

ALBERTA READY-MIXED CONCRETE ASSOCIATION

PRESIDENTS MESSAGE

Welcome to the February edition of “The Mixer”.

The last few months have been both challenging and rewarding as ARMCA looks forward to continuing to provide value and leadership to you, our members.

Back in January the board met for a Strategic Planning Session. This was a follow up to our last session in 2010. At the session in 2010 we addressed many of your concerns that were presented through a member survey. We created a Strategic Plan and worked toward implementing that plan. At our meeting in January we were able to refocus and confirm we were still on track with our vision statement, which is *“To provide value to all members and stakeholders by effectively meeting the challenges facing the concrete industry.”*

Our mission statement is *“To provide leadership, represent and promote the Ready Mixed Concrete Industry with a unified voice in Alberta”*

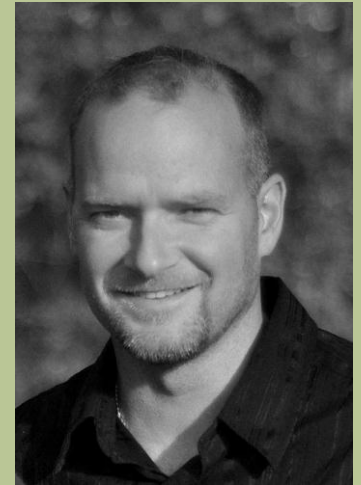
Many of the goals from that first Strategic Planning Session have been achieved, and we realized that some needed revision as we adapt to the changes in our industry. The next few months we look forward to working towards accomplishing a few of our short-term goals to solidify our structure to be able to consistently retain the focus and direction of ARMCA. I would like to thank our Past Presidents who made the effort to attend, Piero Nanfara, Dennis Wong, and Greg Lunn. Appreciate all of you.

ARMCA is committed to partnering with the Cement Association of Canada to market and promote the use of concrete. Their Joint Sustainability Initiative is continuing to evolve, and ARMCA is committed to further represent the interests of the Ready Mixed industry in Alberta at that level. Our Executive Director Laura Reschke and Second Vice President Norm Kuntz were able to attend a meeting in Toronto last week hosted by the CAC that was well represented by all partners in the Joint Sustainability Initiative.

Some notable events in the upcoming months include the Canadian Ready Mixed Concrete Association (CRMCA) meetings in March. These will be hosted by ARMCA in Lake Louise. Our 51st Annual AGM and Convention in May promises to be another unforgettable event. The convention committee chaired by our First Vice President Bill Shaw has been hard at work to make sure this year’s event will not disappoint. Get your sponsorship and registrations in early to ensure you don’t miss out.

Thank you again to all of the many volunteers serving on the board and committees. Your efforts are appreciated and valued.

Sincerely,
Josh Tanasiychuk



Josh Tanasiychuk
President of ARMCA

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INDUSTRY INFORMATION

INSULATED CONCRETE FORMS (ICF)

The Canadian Ready Mixed Concrete Associations' members have decided that ICFs need a substantial boost in the marketplace from our industry. Technical challenges have been fought from an industry perspective and have resulted in the development of a national standard, CAN/ULC-S717.1-12 Standard for flat wall insulating concrete form (ICF) units.

Many technical challenges still remain and as a result, the Part Nine Standing Committee of the National Building Code is in the process of establishing a task group on ICF.

Technical issues aside, the CRMCA has long recognized that there needs to be a national strategy to market ICF's in order to increase their market share.

The CRMCA and two of its members, Ready Mixed Concrete Association of Ontario (RMCAO) and British Columbia Ready Mixed Concrete Association (BCRMCA), invited nine of the top ICF companies to a one-on-one meeting to see if there was agreement and synergy between both industries to develop and implement a national marketing strategy that could extend to all of North America. During these discussions, marketing in the three-storey-and-up buildings seem to be prime targets. One unique region identified during the meeting, where ICF commercial construction has seen over 70 multi-unit residential buildings constructed is in Kitchener-Waterloo. The largest building recently under development in the area will reach 22 storeys. The ICF group looked at this market and decided there was a success story to build on.

By closely examining success stories in the Kitchener-Waterloo region, the group hopes to identify operations and energy efficiency savings, constructability issues and efficiencies all the way back to the initial design decisions. The goal is to produce generic marketing materials based on this investigation that will confirm the short and long-term benefits and efficiencies of ICF construction.

The concrete and ICF industries recognize that now is the time to act together to grow this market based on environmental and energy savings.

Submitted by the Canadian Ready-Mixed Concrete Association and published in the December 1, 2012 issue of On-Site, Canada's Construction Magazine

The CRMCA consists of representatives from each of the seven ready-mixed associations across Canada, as well as a representative from the Cement Association of Canada. Meetings are held twice annually.

THE GREAT NORTHERN CONCRETE TOBOGGAN RACE

The Great Northern Concrete Toboggan Race, or GNCTR, is an annual engineering competition hosted by a Canadian university each winter. The first GNCTR took place in 1974 in Red Deer, Alberta. The event brings together over 400 students from the top engineering programs across the country. This year the event was held at the Mt. Seymour Ski Resort in BC, where 470 engineering students and alumni across Canada paired up for the January 25th race.

The basic premise of the competition is to build a toboggan with a concrete running surface, load it with five teammates, and race it down a snowy hill as quickly as possible. This tests students on their technical knowledge of materials and structures, teaches them to work with concrete, and develops their ability to work as a team. Universities compete in several judged categories, such as shortest race time, best overall design, best team spirit, and the coveted best overall team.

Rules:

In order to qualify for competition, the toboggan must undergo and pass a safety inspection. There are five basic rules that govern the design of each toboggan registered in GNCTR:

1. The running surface must be made entirely of concrete.
2. The toboggan must carry five people safely.
3. The toboggan must have a safety rollover bar (usually not made of concrete).
4. The toboggan must have a braking and steering system.
5. The toboggan must weigh less than 135kg excluding riders.

Spirit:

It is traditional for teams to choose a theme for their sled; they often wear appropriate costumes and incorporate elements of the design into their technical exhibit and sled aesthetics. This has become a major part of the competition, making up a large part of the spirit award, as well as the best uniforms award. Theme ideas are most often drawn from pop culture or retro references, or based on the team's home university and its location.

Awards:

Teams are judged for top speed, best run, most improved team, braking, and aesthetics. Each year an award is also given for the best overall entry.

Winners:

The University of Western Ontario was awarded "Overall Champion"
The University of Toronto was awarded "Race Champion"
McMaster University was presented the "Spirit Award"

The 2014 competition will be hosted by the University of Western Ontario. More information is available on the GNCTR website: www.gnctr2013.com

Alberta's Mixer Specialist



On Order and Arriving Very Soon:

2014 Mack GU714 Tri-Drive with Automatic Transmission *STK# 34996*

2014 Mack GU714 Tri-Drive with Manual Transmission *STK# 34995*

2014 Mack GU813 Tractor with London Tri-Axle Trailer Mixer *STK # 34803*



John Stearns

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Edmonton
Ph: 780-452-6225
Toll Free: 1-800-252-7974
18110 118 Avenue NW

Nortrux Inc. has locations in
Edmonton, Grande Prairie,
Calgary, Red Deer & Lethbridge.

Calgary
Ph: 403-236-1230
Toll Free: 1-800-665-7827
5555 80 Avenue SE

EDUCATION

DISPATCH TRAINING

ARMCA introduced a Dispatch Training program in early January, 2013 and offered sessions in Edmonton and Calgary. This is the first time that dispatch training has been offered through ARMCA and the interest was overwhelming. The one day training sessions were filled to capacity in both locations and a total of 80 individuals came away with certificates of completion. Our surveys informed us that the sessions were well received and the information will be well utilized on the job. The following topics were covered:

The dispatcher's job

- The prime function of a dispatcher
- Job descriptions
- Problems that prevent the dispatcher from achieving success

Establishing corporate guidelines and rules for dispatching/sales

- Developing the vision of the "perfect dispatch environment"
- Creating teamwork with sales and production

Taking the order

- Getting the required information
- Order forms and aids
- Probing for accurate information
- Selling the customer

Organizing the dispatch office

- Staffing
- Responsibilities
- Office Layout
- Paper flow
- Number of phone lines required

Scheduling

- Required information
- Scheduling mathematics
- Allowing for the unexpected
- Plotting the schedule - several sample situations

Shipping

- Theories of truck utilization
- Truck status and tracking techniques
- Adjusting to the day's problems

Open forum

Review of problems presented and possible solutions



**L Walls
(Featured)**

Bunker Silos

Cattle Gangs

**Cattle Feed
Bunks**

Barriers

Electrical

**Handling
Facilities**

**MagnumStone
(Featured)**

**Custom
Precast**

**Sand &
Gravel**

Landscape



D&M Concrete Products Ltd.



D&M Concrete Products was formed in 1979, and has been a family owned and operated business ever since.

We offer a wide variety of services including redimix concrete, a landscape division, and a number of precast products for multiple industries.



Featured here is one of our newest products, the L Wall. Unlike many products, our freestanding panel weighs approx 8400lbs, is 6' tall and is engineered to support structures. While the tongue and groove detail allows for a completely sealable structure.



Our MagnumStone™ product is a large block, hollow core, segmental retaining wall system. Because of its size and design flexibility, it is ideal for almost any retain wall project from residential to large commercial installations.

For more information on any of our products, please contact one of our sales representatives.

www.dmconcrete.com
Box 5029, Lacombe AB T4L 1W7
1-800-399-0741

ARMCA'S 2013 AGM & CONVENTION

Location: The Fairmont Jasper Park Lodge
Jasper, Alberta

Date: May 9—11, 2013



The Alberta Ready-Mixed Concrete Association's (ARMCA) Annual General Meeting and Convention is just around the corner. We have planned another entertaining function that we are sure you will enjoy.

PLEASE BE SURE TO ATTEND THE AGM.

While our members attend the Annual General Meeting on Thursday afternoon, the spouses / guests will have the opportunity to partake in a scavenger hunt which is meant to form friendships and give everyone a laugh.

New this year will be a silent auction with donated items up for bid and displayed during the entire Convention. Items will be awarded to the highest bidder at the conclusion of our event.

Country music star, Gord Bamford, will be performing for you Thursday evening and our theme is "Dazzling Denim". Please bring out your bedazzled denim and dancing shoes for an evening that is sure to entertain.

Friday's activities are the traditional Texas Scramble Golf Tournament and the President's Banquet. We will say thank you to our outgoing President and welcome the new ARMCA President. This function requires semi-formal to formal attire.

The children's program will be fully funded by sponsors which means no cost to the parents. Thank you Sponsors!

The registration package has been emailed to the membership and can also be found on the website under "Events".

Early Bird - Registrations received before 4:30 pm on March 22, 2013 will be entered in a draw to win an iPad Mini.

Please book your room directly with the Fairmont Jasper Park Lodge before April 7, 2013 to ensure the special conference rate for your accommodations. Identify yourself as an ARMCA Delegate.



NOMINATIONS FOR BOARD OF DIRECTORS

The Alberta Ready-Mixed Concrete Association needs your leadership, involvement, and support to remain a productive, creative and effective association. If you have the desire and the commitment to help shape our industry, we want to hear from you! The call for nominations for ARMCA's 2013-2014 **Board of Directors** is open. There are three (3) seats to be filled at the Annual General Meeting on May 9th, 2013:

- Independent Producer (1)
- Associate Member (1)
- Affiliate Member (1)

The Nomination Process for the ARMCA Board of Directors

ARMCA's bylaws can be found on the association's website at:
<http://www.armca.ca> under the "members only" section.

As outlined in the bylaws, ARMCA can have a maximum of 13 Directors on the Board. Directors serve a term of 3 years but shall be eligible for re-election if otherwise qualified. The terms of the Directors are staggered so that three new Directors shall be elected each year; plus however many are required to replace Directors who may for any reason have left the Board prior to the expiration of their term. In most cases, Directors spend at least one term on the Board before joining the Executive Council. The normal progression for positions on the Executive Council of the Board is one year in each term, as the Directors progress through Second Vice-President to Vice-President to President to Past-President.

Any voting member of ARMCA, in good standing, may stand for nomination to the Board of Directors by either:

- 1) Completing the Nomination & Consent Form (below) and sending it to the ARMCA office prior to the AGM.
- 2) Attending ARMCA's AGM on May 9, 2013 in Jasper, AB and being nominated from the floor.

The majority of board meetings are located in Red Deer, Alberta. Directors are responsible for their own travel costs to attend meetings.

ARMCA Nomination and Consent Form - Candidate for 2013-2014 Board of Directors

Name	Title	
Company	Mobile	Email

I, _____, HEREBY CONSENT to my nomination as a candidate for election to the Board of Directors for the Alberta Ready-Mixed Concrete Association and agree to stand for election and to serve as a Director for a three year term, if elected. I understand that being a member of the Board of Directors will involve being a voting member of the association, attending Board meetings and becoming involved in association committee activities, as required. If elected, I agree to carry out my duties to the best of my abilities. I wish to be considered for the following category:

- Independent Producer Associate Affiliate

Signature: _____ Date: _____

Only nominations received by April 20, 2013 will be included on the preprinted election ballot in the convention program. Names received after April 20, 2013 will be added to the election ballot from the floor at the AGM.

Please email your completed form to info@armca.ca or fax it to 780-436-6503.

GLOVER



TRUCKS



Unit 597310



2012 International 7600 8X6

Chassis Specs

- 13 Liter Engine
- 430 Horsepower
- Eaton Ultrashift Trans
- 16,000 lbs Front Axle
- 53,000 lbs Rear Axle
- 3.91 Ratio

Included Options

- Tilt Steering
- Power Windows/Locks
- Premium Interior

Rig Up Specs

- High Profile Continental Mixer
- 11 YD (8.4 m3) Mixer Drum
- Low Profile Charge Hopper
- 150 Gallon Water Tank
- Bolt on Aluminum Fenders
- Hand Held Mount Mixer Controls
- 4" X 4" Tube Heat Bumper
- Wireless Control
- Automatic Drum Speed Control

\$199,500
+ Taxes

Camrose
800-232-1947

Red Deer
800-662-7186

Calgary
888-723-6767

See our New and Used Inventory @ www.glover-ace.com

IMPORTANT DATES TO REMEMBER:

CLASSES

Concrete Technology Level 1

Grande Prairie – mid March 2013

ACI Field Testing

Calgary – Tentatively scheduled for April 2013

Edmonton – Tentatively scheduled for March 2013

As classroom space is limited, we encourage you to register early in order to secure a spot.

***** Note: Additional ACI & Concrete Technology classes will be held in the event that 16 students are enrolled. 6 – 8 weeks notification is required to book these extra classes*****

ARMCA'S AGM & CONVENTION

May 9 – 11, 2013 Jasper Park Lodge

GOLF TOURNAMENTS

June 26, 2013 **ARMCA Golf Tournament** (Texas Scramble), Lacombe Golf and Country Club

Sept. 5, 2013 **ARMCA Golf Tournament** (Two Person Scramble), Lacombe Golf and Country Club

WELCOME NEW MEMBERS

Requip Machinery Ltd. – Associate member

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.

THE ARMCA CHALLENGE

Trucks we've seen around Alberta; notice the ARMCA logo! What a great way to increase awareness of our association and to get people to go to the ARMCA website. Imagine the ARMCA logo on every member concrete mixer truck, or other equipment... mobile marketing for the association ... are you up for the challenge?





A.E. (Tony) Lidstone
Cell: (403) 660 2373 Toll: (800) 925 1631
tony.lidstone@newwesttruck.com
www.newwesttruck.com



Single, tandem and tri-drive stock units available! View my entire inventory on our website.

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 Association's "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

9653 – 45 Avenue

Edmonton, AB T6E 5Z8

Phone: 780-436-5645 Fax: 780-436-6503 email: info@armca.ca

