

ALBERTA READY-MIXED CONCRETE ASSOCIATION

PRESIDENT'S MESSAGE

Our economy continues to be challenging for all Alberta industries. The volatility in Oil & Gas has adversely affected the Construction market with impacts evident not only in our own Province but our neighboring Provinces to the east. All indicators point towards Oil production holding at the current barrel price. Time will tell if analysts are correct in their long-term projections, which will highlight the deep impacts to our industry. This 'waiting game' puts us in a difficult position, as we look towards the latter part of 2016 and into 2017.

However, it is imperative to remain optimistic, as net migration has increased at a commendable rate compared to this time last year which adversely could increase demand in our residential segment. Furthermore, our government is challenged to diversify and increase support in alternative sectors. It is our hope that this diversification and subsequent re-balancing of the economy will generate future construction projects.

Our Association, as mentioned in previous communications, is positioning itself to ensure concrete is the building material of choice. We recently completed an update to the Strategic Plan, which has established a road map for future years by defining and improving our goals, listed below:



Kris Lasek - President

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- * Improve the quality of finished concrete
- * Establish ourselves as concrete experts with respect to the industry, products, specs, knowledge
- * Engage and collaborate with Association members
- * Promote our environmentally sustainable product
- * Ensure we are the building material of choice

These goals could lead to certified labour, higher standards, improved government and/or stakeholder lobbying, increased reduction in greenhouse gas emissions and overall carbon footprint, as well as an increased market share.

Additionally, the industry is working to improve concrete brand recognition, which is creating unity and aligned messaging across the country (i.e.: 'Concrete Manitoba' and 'Concrete British Columbia'). This is a significant advancement that is critical to improving government relations, countering competitive products and embracing those that influence the innovation and growth within our Province.

I encourage everyone to attend our 2016 Annual General Meeting at Jasper Park Lodge as it is essential that our Members continue to have a voice within our industry.

Regards,
Kris Lasek
ARMCA President



ARMCA BOARD OF DIRECTORS - 2015/2016

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NEW MEMBERS

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EXECUTIVE DIRECTOR'S MESSAGE

I hope that you've all had a great winter and holiday season. We, the staff of ARMCA, have been extremely busy these past few months as we set the stage for an exciting 2016!

As I reflect back on my first 10 months of my tenure, and approach my one year anniversary as your Executive Director, one thing stands out...our industry is complex and never slows down. When I started in this role back in April of last year, I was told that it was a good time to start the job, because the summer is typically slow due to how busy the members are during construction season, so I'd be able to get my feet underneath me then...I can say, that was WRONG! Then, as an extremely busy summer came to an end, I was told, "Don't worry Robin, winter is coming and things slow right down; you'll be able to catch up then."...WRONG again! What I've learned, is that there is no slow period for ARMCA. We are always busy, we are always learning, and we are constantly working hard to support our industry as it strives for continued success...and I wouldn't have it any other way! As my first year comes to a close, I can say that I am excited for our collective future. I've found a job and an industry that allows me to be surrounded by, and to work with, a group of people who are among the most dedicated, proud, and supportive representatives of an industry than I have ever experienced before.

As I've said, I'm excited for the things to come. We have some exciting news and opportunities to share with you at our upcoming AGM and Convention in Jasper that runs from May 5th to 7th. I'm happy to let you know that we will be welcoming Alberta's Minister of Transportation & Infrastructure, the Honorable Brian Mason to speak to us. It will be a great opportunity for us to share our priorities and expertise with one of the government's most important and influential decision-maker in a casual and informal setting. Also, due to a new partnership with the CHBA – Alberta, we will be having what will prove to be a productive series of roundtable discussions designed to develop workable solutions to the challenges that our industry faces with respect to residential driveways. We will have representatives from the homebuilding industry and representatives from new home warranty providers in the room with us so that we can finally share our ideas and come up with best practices with all the relevant stakeholders in the same room, at the same time. For the independent producers and small business members among you, we are putting together a panel of experts to provide you with an overview of the importance of estate planning and structuring your business for your exit; be that due to a generational transfer of leadership or through a sale of your assets.

Additionally, the AGM portion of the weekend promises to be an informative and engaging session where we'll discuss the past year's activities and the coming year's budget. We'll also share some exciting new plans and ideas with you, related to the Board's new Strategic Priorities that were developed at the recent Board Retreat that was held in Calgary in January. You'll get a snapshot of the direction and some of the activities that the Board and staff will be moving towards as we execute a three-year strategic plan.

I would really like to stress how important that it is for us to have as many of you as possible attend this year's AGM. We're going to have a lot of fun, and we're going to have some really tangible outcomes from the work portion of the event; but it will only be a success with your support and attendance. Please be sure to contact the ARMCA office or visit our website (www.armca.ca) to find out more information and to register. We also have some new and innovative sponsorship opportunities this year, so please be sure to check it out!

I hope that you enjoy this edition of The Mixer, and I look forward to seeing a lot of you in Jasper in just a few short weeks!

Robin Bobocel
Executive Director

Alberta Ready-Mixed Concrete Association's AGM & Convention

Where: Fairmont Jasper Park Lodge

When: May 5 – 7, 2016

Feature: ♦ Alberta Transportation Minister,
Brian Mason will be in attendance.

♦ Round table workshop with CHBA-Alberta &
New Home Warranty representatives

Visit www.armca.ca to register!

SAFETY

Construction safety requires leadership

Tips for developing and implementing a safety culture in the workplace



by Georgina Nicholls

Is safety culture a result of the environment we work in or the behaviour of those who work within it?

The term ‘culture of safety’ or ‘safety culture’ was introduced after the 1986 Chernobyl nuclear accident. The International Atomic Energy Agency identified a “poor safety culture” as a contributing factor.

Since then, a number of definitions of safety culture have been published. The U.K. Health and Safety Commission developed one of the most commonly used definitions of safety culture: “The product of individual and group values, attitudes, perceptions, competencies, and patterns of behaviour that determine the commitment to, and the style and proficiency of, an organization’s health and safety management.”

Most companies have a safety culture that is the result of the training, attitudes, behaviour, and enforcement. However; is it enhancing the health and safety of the worker or is it promoting poor behaviour and adding to the risk factors on site?

Although there is some uncertainty in defining safety culture, there is no uncertainty over the relevance or importance of the concept. Safety culture is an important concept that forms the environment within which individual safety attitudes develop and persist and positive safety behaviours are promoted.

How do we go about developing and implementing a safety culture in the workplace? By determining what the company safety culture should be in terms of commitment, trust, benchmarks, training and implementation.

Key Factors:

Buy-in: The organization must establish a shared vision of health and safety goals and objectives vs. production. Management must be willing to support by providing time resources, and holding managers and supervisors accountable for doing the same. The entire management and supervisory staff need to set the example and lead the change. It is more about leadership than management.

Trust is a critical part of accepting change and management needs to know that this is the bigger picture, outside of all the details. Trust will occur as different levels within the organization work together and begin to see success.

Self-assessment: Utilization of program and tools already in our industry can provide effective means of benchmarking. A variety of self-audit mechanisms can be employed to compare site processes with other recognized models such as the COR or SECOR programs supported by certifying partners and Alberta Occupational Health and Safety.

Training and leadership: Provide health and safety training and any needed management, team building, hazard recognition, or communication training, etc. This creates a core group of people to draw upon as resources and also gets key personnel on board with needed changes.

Safety management system: This is the development of key policies, goals, measures, and strategic and operational plans. These policies provide guidance when determining if a new product or process can detract from the intended safety and health improvement process. This system is a living document that is a key factor in the ongoing development and improvement of the organization's safety culture.

Accountability and enforcement: Development of an ongoing feedback system that measures compliance is important in evaluating the effectiveness of your system. Developing the expectation that all employees, despite position or job description, comply with the safety system and are accountable for their areas of responsibility is critical.

Communication to all levels of the organization: It is important to continually measure performance, communicate results, and celebrate successes. Publicizing results is very important to sustaining efforts and keeping everyone motivated. Everyone needs to be updated throughout the process.

The dissenting voice will come through at these times. Everyone needs to have a voice otherwise they will be reluctant to buy-in. It is imperative to address the voice and find a solution that all agree upon.

On-going support: Reinforcement, feedback, reassessment and on-going training is vital to sustaining continuous improvement. Remember a proactive program is much more effective than a reactive one.

A company with a strong safety culture typically experiences fewer at-risk behaviours, and consequently they also experience lower accident rates. This in turn also results in less absenteeism, and higher productivity.

Creating a safety culture takes time. It is frequently a multi-year process. Employer and employee commitment are hallmarks of a true safety culture where safety is proven an integral part of daily operations.

Keep in mind that any process that brings all levels within the organization together, to work on a common goal of high value, will strengthen the organizational culture.

Georgina Nicholls is an occupational health and safety practitioner. She holds a Professional Gold Seal Safety Coordinator Designation and has over a decade of experience in residential and commercial construction. She is a member of the ARMCA Safety Committee. She currently is employed with Stepper Custom Homes Inc. She can be reached at gnicholls@stepperhomes.com
Reprint from Construction Business magazine December 2nd 2014.

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ARMCA AGM & CONVENTION

Mark Your Calendar

May 5 – 7, 2016

Jasper, Alberta

Come to the 2016 AGM & Convention in the beautiful setting of the Rocky Mountains. It is a time to catch up with old acquaintances and make new contacts all the while enjoying the splendor of your surroundings at Fairmont's Jasper Park Lodge.

There are "you do not want to miss this" items on the agenda this year so mark your calendar. The tentative agenda is up on the website, www.armca.ca.

The online registration is now open!

Stay tuned for the next AGM & Convention e-blast!



**Government of
Alberta Minister of
Transportation
Brian Mason**

**Collaboration with
CHBA-Alberta &
New Home
Warranty at a round
table**

**Be sure not to miss
the launch of some
exciting new
initiatives!**

ALBERTA READY-MIXED CONCRETE ASSOCIATION

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www.armca.ca

TOOLS AVAILABLE ON THE ARMCA WEBSITE

MEMBERS, ARE YOU AWARE OF THE TOOLS AVAILABLE ON THE ARMCA WEBSITE?

Concrete Calculator:	Access an online calculator to determine approximate volume needed.
Evaporation Loss Table:	Avoid plastic shrinkage cracking
CANPav Application:	Cost Comparison Tool; understand your projects real cost of ownership. You can quickly conduct numerous “what if” scenarios comparing the initial constructions costs of both concrete and asphalt paving materials and save on projects.
Impact Estimator:	Buildings Lifecycle Assessment software is now available and free of charge. Includes the ability to import a bill of materials from CAD or other sources, enhanced extra materials input form, new assemblies, new materials and more!
Weather Table:	Access the Government of Canada Weather Office

These tools can all be accessed from your smart phone. Go to www.armca.ca, click on the “Members” tab and select “Tools”.

EDUCATION

The first round of Concrete Technology Level 1 courses in Edmonton and Calgary will have just been completed or will be completed in the next week. The classes were full and it was good to see a greater number of engineers and/or consultants attending.

Upcoming Course Dates:

March – 23-24, 2016 ACI Concrete Field Testing Grade 1 – Edmonton * Full

March 30, 2016 ACI Flatwork Finishers Program - Edmonton

April 26-28, 2016 ACI Concrete Field Testing Grade 1 – Calgary * Full

Additional courses will be scheduled when needed as we try to ensure everyone has the opportunity to attend. Please check our website regularly for the dates of upcoming courses being offered. As the dates are confirmed, they will be posted. These classes fill up quickly. Send in your registration forms if you would like to attend.

We would like to emphatically thank our instructors, and their respective companies, for their time and commitment in the education process of the concrete industry.

Please check the website, www.armca.ca , for more information.

Concrete Tech Tips & Other Tech Resources

How many of you have visited our web site lately at www.armca.ca?

Have you looked at our Concrete Tech Tips section? Over the past 12 months we have conducted a full review of all of our Tech Tips and we've updated them to reflect changes in codes and Best Practices. And we've also added 4 new Tech Tips bringing our current total to 30. Our mandate is to continue to expand our catalogue of these valuable talking pieces that can assist you in your discussions with contractors, specifiers and owners. They can also be used to supplement development training of your staff. All 30 are provided as part of the student binder support literature in our Concrete Technology Level I Course.

The 4 new ones are Supplementary Cementing Materials, Concrete Slab Moisture, Vapour Retarders under Slabs on Grade and Concrete Pre-Construction Conference. All of these documents strike home with true relevance to our everyday business.

We've also updated two pamphlets related to residential Best Practices: One is a summary document of proper site prep, placing, finishing, curing and maintenance for the residential builder. The other is for the home owner advising them of their role in maintaining their concrete flatwork and providing cautionary advice on the use of de-icing chemicals. These can be found under the Members Tab under Info & Publications and can be downloaded and printed free of charge to provide to your customers.

JOB POSTINGS

Working within the concrete industry provides a vast range of occupations. From the inception of the mix to the final stage of the product, there are many opportunities for employment. MEMBERS; advertise your job postings on the ARMCA website. Send your postings to info@armca.ca



Road Trip 2016

On the heels of a successful 2015 Road Trip, the 2016 Road Trip itinerary has been decided and right now looks like:

1. Thursday, July 21st, 2016
 - a. Evening meetup in Rocky Mountain House, AB

2. Friday, July 22nd, 2016
 - a. Leave Rocky, travel through Sask Crossing, down to Lake Louise, have lunch and on to Revelstoke BC (480 km).
 - b. People in the south that aren't able to meet in Rocky (and miss an awesome ride), could meet up with the group in Louise for lunch.
 - c. Meet up with the BCMCA Road Trip for dinner in Revelstoke.

3. Saturday, July 23rd, 2016
 - a. Leave Revelstoke and travel to Kamloops and then north to Valemont BC (530 km)
 - b. Stops along the way would include lunch and stopping in Avola BC at the local biker/beer bar along with other various stops. Possible stop at the Motorcycle Museum at Sorrento BC.

4. Sunday, July 24th
 - a. Travel home thru Jasper and then the central and southern group would head down 93S, past the ice fields to Sask crossing and home, and the northern group could go that way or take the Yellowhead. Calgary (531km) Red Deer (533 km) Edmonton – Yellowhead home (488 km)

Notes and Comments about the ride:

- This ride would be 3 days of some fun riding and the scenery on the whole route is amazing.
 - We will need a pickup & driver to pull the chase trailer.
 - The ride is open to all ARMCA members, family and friends. All bikes need to be licensed, road worthy and insured.
 - Riding ability should not be a restriction as we divide into small groups for all riders to feel comfortable.
 - The ride is not restricted to motorcycles...we have had pickups and cars join us in the past and would like more. If you have a Rod join the group and show it off.
-

- A few people have asked about camping, and we will check out campgrounds on the route.
- Any sponsorship is appreciated to keep the on-road cost down as participants are responsible for their rooms, gas, and most meals.

If you are interested and/or considering participating on the 2016 Ride please email: Mark Langen at mark@interstar.ca to be put on the update and email list.

HUMOR

MAMA'S BIBLE

Four brothers left home for college, and they became successful doctors and lawyers. One evening, they chatted after having dinner together. They discussed the 95th birthday gifts they were able to give their elderly mother who moved to Florida.

The first said, "You know I had a big house built for Mama."

The second said, "And I had a large theater built in the house."

The third said, "And I had my Mercedes dealer deliver an SL600 to her."

The fourth said, "You know how Mama loved reading the Bible and you know she can't read anymore because she can't see very well. I met this preacher who told me about a parrot who could recite the entire Bible. It took ten preachers almost 8 years to teach him. I had to pledge to contribute \$50,000 a year for five years to the church, but it was worth it Mama only has to name the chapter and verse, and the parrot will recite it."

The other brothers were impressed. After the celebration Mama sent out her "Thank You" notes.

She wrote: Milton , the house you built is so huge that I live in only one room, but I have to clean the whole house. Thanks anyway."

"Marvin, I am too old to travel. I stay home; I have my groceries delivered, so I never use the Mercedes. The thought was good. Thanks."

"Michael, you gave me an expensive theater with Dolby sound and it can hold 50 people, but all of my friends are dead, I've lost my hearing, and I'm nearly blind. I'll never use it. Thank you for the gesture just the same."

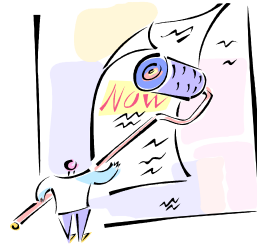
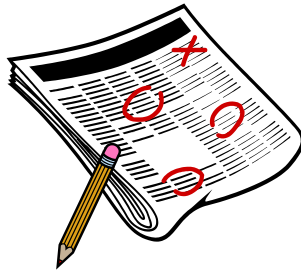
"Dearest Melvin, you were the only son to have the good sense to give a little thought to your gift. The chicken was delicious. Thank you so much."

Love, Mama

ADVERTISING OPPORTUNITY FOR ARMCA MEMBERS

THE MIXER

The Quarterly Newsletter of the Alberta Ready-Mixed Concrete Association



Make sure your advertising dollars hit the target. If concrete is your target market, then there isn't a better bang for your advertising buck than to advertise in the Alberta Ready-Mixed Concrete Associations' "The Mixer." In addition to reaching our membership and various stakeholders, the newsletter with your advertisement is accessed by over 1,500 people per month on the website and will remain on-line for at least two years so your advertisement will still be viewed long after the publication has been sent.

Full page	6¼" wide x 8¼" high	\$300 + GST
Half Page	6¼" wide x 4¼" high	\$200 + GST
Quarter Page	3½" wide x 4¼" high	\$150 + GST
Business Card		\$100 + GST

If you would like to place an advertisement in the "The Mixer", please forward your high resolution PDF advertisement to the Alberta Ready-Mixed Concrete Association (ARMCA) Office.

Alberta Ready-Mixed Concrete Association

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