

ALBERTA READY-MIXED CONCRETE ASSOCIATION

PRESIDENTS MESSAGE

Welcome to the Fall edition of the Mixer. With another very busy construction season winding down we all need to take a deep breath and enjoy our challenges and successes of this very demanding year. Because of the wet summer, it was a task to wrap up the many commitments we had to our customers within a few short months. I would also like to add that it was a pleasure to see everyone join together to overcome the flood in Calgary and the surrounding areas. There are many stories of kindness and generosity that have surfaced and many more we have yet to hear I am sure.

Some of the key points in this edition of the Mixer are the birth of the new Concrete Council of Canada (a collective voice for our industry), cold weather concrete tips and reminders, and a welcome to our new members.

The Board has been back at the table working on some of its strategic planning in which we most recently completed the Terms of Reference. This means we have established roles and responsibilities for the Board of Directors, and the committee members which will be included in an orientation package for new Board members and committee volunteers. This will provide them some direction and expectation of the roles.

Our committees (technical, transportation, residential, membership, convention) have been actively meeting. In this association we function largely because of the many volunteers who are committed to being active players in our industry and association. I would like to extend our thanks to those of you who volunteer time after time for our association. If there is anyone interested in sitting on any of the committees, please contact Laura at the ARMCA office.



Bill Shaw

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Christmas is arriving quickly. As always it is a special time of year with family and friends. Please take this time to enjoy your loved ones as life is too short and every minute of it is precious and to be enjoyed with those you love and cherish.

On behalf of the ARMCA Board, Laura, Ed, and Cheryl, I would like to wish all of you a very Merry Christmas. It has truly been our pleasure working together this past year in pursuing and completing the goals of our association. We look forward to continuing this process in 2014. In closing, I wish you all a happy Christmas and a joyous New Year!!

Respectfully,

Bill Shaw
ARMCA President



ANNOUNCEMENTS

INTRODUCING ... THE CONCRETE COUNCIL OF CANADA

In September 2013, the Concrete Council of Canada was formed (an historic moment for this industry!). A new organization of national and provincial associations, bringing together representatives from the full spectrum of concrete and cement manufacturers, was formed to be able to act in a more concerted way to advance concrete's contribution to a more sustainable future, benefitting from the diverse strengths and expertise of each of its sectors, and to speak with one voice on sustainability. The creation of the Concrete Council of Canada reflects our industry's determination to ensure that the benefits of concrete are clearly understood, and underscores the commitment to being a proactive partner in addressing society's sustainability challenges.

The industry is represented through various independent organizations across Canada: ready mixed concrete, precast concrete, concrete masonry, concrete pavers, concrete pipe, and cement.

The members of the Concrete Council of Canada will work towards coordination and alignment of priorities and activities that will amplify the impact of the respective programs of each industry sector, while leveraging the particular strengths and expertise of each organization.

The Council's mission is to advance the industry's leadership in sustainable construction and promote the social, environmental and economic value of concrete, concrete products and concrete systems in Canada.

The members of the Concrete Council of Canada can be found on www.rediscoverconcrete.ca/about.

For further information regarding the role of the ready-mixed sector, please contact:

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Alberta Ready-Mixed Concrete Association
laura.reschke@armca.ca
T: 780-436-5645

CEMENT ASSOCIATION OF CANADA SPIN OFF FROM PORTLAND CEMENT ASSOCIATION

After many years of working together, it was decided that it was time for the Canadian cement companies to have their own incorporated Association as a result of very different regulatory regimes, nationally and provincially, to those in the US. The transition from a subsidiary of the US Portland Cement Association (PCA) to a wholly owned and operated Cement Association of Canada (CAC) is now complete.

This change also allows the CAC to be better able to tailor marketing, branding and stakeholder relations initiatives across Canada where the industry faces different issues. The spinoff of CAC is no different than how cement industry associations work in other countries. There may be some bumps in the road as they rebuild the markets intelligence component of what PCA provided, but hope to be up and running fully by January 2014.

The CAC and PCA have a long and proud history of working together and will continue to share information as it pertains to common issues.

ARMCA Member Website Package

ARMCA's website developer, Mediashaker, has created a **\$3,200 website package for our members that offers an affordable and simple solution to creating a professional looking website**. Package includes help with writing content that leads the way on ranking, and engaging customers.



Package Overview:

- A savings of \$2,500 +
- A website that reflects the quality of your work
- Help writing and editing content for your site
- Ability to have a gallery, YouTube videos, build online forms in minutes for resumes, quotes, customer feedback, and more...
- Create pages for employee orientation, that can be access in the field with Smart Phones
- Easy-to-use website software designed for people who do not intuitively get or like software
- Use security groups and identifiers to control access to content on your site
- E-commerce store, invoicing, website manage, and CRM contact database.
- Mediashaker maintains software with regular updates
- Improves your search ranking results
- Mass email function to stay connected to staff & customers

Contact Raymond Robinson at raymond@mediashaker.com or 780-702-7545 Ext. 017



A.E. (Tony) Lidstone
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Calgary
5925-79th Ave S.E.
Calgary, AB T2C 5K3
Phone: (403) 569-4800

Registering for WOC using the Source Code A12 generates revenue for the Canadian Ready Mixed Concrete Association (CRMCA). Please support your industry!



Exhibits: January 21-24, 2014 Seminars: January 20-24, 2014
Las Vegas Convention Center, Las Vegas, Nevada USA

Support CRMCA

Use our exclusive [Source Code A12](#) when registering for World of Concrete 2014 to receive:



- ***Free Exhibits-Only registration** (*restrictions may apply)
- **\$10 off 3-hour and/or 90-minute seminars**
- **\$20 off Super Pass Packages 1, 2 & 3**

Pricing online through December 2, 2013

What is World of Concrete?

Celebrating 40 years, WOC is the industry's only annual international event dedicated to the commercial concrete and masonry construction industries showcasing leading industry suppliers. WOC features innovative tools, construction machinery, construction equipment, safety training courses and training, technologies and unlimited networking opportunities to give you new ways to sustain and grow your business. World of Concrete is considered by many to be one of the top shows in the industry. The outdoor exhibit areas, including the hugely popular Artistry in Decorative Concrete, make World of Concrete THE event to attend in 2014.

BENEFITS OF ATTENDING WOC:

See it all in one place. Find everything you need to win more jobs, make more money and streamline your business.

Get connected. Make new contacts and strengthen your industry connections.

Work smarter. Learn how to work leaner, get the safety training and courses you need in today's economy.

Get hands-on. See, touch and test the latest products under real-world, jobsite conditions.

Find new opportunities. Capitalize on the trends that will drive future markets and provide opportunities to profit.

Get your questions answered. Attend expert-led seminars for the new skills, practical solutions and creative strategies to improve your business.

Take advantage of these special offers, compliments of CRMCA!

IMPORTANT INDUSTRY ANNOUNCEMENT

ENVIRONMENTAL PRODUCT DECLARATIONS (EPDs)

What is an Environmental Product Declaration?

Think of an Environmental Product Declaration (EPD) as a nutrition label for a product but instead of providing information such as calories, fat content and carbohydrates, an EPD provides information about environmental impacts such as global warming potential, smog formation and water use. EPD's are third party verified reports published by product manufacturers that provide quality assured and comparable information regarding environmental performance of their products.

EPD's are starting to appear in the US and Canada as the common methodology for assessing environmental performance of a product, to track what's in our materials today.

What can you use an EPD for?

- To manage and monitor data to improve the overall sustainability of a product; used by sustainability professionals, products designers and developers
- As an independently verified and unbiased communication tool, for sales and marketing teams
- To evaluate and assess when making product selection decisions, at an individual or company level
- To achieve objectives set by government, trade associations or at corporate level (for procurement)
- To communicate information to a broad range of consumers on product environmental performance

In Canada, federal departments and agencies are required to consider a number of environmental issues when establishing specifications and developing procurement plans to buy green goods and services. This initiative is driven by the Policy on Green Procurement.

Fair communication between all participants in the supply chain is promoted. Policy makers and major industries agreed to use ISO 14025 – Environmental Product Declarations - as the reference standard to develop some harmonized environmental labelling programs. The standard ensures credibility through independent verifications and completeness.

Please review the information and become familiar with EPD's. The ARMCA Technical Committee is reviewing the information and assessing the process to develop EPD's for our industry.

The market is moving quickly, without notification from regulators, to increase the use of EPDs.

Phil Williams, , Vice President of Webcor, presented at the CONVERGE conference in October and provided an understanding of the importance of EPD's. To view a video of his presentation please click on the following link:

<http://videos.bcrmca.ca/>

Additional information is also available on the internet; another interesting site:

<http://www.sabmagazine.com/blog/2012/06/01/environmental-product-declarations/>

HUMOR

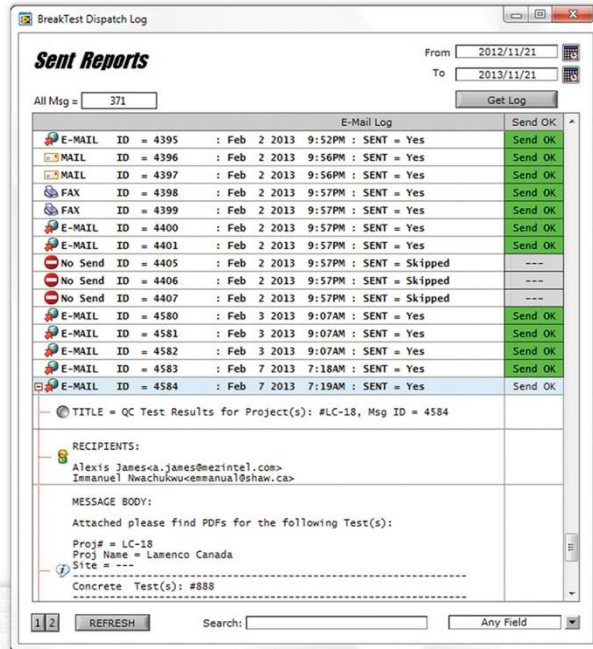


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IMPORTANT DATES TO REMEMBER:

January 21 – 24 **World of Concrete**
Las Vegas Convention Centre; Las Vegas, Nevada

March 4 - 8, 2014 **Conexpo - Conn/Agg**
Las Vegas Convention Centre; Las Vegas, Nevada

CLASSES

Concrete Technology Level 1

Edmonton – November 26 & 27, 2013 - FULL

Edmonton 2nd Class – January 16 & 17, 2014 - FULL

Calgary - December 3 & 4, 2013 - FULL

Concrete Technology Level 2

Edmonton - Early February, 2014 – FULL

Calgary - third week of February, 2014 – 1 Spot open

ACI Field Testing

Calgary –April 2014 – FULL

Edmonton –March 2014 - FULL

***** 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*****

As there are only 16 spots available per class we encourage you to register today in order to secure a spot.



ARMCA also provides training to other provincial ready-mixed associations when requested.



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- 1275121 - McNeluis 4' Extension Chute qty. of 22 - \$119.21/each
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- 0152625 - McNeluis Main Chute qty. of 1 - \$469.85/each
- HOP80002-1 - Jaeger R Charge Hopper qty. of 2 - \$391.12/each
- 1110937 - LMI, Foldover Chute qty. of 1 - \$184.65/each
- MC-38856 - London Main Chute, Standard qty. of 1 - 367.50/each
- 0151775 - Water Tank, 150 Gal, Universal qty. of 2 - 1004.72/each

COLD WEATHER CONCRETE REMINDERS

Winter is slowly creeping up on us and the high number of freeze-thaw cycles and the frequency of deicing chemicals used on the roads can lead to scaling of concrete surfaces.

The National Ready Mixed Concrete Association (NRMCA) defines scaling as local flaking or peeling of a finished surface of hardened concrete as a result of exposure to freezing and thawing. Scaling will normally begin as a small area but can expand to cover large areas.

Although it is likely that scaling will never be eliminated due to the many variables that contribute to it, the Portland Cement Association (PCA), Cement Association of Canada (CAC), NRMCA and American Concrete Institution (ACI) International have developed the following guidelines to help minimize scaling.

1. Use an air-entrained, low water/cement ratio (0.45 or less w/c), as delivered.
Alberta Building Code requires a C2 exposure for driveways and garage floors

**32 MPa or 30MPa where in indigenous aggregates do not achieve 32MPa with a .45 water/cementing material ratio
5 to 8% air entrainment, 80mm slump**

ARMCA recommends Duramix®:

**Minimum Cement 300kg./m³
Air entrainment 5 to 8%**

**Maximum water/cement ratio of .45
Slump 80 mm**

2. Avoid finishing practices that reduce or eliminate the air-entrained voids in the wearing surface layer. Delay finishing until all bleed water has risen to, and disappeared from the surface.

3. Provide adequate curing for the concrete:

When placing concrete after September 15th the use of curing compounds is not recommended. Proper cold-weather curing procedures should be followed. A high-quality sealer should be applied in the spring.

Placement of concrete pavements after September 30th is not recommended unless proper **Cold Weather Concrete procedures are followed. CSA A23.1 recommends that concrete subject to freeze-thaw and de-icing chemicals should be cured for 7 days at 10 degrees C for minimum curing, or the time required to attain 70% of specified 28 day concrete strength.**

IF THE AMBIENT TEMPERATURE IS AT OR BELOW 5°C OR WHEN THERE IS A PROBABILITY OF THE TEMPERATURE FALLING BELOW 5°C WITHIN 24H OF PLACING, CONCRETE MUST BE MAINTAINED AT 10°C FOR A MINIMUM OF 7 DAYS.

4. Avoid late season concrete placement where concrete can experience freezing conditions and /or exposure to de-icing salts before:
 - a. the concrete has reached 32MPa, and/or
 - b. the slab has had at least 30 days of air drying.

SPECIAL NOTE

Do not use deicing salts in the first year after placing the concrete. Use clean sand for traction. When conditions permit, hose off salt accumulations deposited by vehicles on newly placed driveways, approaches, and garage slabs. Never use ammonium sulphate or ammonium nitrate as a deicer, these are chemically aggressive and destroy concrete surfaces. Following the first year, if deicing compounds are used, ARMCA recommends immediate removal of residue by shoveling or brushing.



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OF INTEREST

September 5, 2013 Golf Tournament Recap

What a beautiful day September 5th was for the 23rd Annual Golf Classic in Lacombe, Alberta. We had 34 teams participate. The morning started off with a hot breakfast in the club house where golfers had the opportunity to be involved in the horse race! Rick and Ed were undulated in a flurry of last minute bids before everyone head out for the shot gun start. The day finished with a hearty steak BBQ at the clubhouse and prizes were awarded!

The winners of the golf tournament and the team that will have their names engraved on the "Rick Turpin Trophy" were Steven Schimpf and Chris Thorne from Inland Concrete, Fort McMurray.

2nd place Brett Bingham and Dana Nolan
3rd place Neil O'Connor and Kelly Neilands and Brian Tkachuk

Teams that placed from 4th to 15th also received cash prizes.

Hole Prizes Sponsored by BURSCO Rock Products Ltd

Hole # 1 – Longest Drive was won by Dana Nolan
Hole # 2 – Closest to the Pin in 2 was won by Sandy McIntosh
Hole # 9 – Closest to the Pin in 3 was won by Eric Bakko
Hole # 12 – Longest Putt was won by Rick Claffey
Hole # 18 – Longest Drive was won by Neil O'Connor

The winner of the 50/50 was Neil O'Connor.

The proceeds from the 50/50's from all of our golf tournaments this year will be donated and split between the Stollery Children's Hospital and the Foothills Children's Hospital.

Thank you to all of you that participated in the 23rd Annual Golf Classic and a thank you to everyone that provided extra prizes!

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”.

The Learning Centre

2013 was a very productive year with respect to educating and certifying industry members in Alberta:

- 17 production facilities were certified in 2013 to date
- 75 individuals participated in the Dispatch Training program
- 48 individuals were certified as pump operators
- 81 individuals participated in the ACI Field Testing Grade 1 Certification program
- 80 individuals will have completed the Concrete Technology Level 1 in 2013
- 29 individuals have completed the Concrete Technology Level 2 in 2013.



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WELCOME NEW MEMBERS

Revolution Concrete Services Inc. – Affiliate Member

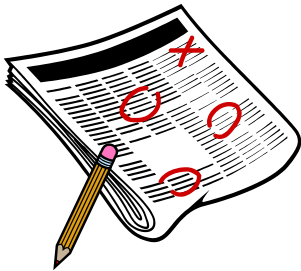
RJ Concrete Equipment Inc. - Associate Member

Mediashaker –Affiliate Member

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

9653 – 45 Avenue

Edmonton, AB T6E 5Z8

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