2014 Awards Program Agenda

Opening and Chairman’s Greeting

1. National High School Essay Contest Award
2. State Association of the Year Award
3. Richard D. Gaynor Award
4. 2013 STEPS Certified Concrete Professional (CCPf) Recipients
5. William B. Allen Award

6. Promoter of the Year Award
7. State Affiliate Promoter of the Year Award
8. Special Recognition Award
9. Concrete Cares Award
10. Joseph E. Carpenter Award
11. 2014 Driver of the Year Award

Closing Remarks

National High School Essay Contest Award

Natalie Morton
My Concrete Relationship

To the average person, concrete is the gray “stuff” we walk on. To an expert, concrete is a blend of sand, gravel, water, cement, and maybe a few admixtures here and there. To me, however, concrete is the foundation of my life. How? It’s simple. From inscribing my name into it, to batching and pouring it, I’ve certainly done it all. Being the daughter of the local concrete man, I’ve been exposed to nearly every aspect of the world’s most versatile building material. Get this. Even my first ever memory revolves around concrete. I was two years old. My father was pouring a driveway at our new house. I remember his callused hand gripping my own as he glided my finger through the wet matter. “What are you doing, Daddy?” I asked. My father just smiled as we wrote my name in the slab together. Perhaps this was the very beginning of our “concrete” relationship with one another.

My father runs one of the local concrete plants in our small Eastern Kentucky town. Every single day of his life, he works harder than anyone I’ve ever met. Driving trucks, batching the concrete, jack hammering the drums, setting up footers, and pouring the actual concrete are all components of his usual routine. From the time I was a toddler up until today, my father comes home from a HARD day’s work dirty, sweaty, and sunburned. However, he NEVER complains. At a young age, I took note of my father’s work ethic. It’s not much of a shocker; I wanted to be JUST like him. Of course, at the time, I was anywhere between three and six years old. There wasn’t much I could do in the concrete business. However, my dad always allowed me to tag along when he checked out jobs, locked the gate at the plant, or batched up some concrete. The huge trucks, silos, jackhammers, and chutes intrigued me. At that time, I was unaware of how important the concrete business was to our family. After all, it puts food in our bellies. So, I blinked and a decade flew by. I was fifteen. This was right around the time when the coal industry began to rapidly decline in Eastern Kentucky. As a result, our concrete sales were at an all time low. To bring in some extra money, my father took on some additional “on-the-side” concrete jobs. Having no one to help him, I took my first leap into the world of manual labor. Boy, they don’t call it that for nothing, am I right? Since then, I have worked with my father on over 30 job sites. Sometimes, the temperature has been scorching, other times it has been bone-chilling. However, I don’t mind the backbreaking work, extreme conditions, and sore muscles the following day. My father needs me; helping him is one of the most important aspects of my life.

What sets me apart from other teens my age, is that I know what true hard work is. Sadly, most of today’s youth have never gotten their hands dirty, let alone set up footers, dug ditches, or poured concrete. So, there you have it. Concrete has not only strengthened the relationship between my father and I, but it has been the basis of my entire upbringing. Sure, we all know concrete can support a foundation for a home, surround buildings, and dam the flow of water, but I bet you didn’t know that it could form a solid relationship between a father and a daughter, huh?
State Association of the Year Award

The Tennessee Concrete Association (TCA) has been named as the 2013 NRMCA State Association of the Year, an award which honors state and area associations for their contributions to the industry in the areas of research, education, advocacy and promotion. The winner was selected from a field of outstanding nominations, according to Construction Industry Alliances Committee Chairman Charlie Rohde of King’s Materials Inc. in Cedar Rapids, Iowa. “Every year we are challenged with judging this award because we have so many exemplary state associations who are doing great work on behalf of their members and the industry as a whole.” Adds Tom Baird IV of Concrete Company of Springfield in Springfield, MO, “Being a judge for this award allows me to learn about programs, products and initiatives going on outside of my state, things that could be beneficial in our markets as well.”

Highlights of TCA’s entry included:

Promotion

- **2013 Week of Concrete** – 2013 debuted this five-day event that covered numerous concrete markets including decorative flatwork, decorative vertical concrete, sealers and stains, pervious concrete, decorative pervious, high-performance concrete construction, Green Schools and more. Each day had a theme and attendees could choose to attend one day or all five.
- **Pervious Concrete** – Tennessee continues to be a national leader in the promotion and utilization of pervious concrete. 2013 saw our persistent promotion efforts from the last decade yielding increasing fruit, and a new state stormwater manual that emphasizes infiltration over detention added even more steam to the engine driving more and more pervious concrete projects in Tennessee. TCA helped design and install a beautiful pervious parking lot for the Tennessee Parks and Greenways Foundation at their new office location in Nashville. This was the first commercial installation of a ‘small-stone’ pervious using 7/32” crushed limestone aggregate. TPGF hosted a formal dedication and TCA presented the benefits of pervious to a group of about 40 people.

Education

- **TCA Campus** – TCA’s vision for its campus in Nashville has always been for the campus to serve as a concrete showplace and a hands-on learning lab for all things concrete. In 2013, several important groups came to learn about concrete. In addition to hosting two technical tours for the national Construction Specifications Institute trade show (CONSTRUCT) in September, the TCA Campus also hosted groups including the National Conservation Resource Service, Middle TN Chapter of the USGBC, MTSU, Vanderbilt University, Tennessee State University, the Wilmot Company, TDEC, and numerous individuals. The entire facility is designed with QR codes and signage throughout to provide visitors the opportunity to gain additional information about the concrete options they are viewing.
- **2013 TCA internships for CIM students** – TCA has provided internships for nearly 50 students since 2008, including four in 2013. Many of these interns are now working in the industry and TCA takes pride in having had a small part in helping prepare them for a successful career in the concrete industry.
- **World of Concrete Pervious Live** – TCA managed the Pervious Live area for the World of Concrete for the third consecutive year in 2013. This unique educational effort has brought basic knowledge about pervious concrete to thousands of people over the past three years. Director Sparkman also brought along 5 CIM students from MTSU to serve as crew for the Pervious Live area, as well as some other show activities taking place in the Gold Lot.

Advocacy

- **TDOT** – TCA sponsors regular meetings with TDOT officials through its TDOT Liaison Committee. Six meetings were held in 2013 with a total attendance of 139 people. TCA’s continuing efforts with TDOT paid huge dividends for the industry in 2013 with significant progress made on several key issues. One long-time ready mix producer member stated: “The most consideration that I’ve seen TDOT give in the last 20 years.”
- Significant progress was made in regard to air content on bridge decks and numerous changes are being implemented in the way that TDOT handles and tests acceptance cylinders. Potential savings from direct penalties for low cylinder breaks and other out-of-pocket costs associated with acceptance testing on TDOT projects are estimated to be at least $250,000 per year for ready mix producers in Tennessee.
- **Tennessee Legislature** – As part of TCA’s 2013 annual strategic planning process, TCA choose its first-ever official legislative priority. For the 2014 legislative session TCA will emphasize Green Schools. TCA will hold its first legislative reception in 2014 on the TCA campus, and has established a partnership with the Middle Tennessee US Green Building Council chapter to promote Green Schools to the Tennessee legislature.

Research

- **TCA** is a long-time supporter of the RMC Foundation with an annual pledge of $1000 to the Foundation, and TCA made an additional Bridge the Gap contribution of $1000 to the Foundation in 2013. Director Sparkman also participated in the Foundation’s Walk for Sustainability in May and was recognized for his fund-raising efforts for that event.
- TCA’s primary research project for 2013 took place during the Week of Concrete event on the TCA Campus. Seven different pervious mixes were tested, along with two different finishing techniques. The CIM program at MTSU provided all the testing for the event and final results were shared among all the participants and sponsors. TCA is using this important information in our ongoing educational outreach and promotion efforts targeted to the design and regulatory communities.
- **TCA Net Zero Building** – This project on the TCA Campus was completed in 2013, and research on indoor air quality, temperature and relative humidity was begun. Research and recording of data will extend in 2014 and is being conducted with various departments at Middle Tennessee State University.

The award will be presented to Tennessee Concrete Association’s Executive Director Alan Sparkman.
Gary Mullings is the senior vice president of operations and compliance at the National Ready Mixed Concrete Association. He manages the activities of the NRMCA Operations Environmental and Safety (OES) Committee. In this role he administers educational programs, awards programs and develops guidance on regulatory compliance for the industry. He advocates for the industry on regulations governing plants, trucks, safety and environmental management practices.

Gary is celebrating his 40th year at NRMCA. He spent a large portion of his early career at NRMCA at its Research Laboratory in College Park, Maryland. About 15 years ago, Gary took on the leadership of the operations and compliance department. He has been involved in many of the lab and field research programs at NRMCA including the use of returned concrete and wash water, durability tests, effects of pumping on concrete, strength testing, flowable fill and other pioneering research work. He is a co-author on several papers resulting from this work. He has authored several NRMCA publications on concrete technology and on operations, safety and environmental management practices. He has made contributions to industry standards on testing and use of concrete.

Gary is primary instructor in the NRMCA technical short course, plant manager course, environmental course, safety course and delivers a wide range of webinars on current issues impacting the industry. He administers the popular annual NRMCA Mixer Driver Championship and manages the fleet benchmarking survey, safety award, environmental excellence award and the fleet graphics award. Gary manages the NRMCA Green-Star Plant Certification program.

Throughout his career, Gary’s priority has been to ensure that NRMCA members and its customers get the service they desire in a timely manner. Gary is also the recipient of the Joseph E. Carpenter Award awarded by the OES Committee.

Gary Mullings and his wife Linda live in Silver Spring, Maryland. He has two married daughters and one granddaughter. His hobbies include golf, arrowhead hunting and tracking the genealogy of his family.

**2013 STEPS Certified Concrete Professional (CCPf) Recipients**

**Concrete Technology Track**
- Ihab Bassiouni, Grey Matters Consultancy, Dubai, United Arab Emirates
- Wayne Benjamin, Readymix West Indies, Limited, Claxton Bay, Trinidad and Tobago
- Brandon Horton, Titan Virginia Ready Mix, LLC, Sterling, VA
- Sabra Mahmoud Tohme, Khalid Cement Industries, Doha, Qatar

**Operations and Production Track**
- Maria Jenkins, Arrow Concrete Company of West Virginia, Vienna, WV

**Sales, Marketing, and Promotion Track**
- Griffin B. Hahn, Block Ready Mix Group, Davenport, IA
- Alan Sparkman, Tennessee Concrete Association, Nashville, TN

**Sustainability Track**
- Rabih Fakih, Grey Matters Consultancy, Dubai, United Arab Emirates
Steven Tripp arrived at Chaney Enterprises from the banking industry in 2007 and so is a relative newcomer by the standards of our industry—which makes it all the more impressive that he has gained expert-level knowledge and status among his peers and customers.

One very active area of promotion development for Steve has been through a continuing education program known as Chaney University. Many seminars, webinars and demonstrations have been developed by Steve to introduce new concrete products. Topics include pervious concrete, concrete fundamentals, concrete overlays and concrete roads. Since 2009, almost 1400 specifiers have participated in this program, resulting in numerous concrete projects primarily in pervious parking lots.

Steve’s industry participation has also been extensive, participating and holding member positions with NRMCA, Maryland RMCA, Virginia RMCA, NSSGA, ACPA and USGBC. One measure of Steve’s high-energy level is that he has received the MRMCA award for outstanding promoter three times.

Other concrete promotion innovations and programs pioneered by Steve include:

- The “Concrete Pizza” Lunch and Learn Program
- NRMCA pervious certification classes—Steve has offered more than anyone else in the region.
- A pervious concrete online database and map for Maryland.
- An online Concrete Paving Assistance program for apples-to-apples comparison of concrete and asphalt paving.
- A new easy to navigate Chaney Enterprises website that optimizes product searches.
- A smart phone app with 160,000 installs and rave reviews.

Steve was also at the center of a promotion milestone in the region, the Benfield Blvd. overlay demonstration. After meeting the Maryland DOT, the speed of construction was identified as the main resistance to concrete. Steve collaborated with MRMCA and local ACPA staff and members to orchestrate a fast-overlay demonstration for the state. As a result, Maryland now has a DOT approved, rapid-cure concrete mix currently being used to repair potholes. Follow-up promotion, through a video documentary produced by Steve, has led directly to two recent projects being converted to concrete. As a result of Steve’s efforts, three Maryland counties have agreed to change their default specs to include reasonable concrete design, and the state has adopted Steve’s recommendation to offer a residential road standard for the counties to adopt.

To further increase the pace of street and local road concrete opportunities, Steve has been leading the charge for LCCA legislation in Maryland. He organized the industry and authored many parts of the legislation and testimony. The legislation passed in the Maryland House of Delegates 128 to 9. Steve is continuing his leadership role for the next legislative session to see the process through to final enactment.

For concrete parking lots, Steve’s approach has been to not just work with owners, developers and specifiers, but also to work with contractors, with good success. He has also begun roller compacted concrete market development in Maryland. After identifying an asphalt contractor and engineering partners, experiments have begun to launch small RCC jobs.

Through his efforts on behalf of his company and our industry, Steve is a true champion of ready mixed concrete. With imagination and enthusiasm, he has shared with his peers a fresh and exciting perspective on promotion, resulting in customers and specifiers that recognize enormous new possibilities for the modern version of our age-old product.
State Affiliate Promoter of the Year Award

R. Finley Messick, Kentucky Ready Mixed Concrete Association

The NRMCA Promotion Committee is pleased to award the first-ever State Affiliate Promoter of the Year Award to R. Finley Messick, Executive Director, Kentucky Ready Mixed Concrete Association. As an outstanding concrete promoter within his state and an excellent collaborator with other concrete organizations, Finley is a great example of concrete promotion leadership in action.

Finley was named Executive Director at KRMCA in 2006 following six years as a concrete promoter at Carolinas Ready Mixed Concrete Association (CRMCA). Prior to that, he oversaw the operations of six concrete plants for Greenville Ready Mix, attended Arizona State University and served four years in the Air Force.

A key to Finley’s success is that he sees promotion not as marketing, but education, based on his expectation that if decision-makers and designers have the right tools and knowledge, you can expect favorable results in the long-run. Another hallmark of Finley’s approach is to work with other promoters and organizations to multiply the benefits of everyone’s effort. The record of success at KRMCA these last seven years is a testimony to that philosophy.

One measure of Finley’s success is that Kentucky has numerous pervious concrete parking lots, trails, sidewalks and a street-- well over a million square-feet of pervious concrete. These results were achieved through utilization of NRMCA’s Pervious Certification Program and KRMCA’s work to educate and support many Kentucky counties, cities and local organizations in their efforts to become more sustainable. One presentation even opened the door for a completely concrete project-- the Henderson Early Childhood Center, with pervious and conventional concrete parking lots, Insulated Concrete Form (ICF) wall systems, and polished and decorative interior concrete floors.

Remarkably, through Finley’s leadership and years of promotional activities, the majority of Kentucky’s schools are now using ICF wall systems!

Finley’s collaborations with KRMCA members, other state groups and national associations including NRMCA, PCA, and ACPA, have led to promotion innovations and many project successes.

Finley’s leadership has also been instrumental in KRMCA’s integration into the sustainable construction movement in Kentucky. Soon after his hiring, with Finley’s encouragement and support, promoter Brett Ruffing became a member of the Kentucky Chapter of USGBC. Today Brett serves on the Membership, Education, and Advocacy Committees and on the Board of Directors of the organization and has important influence in the understanding of concrete as supportive of sustainable goals.

In another investment of effort that will return great dividends in the long-run, KRMCA is now assisting in teaching engineering classes at the University of Kentucky, the University of Louisville and Western Kentucky University, and also a course at University of Kentucky’s School of Landscape Architecture.

It is through Finley’s selfless leadership, passion for concrete and affinity for working with partners that has enabled KRMCA to become a model for state ready mixed concrete associations. As such, Finley Messick is also an ideal recipient for NRMCA’s first State Affiliate Promoter of the Year Award.

Special Recognition Award

Bernie Cawley

Over a career of almost 20 years in the ready mixed concrete industry, Bernie Cawley displayed his dedication to concrete promotion and overall industry advancement through his efforts and successes in concrete education, promotion and advocacy. Bernie passed away 10 months ago at the age of 62 following a battle with cancer.

To honor his contributions to the industry, NRMCA is posthumously recognizing Bernie Cawley with the NRMCA Special Recognition Award for his outstanding service and the advancement of the ready mixed concrete industry.

In 1996, following 20 years in the office furniture industry and working in marketing for Fortune 100 companies, Bernie joined our industry as Director of Marketing and Administration for the Michigan Concrete Association (MCA). His past experience helped him move ahead quickly as he launched Regional Promotion Councils...
which resulted in campaigns and programs that significantly increased business for participants. He also formulated an MCA proprietary “Washwater Program” that was approved and lauded by the Michigan Department of Environmental Quality. Bernie was instrumental in the expansion of MCA training programs, including the purchase of the Training Center building located in Lansing, MI. This facility increased the scope of association training which included numerous American Concrete Institute (ACI) certification programs, the MCA Decorative Concrete Certification program and the NRMCA Pervious Concrete Certification. While working with David Hollingsworth, MCA Director of Technical Services and Training, student enrollment increased from 250 students to 750 students per year from 1998 through 2007, a 300% increase.

“With Bernie’s leadership, all questions were answered regarding the durability of pervious concrete as a reliable pavement product,” noted Mr. Hollingsworth in praising Bernie’s contribution.

In 2007, Bernie became Executive Director of the Colorado Ready Mixed Concrete Association (CRMCA). He was extremely successful in promotion and advocacy on behalf of ready mixed producers in Colorado. Bernie also organized a CRMCA member campaign that expanded associate membership by 30 percent and implemented updated educational programs that doubled the number of course options. His efforts also led to a successful annual “Concrete Day at the Capitol”, a collaboration between CRMCA, the Portland Cement Association — Rocky Mountain Region, and the American Concrete Pavement Association — Colorado/Wyoming Chapter. A barbeque lunch grilled on site for more than 550 legislators and capital staffers provides an opportunity for the industry to emphasize the importance of concrete to Colorado’s economy. This program has helped build positive relationships between concrete industry participants and Colorado legislators. Current CRMCA President, Robb VanderSchaaff, has noted that Bernie “was a strong and influential leader who had a very positive effect on the entire Colorado Concrete industry”.

Bernie passed away in May of 2013 at the age of 62. Beyond his efforts on behalf of the concrete industry he was a dedicated and passionate family man, avid gardener and excellent cook. He is survived by his wife Linda, two children, and two grandchildren.

His passion for the concrete industry is deeply missed but not forgotten, and the results of his efforts will endure as surely as concrete itself.

Concrete Cares Award

The Manufacturers, Products & Services (MPS) Division of the National Ready Mixed Concrete Association is pleased to present the 2014 Concrete Cares Award to Redi-Mix Concrete, a U.S. concrete company, Euless, Texas in recognition of its long-time commitment to its community and its work on behalf of the Clayton Dabney Foundation for Kids with Cancer.

For the last 18 years, Redi-Mix Concrete has held a golf tournament with the proceeds benefiting those less fortunate in the Dallas and Fort Worth area. During this time Redi-Mix has raised close to $750,000 for various charities.

This year, the Redi-Mix Charity Classic benefitted the Clayton Dabney Foundation for the fourth consecutive year. The Clayton Dabney Foundation was founded on the words of six year old Clayton himself, who was in the hospital with a rare form of terminal cancer. Because his mother and dad were blessed financially, they were able to spend every last moment with Clayton in his brief life. Clayton asked his parents why other parents were not at the hospital as much as they were. His parents explained to him that other families were not as fortunate as their family and many moms and dads had to continue to work to pay their bills. Clayton then asked his parents, “wouldn’t be nice if all the kids could have their parents with them” as much as his parents were. Those words lead to the mission statement of the foundation, “to create lasting memories for both the child and the family while they are still alive.”

In 2013, at the 18th Redi-Mix Charity Classic, over $92,000 was gifted to the foundation to make dreams come true and literally last a lifetime. Over 100 employees gave close to 1,000 man-hours combined of their time through labor, fundraising and volunteering to make this event a success.

The Clayton Dabney Foundation anonymously provides needy families with children in the last stages of terminal cancer, assistance in creating these lasting memories. These memories are created by providing gifts of last wishes to a child that may be out of the financial reach of the parents. In some cases financial assistance has been provided to ease the heavy financial burdens of families such as car, house, utility and other obligations so the parents can spend more time with their dying child. If you want to find out more about the Clayton Dabney Foundation, visit www.claytondabney.org/.

With ready mixed concrete plants in almost every community in America, NRMCA member companies are making a real difference in the communities they serve. The Concrete Cares Award recognizes these efforts and shines a national spotlight on the positive impact ready mixed concrete companies have in hometowns across the nation. A donation in the name of Redi-Mix Concrete will be made to the Clayton Dabney Foundation for Kids with Cancer. All ready mixed concrete producers that are members of NRMCA are eligible for nomination.
Joseph E. Carpenter Award

Terry Jones, Irving Materials, Inc.

The Operations, Environmental & Safety Committee (OES) of the National Ready Mixed Concrete Association (NRMCA) has named Terry Jones, Director of Environmental, Safety and Health at Irving Materials, Inc. (IMI), their 2014 Joseph E. Carpenter Award recipient.

This award is named in honor of Joseph E. Carpenter of Rinker Materials, West Palm Beach, Florida, who was instrumental in the formation and early operation of the NRMCA Committee on Maintenance. The award was instituted in 1988 and is presented annually to persons who have demonstrated outstanding lifetime contribution to the ready mixed concrete industry in the fields of maintenance, environmental and safety.

Mr. Jones was named the award recipient for his long time commitment to the OES committee and the ready mixed concrete industry. Terry has been one of the industry’s foremost authorities in an era spanning from 1979 to current times, as it relates to safety and health in the ready mixed concrete industry. Terry has worked many years in concrete-related industries, starting 27 years ago with Koppers Company (now Hanson) as their regional Safety Manager spanning across four states. He joined IMI 13 years ago. He has safety responsibilities for nearly 800 vehicles over a five state area.

No one has done more than Terry to elevate NRMCA's National Mixer Driver Championship to the level it is today. Terry has been an active planner, participant and overseer of every championship. He has led IMI to develop their own in-house driver championship to a level unsurpassed by any other producer. His drivers have won an astounding 4 national championships and has received more than half of the top three awards since the program started. Terry has offered his company’s expertise to other companies, state associations and has personally hauled his own equipment thousands of miles to help set up the national events. He was instrumental in hosting the 2010 Championship which gave the drivers a once in a lifetime chance to be inside the Indianapolis Motor Speedway.

Terry lives in Scottsburg, Indiana and has been married to his wife Cindy for 33 years. His hobbies include camping and four wheeling.

2014 Driver of the Year Award

Garland Sorrells, Southern Concrete Materials

Garland Sorrells of Southern Concrete Materials is the Ready Mixed Concrete Delivery Professional Driver of the Year for 2014. A panel of industry judges selected Mr. Sorrells as the top driver from a group of outstanding applicants from all across the United States.

Sorrells, whose home plant is located in Asheville, North Carolina, was honored for his career achievements, safety record, professionalism, driving competency and customer service skills. He has worked for Southern Concrete Materials for more than thirty years and is the 2013 Carolina’s Ready Mixed Concrete Association Safe Driver of the Year.

Along with the winner, a runner-up was also selected by the judges. He is 23-year veteran mixer driver Hector Aguilera of CEMEX from Fairfield, CA. Area Manager, Steven Alexander wrote, “Hector was recognized by California Highway Patrol for saving a life when he blocked an erratic moving vehicle whose driver was suffering a seizure from a stroke.”

As third place finisher, the judges selected Mike Vinyard, 22-year veteran of CEMEX from Ontario, California. Operation’s Manager Travis Johnson writes, “Working together with our Corporate Wellness Manager, Mike was the focus of a video about early detection of prostate cancer. Mike is an inspiration to all of us and has volunteered to help drivers and their families who are battling cancer.”