept 3: Promotion Plan

Who are we targeting:

How are we promoting it to them?

What do we need?

Brochures

PowerPoint

Event

Boots on the Ground

Strategy for each promotion program

- ▶ Document who we are promoting to and what products we are talking to them about
- ▶ Get them in a funnel where we are calling on them multiple times sharing information and asking for them to use concrete products
- ▶ Each contact should be touched 3 times by either:
 - ▶ Phone call, office visit, email, or mail,
 - ▶ Invite them out to projects. Let them see they are not a Guinea Pig and other people are using these concepts
 - ▶ Email them success stories on the projects in their area that have the same concept you are asking them to use
 - ▶ Email them stories from the magazines that talk about the Concrete Concept you are trying to use

We need to plant a seed in their head. It may be a 6 months to a year before they call us back and say I have a project and I want to use Pervious or RCC or Fibers.

Commercial real estate developers/Land developers/Design Build Firms- Theron will call on and visit

- ▶ The Inland Real Estate Group of Companies-Oak Brook
- ▶ Dolan and Murphy INC-Aurora
- ▶ HRM Properties & Development-Yorkville
- ▶ NAI Hiffman-Villa Park
- ▶ **Bridge Development-Chicago Tony Pricco Verbal Yes He is seeing who from his company should participate**
- ▶ Prologis-Romeoville
- ▶ **ARCO Murray - Joined**
- ▶ **CenterPoint Properties-Oak Brook Jeremy Grey VP- Evaluating Membership Verbal Yes**
- ▶ Molto Properties
- ▶ Duke Reality
- ▶ **FCL Builders - Chris Moore Field Superintendent - Huge benefit for him. He is in the field. Running it up the food chain Evaluating Membership. Spoke with Chris Linn Senior Vice President and he is very interested asked for and email from me highlighting the benefits for his company that we discussed on the phone**
- ▶ Clarius Partners
- ▶ Opus Development Company
- ▶ Spaceco
- ▶ McShane Construction Company

Do you have any contacts at these companies?

Homework: Commercial Real Estate Developers/Land developers/Design Build Firms

Homework

Please provide a list of the commercial real estate developers/land developers/design build firms and strip mall GCs that you have done work with or supplied concrete to their projects or anybody else that you know who can influence the decision or make the decision on whether the parking lot is concrete or asphalt.

Provide company name, address, and phone number

Next Step

Theron will call all of them and ask them about joining IRMCA and working with the RPGs to explore using concrete instead of asphalt on their parking lots and report back to the group

Talk to your contractors ask for a contact person at these companies. Even a field superintendent is helpful.