





Live presentations held throughout the week

DAILY NEWS

see page 6

TUESDAY, FEBRUARY 2, 2010

TOP 10 THINGS TO SEE AND DO AT WOC

LAS VEGAS

ith so many things to see and do at the World of Concrete 2010 (WOC), it can feel daunting to see everything on the show floor. Here the editors that bring you WOC have compiled a top 10 mustsee-and-do list.

- 1. SPEC MIX Bricklayer 500
- 2. Artistry in Decorative Concrete
- 3. Most Innovative Products
- 4. Concrete Construction's Field Test Breakfast & Forum
- 5. GREENSITE Area & GREENSITE Luncheon & Forum
- 6. Hoover Dam Bypass Tour
- 7. CONCRETE SURFACES' Contractor Clinics 8. Women In Concrete Breakfast &
- Forum 9. New Product Showcase
- 10. CIM Auction

What's on your top 10 list? Tweet @WorldofConcrete to let us know.



a rest after visiting the many booths 9/11 memorial. Seven students from the and events at World of Concrete, you can Concrete Industry Management (CIM) always rest in a lounge chair. And because program are assisting in creating this

CONCRETE ARTISTS SHOW OFF IN VEGAS

memorial to the 32 firefighters from New York City's Battalion 9 Firehouse at 48th Street and Eight Avenue in Manhattan. The names of those who died will be inscribed on one of the two 10-foot-tall GFRC towers.

to get lots of attention this week is the

Ed Gruetzner retired from Battalion 9 four months before the attack. He contacted his friend, Michael Eastergate of form manufacturer, Preitech Mfg., Evans, Ga., about his idea. CIM was looking for a student project at about the same time. "I said I'd love to do a project, and Mike said I'm with you," says Gruetzner, who was watching the project come together on Monday.

When it is completed, they plan to make it a permanent fixture at Memorial Park, across the street from the Battalion 9 firehouse in New York.

You can find these and the 10 other Artistry in Decorative Concrete projects in the Silver Lot in front of South Hall all week.



At the Artistry Demos, Monday, Feb. 1, 2010, Troy Lemon (right), Cornerstone Decorative Concrete, Fennville, Mich., works on a fireplace installation with the help of Mike Branch, The Rental Branch, St. Joe, Mich., a distributor of Cornerstone products.

HISTORY IN THE BUILDING

N 2005 the World of Concrete made Las Vegas its permanent home—at least for another five years-making it possible to offer an exclusive behind-the-scenes tour of the massive Hoover Dam Bypass project, which had just begun. Now, five years later, the project is nearing completion. Attendees of the annual tour no longer need to visualize what the pubic works landmark will look like-it looms above them as they head toward the Hoover Dam Visitor Center.

F you find you need to give your feet

we're at WOC, it would have to be a con-

12 inspirational projects you will find

at CONCRETE CONSTRUCTION'S Artistry in Decorative Concrete demonstrations. If

there's a chill in the air, don't fret-the chair also has radiant heat. "The radiant

crete," says Relampagos, of It's Concrete

fiber reinforced concrete (GFRC). He got

started in the concrete business five years

ago and has worked with GFRC for the

past two years. He now includes glass

fibers in all of his concrete mixes. You

can learn more about GFRC at Concrete

SURFACES' Contractor Clinics at 12 p.m. on

Thursday when Relampagos gives a demonstration for Buddy Rhodes Concrete

Another artistry project location sure

Products, San Francisco.

Relampagos' project is made with glass-

heat strip is made especially for con-

Nick Relampagos' project is one of the

crete lounge chair.

in Hayward, Calif.

Tour attendee Frank Kosliski, materials engineering consultant, remembers the inaugural Hoover Dam Bypass Tour. "It consisted of parking near the trailers and climbing up rocks to the construction site," he says. "We were given the original drawings of the bridge plans." His copy of the bridge plans is framed in his office.

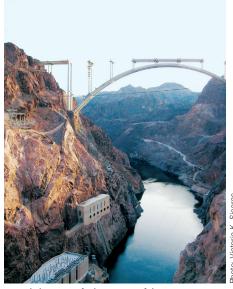
On Sunday, tour participants met Jeff St. John, deputy project manager with contractor Obayashi/PSM JV, for a comprehensive project update of the dam. According to St. John, both sides of the bridge deck are 100% complete, as well as the twin hollow cast-in-place arches that span 1060 feet across the river and 900 feet above the water.

"This is the hardest concrete we've ever placed in our lives," says St. John of the arch foundations. He wasn't referring to the psi (4000). Instead, he discussed working conditions that included digging 300 feet down into the soil and pouring stiff, low-slump concrete in temperatures that soared well above 100° F. The concrete was placed at night, to avoid daytime temperatures and traffic. (The area's ambient temperature ranges between 90° F to 100° F at 9 p.m. in August.)

The \$114 million bridge is expected to be completed by September. So when World of Concrete 2011 rolls around, tour attendees should find more than an engineering and construction tour; those who dare can stroll along the pedestrian walkway planned for the bridge.

"You can't get this tour by just going to the dam," says Rick Yelton, editor in chief of MASONRY CONSTRUCTION and THE CONCRETE PRODUCER magazines.

For a slideshow of the tour, visit www. concreteconstruction.net or www.the concreteproducer.com, click on "The Magazine" and the "World of Concrete" page.

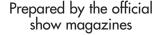


Located about 1500 ft. downstream of the Hoover Dam, the nearly complete Colorado River Bridge will connect t Nevada and Arizona sides of the new highway that will bypass the dam, and offer a magnificent view of the Dam and Lake Mead.

WHAT'S INSIDE



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Concrete Producer



MOST INNOVATIVE PRODUCTS



The Most Innovative Products brings intriguing new equipment, tools, and materials together at the World of Concrete and lets you decide which among these can truly be called innovative.

Check out the nominees in this year's MIP contest at the MIP display in the Grand Concourse outside the Central Hall of the Las Vegas Convention Center. You also can view these products in exhibi-

tors' booths at World of Concrete. A complete list of entries also can be found in the Program & Exhibits Guide or online at www.mip2010.com.

Make sure to vote for your favorites by going online to www.mip2010.com or www.worldofconcrete.com. You can vote during the show (Feb. 2-5) by using your cell phone. To vote for a product you think is truly innovative, simply send a text message to the five-digit number 99503. In the body of the message, type the product keyword exactly as shown below. For example, text 201000 to 99503 to vote for a product with that keyword. This is a standard rate text message, so it may be free for you, or up to \$0.20 on some carriers if you do not have a text messaging plan. Winning MIP entries will be announced in March.



to Survive and Thrive in the Green

Wednesday, Feb. 3, 1:30 p.m.-3 p.m.,

Estimating & Constructing Pervious

Thursday, Feb. 4, 1:30 p.m.-3 p.m.,

Understanding Authentic Green

SPEAKERS' CORNER

Vander Kooi

Pavements, Bruce Glaspey and Charles

Messaging: Products and Practices for

the Concrete Industry, Shawn Draper

This year, the World of Concrete

Bookstore hosts the Speakers' Corner.

A number of presenters from World

of Concrete Seminars are scheduled

to meet attendees, offer insights, and

publications offered in the Bookstore.

Concourse, in between the North and

autograph copies of the books and

The Speakers' Corner is located in

the WOC Bookstore in the Grand

Central Halls.

Concrete Revolution, Kevin MacDonald

WORLD OF CONCRETE **GOES GREEN**

Not only does WOC offer GREEN-SITE as a way to provide valuable information and technology on greenbuilding practices, but WOC also has implemented a recycling program. Hanley Wood, LLC and Freeman indicate that 81% of post-show waste will be diverted from local landfills and recycled. In addition to the typical materials used at shows, WOC also contends with concrete walls and slabs poured for demonstrations. This concrete will be recycled at the close of the show.

EXHIBIT UPDATE

BOOTH CHANGES

Reliable Diamond Tool (C6799) is incorrectly listed in the Program Guide.

C.I.M. Industries Inc. moved to S12340.

HELP HABITAT AID HAITI

Damage from the Jan. 12, 2010 Dearthquake in Haiti added yet another dimension to the already crushing humanitarian crisis and poverty conditions faced by the country. Because of the great need, Habitat for Humanity is planning an aggressive response to help low-income families get into decent, secure housing as soon as possible.

World of Concrete has joined in this effort and will be accepting and encouraging onsite donations in the Registration Area, Central Hall, starting on Tuesday, Feb. 2. Donations are tax deductible and receipts will be provided by Habitat via mail after the show.

Given the scale of homes damaged and destroyed, Habitat anticipates a multi-year response, meaning that long after the cameras have left, Habitat for Humanity still will be on the ground building houses and hope with families desperate for both

Efforts will include:

- Recovery starter kits
- Cleanup assistance/transitional shelter/rehabbing repairable homes Establishing Habitat Resource
- Centers
- Building core houses

A link to donate online after the show will be available at www.worldof concrete.com.

For addition information regarding the Help Habitat Help Haiti program, visit www.habitat.org.

IN CASE OF EMERGENCY

If a situation arises, DO NOT DIAL 911. Instead, dial extension 7400 from any house phone in the Convention Center, or dial 702-892-7400 from a cellular or pay phone. When the operator answers, state your situation and your location. Also, there are three First Aid stations throughout the Convention Center:

• In the Central Lobby, by the security office, across from the Hall C3 entrance

• In the North Lobby, across from the Hall N3 entrance

• In the South Lobby under the escalator

If you cannot reach or locate a First Aid station, call one of the emergency numbers above.

GREENSITE LUNCHEON AND FORUM

Thursday, Feb. 4, 12 p.m.-2 p.m.

With the growing demand for sustainable construction techniques the GREENSITE Luncheon & Forum provides contractors, producers, and architects a place to share ideas on sustainable building. This luncheon, hosted by the editors of CONCRETE CONSTRUCTION and THE CONCRETE PRODUCER magazines, connects interested contractors with experienced green professionals who have surpassed these challenges.

This year, speakers will discuss current trends in sustainable design, new developments in sustainable contractor certification, and real-life examples of how to market the benefits of going green. Speakers include Michael D. Lepech, PhD, MBA, assistant professor, department of civil and environmental engineering fellow, Center for Sustainable Development and Global Competitiveness, Stanford University, Stanford, Calif.; and Phil Williams, vice president, technical services and sustainability, Webcor Builders, San Mateo, Calif.

A panel of contractors and architects will answer questions about the practical elements of concrete-related innovations and how they contribute to green construction. Panelists include Sarah Mojzer, Associate AIA, LEED AP, SH Architecture and Kevin A. MacDonald, vice president, engineering services, Cemstone Concrete

Products, Mendota Heights, Minn. The program also will recognize the 2009 GreenSite Award winners, in conjunction with the GREENSITE exhibit in the Central Hall.

Learn More in Technical Sessions World of Concrete's 90-Minute Green

Building seminars will cover sustainability and environmentally friendly construction practices.

Monday, Feb. 1, 8:30 a.m.-10 a.m., Green Building and Sustainable Design: Impacts and Challenges, Richard Szecsy

Monday, Feb. 1, 3:30 p.m.-5 p.m., Become LEED Certified by Incorporating BIM Ideology, Richard Szecsy

Tuesday, Feb. 2, 1:30 p.m.-3 p.m., Sustainable Concrete & You: How

Curfo og Cristoma & Tratin

| LLC (SSI) C4075 |
|-------------------------------|
| Teletrac Inc C4063 |
| Top Saw Tool LLC S13446 |
| Tuscan Stoneworx S13451 |
| Vinyl-Con |
| Wakeham Equipment LLC C6896 |
| Willamette Valley Co N1474 |
| Xiaoyu Abrasives 041140 |
| ZIPLEVEL/Technidea Corp C4268 |
| |

Your No. 1 reason for attending WOC—to see all the newest products to keep your business running strong! World of Concrete's New Product Showcase brings an exciting array of this year's newest products together in one area for a quick look at what's new for construction and masonry professionals. Be sure to visit this exciting area in the Central Hall to see the newest products from these exhibitors.

| Accura*Tab S12900 |) |
|-------------------------|---|
| Bartell Morrison | 3 |
| Bob-Bender C6921 | L |
| ChanSpanN2551 | L |
| Coleman Cable Inc C2160 | |

| Concrete Solutions Inc S11639 | | |
|-----------------------------------|--|--|
| COX North America Inc S10954 | | |
| Cucamonga Tool & Equipment | | |
| Co. Inc S12547 | | |
| Dinesol Plastics Inc | | |
| Dur-A-Flex Inc S10519 | | |
| EBS Ink-Jet Systems USA Inc C4070 | | |
| Foundation Construction Payroll | | |
| Service | | |
| Line Dragon | | |
| Manipav USA/Canada 030505 | | |
| Marion Brush Mfg. Co S12019 | | |
| Maxwell Systems Inc C4375 | | |
| Multivibe | | |
| Outpak Concrete Washout | | |
| Systems S13103 | | |
| PathFinder Concepts | | |
| Putzmeister America Inc C5736 | | |

| Systems S13103 |
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| PathFinder Concepts |
| Putzmeister America Inc C5736 |
| Safety Maker C6296 |
| Screed Joint |
| Somero Enterprises C5221 |
| Somero Matson Group S13314 |
| Stephens Mfg N537 |
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STW Technic LP..... C4766

| Surface Systems & Instruments |
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| LLC (SSI) C4075 |
| Teletrac Inc C4063 |
| Top Saw Tool LLC S13446 |
| Tuscan Stoneworx S13451 |
| Vinyl-Con |
| Wakeham Equipment LLC C6896 |
| Willamette Valley Co N1474 |
| Xiaoyu Abrasives 041140 |
| ZIPLEVEL/Technidea Corp C4268 |
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BREAKING NEWS



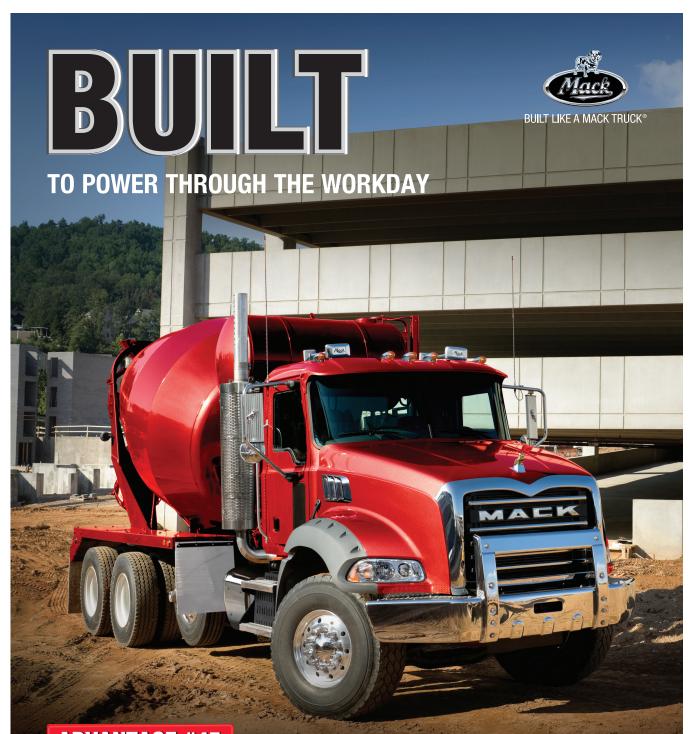
BOSCH TOOL GIVEAWAY

When you have your Expocard scanned as you enter the Artistry in Decorative Concrete area in Silver Lot on Tuesday and Wednesday, you will have a chance to win either a 12-V or an 18-V "kit" of Bosch lithium-ion battery tools from Bosch Power Tools & Accessories (Booth O31663). The drawing will be held on Thursday at 2 p.m. in the Artistry area. This year the company also is sponsor-

ing will be tool demos, giving attendees an opportunity to try out tools commonly used for decorative concrete work. Featured will be diamond polishing areas with small angle grinders, curved engraved concrete cutting, new generation coring bits for concrete countertops and sink basins, and lithium-ion batteryoperated tools used for wood forming work. Come and try them out and learn some tips from the experts.

ACI UNIVERSITY AWARD PROGRAM

The American Concrete Institute (ACI) (Booth S10338) announces the new ACI University Award Program designed to recognize universities whose students and faculty are active in ACI and other concrete-related activities. Students and faculty can participate in ACI-related activities to earn points toward ACI University



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BOOTH C6251

Award status. Universities earning 12 points or more between January and December 2010 will be recognized with the ACI Excellent University Award, while universities earning 6–11 points will receive the ACI Outstanding University Award. Award winners will be recognized at the ACI Spring 2011 Convention, April 3–7, 2011, in Tampa, Fla. For more information, visit www.universityaward. concrete.org.

WALL SAWING 101

The Concrete Sawing & Drilling Association (CSDA) (Booth S11131) will hold its Wall Sawing 101 class at World of Concrete, Feb. 2–4, from 8 a.m.–5 p.m. each day. Class time will be divided between seminar room N204 and the exhibit booths of several CSDA manufacturers for hands-on training. The three-day course serves as a prerequisite to operator certification and is taught by experts with real-world experience. By completing the course, operators can take the Wall Sawing 201 course and become a CSDA Certified Operator. Visit www.csda.org to learn more.

H. GORDON GATES PASSES AWAY

Gordon Gates, a member of Denverbased Gates & Sons Inc. for more than 60 years, passed away Dec. 20, 2009, at the age of 86.

Gates spent the early years of his career concentrating on his father's twisted wire tie invention. He was instrumental in the development of a number of systems that addressed column forming, safe elevator shaft forming, stadium seating and stairs, gang forming, and more.

A featured speaker at World of Concrete—and one of WOC's first attendees—Gates focused on products that helped the contractor "work smarter, not harder." His impact was made not only on his company but on the industry as a whole. Visit www.gatesconcreteforms. com for more information.

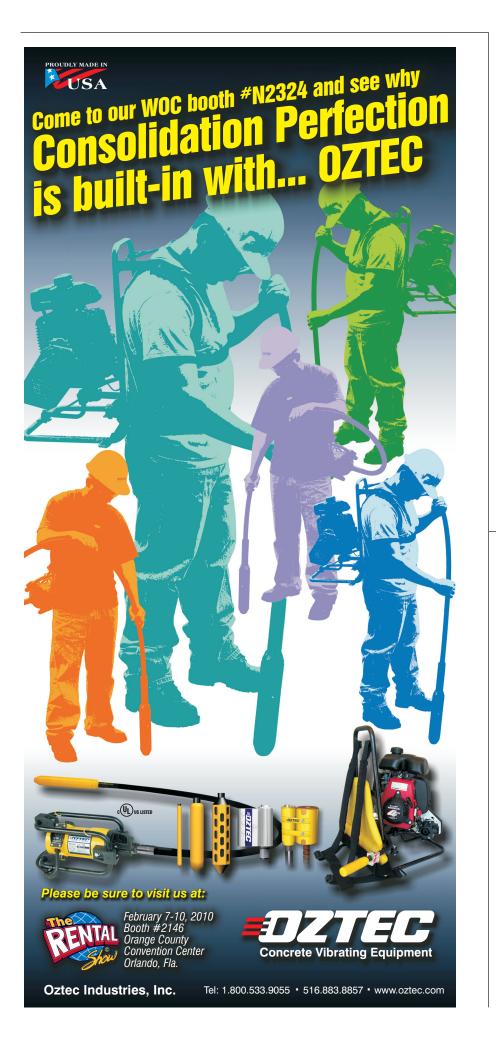


CC ACCEPTING CC100 ENTRIES

CONCRETE CONSTRUCTION magazine currently is accepting entries for CONCRETE CONSTRUCTION'S 100—an industry survey of the top contractors in the United States. Fill out the information about your company on the form available on the CC Web site www.concreteconstruction.net. Forms are due by April 9. E-mail your form to Colette Palait at cpalait@hanley



Are you interested in sustainable building practices and don't know where to go for information? Visit the GREENSITE Pavilion, conveniently located in the Central Hall. With product displays from companies offering sustainable construction solutions, this area hosts presentations on sustainability throughout the week and more!



WORLD OF CONCRETE DAILY NEWS • TUESDAY • FEBRUARY 2, 2010

LIVE PRESENTATIONS SCHEDULE



Plan to attend one of the many expert presentations on sustainability. Speakers include representatives from the industry's Concrete Joint Sustainability Initiative (CJSI). Under the CJSI, leading organizations have agreed to align their resources and activities for

sustainable development. The group includes the Portland Cement Association, National Ready Mixed Concrete Association, American Concrete Institute, Concrete Reinforcing Steel Institute, National Concrete Masonry Association, and Precast/ Prestressed Concrete Institute. This is the group's first public event to promote its collaborative effort.

Tuesday, Feb. 2

- 10 a.m.–10:30 a.m., **Practical Contractor Tips for LEED Projects**, Julie Buffenbarger, LEED AP, Lafarge NA
- 10:30 a.m.-11 a.m., **Beyond LEED: Leveraging the Qualities of Reinforced Concrete,** Tony Johnson, PE, Concrete Reinforcing Steel Institute (NEW!) 11 a.m.-11:30 a.m., **What's So Special About Pervious Concrete,** Paulette
- Salisbury, California Nevada Cement Association 11:30 a.m.–12 p.m., **Save Time and Money/Tips and Techniques for LEED Projects,** Tony Kojundic, Silica Fume Association
- 12 p.m.–12:30 p.m., **Selling More Concrete in a Sustainable World**, Julie Buffenbarger, LEED AP, Lafarge NA
- 12:30 p.m.–1 p.m., Contractor Essentials for Lightweight Concrete in Green Construction, John Ries, PE, FACI, Expanded Shale, Clay and Slate Institute

Wednesday, Feb. 3

- 10 a.m.–10:30 a.m., **Permeable Pavers/Sustainable Design Solutions,** David Smith, Interlocking Concrete Pavement Institute
- 10:30 a.m.–11 a.m., **Permeable Pavers/Sustainable Construction Expertise**, David Smith, Interlocking Concrete Pavement Institute
- 11 a.m.–11:30 a.m., **Practical Contractor Tips for LEED Projects,** Julie Buffenbarger, LEED AP, Lafarge NA
- 11:30 a.m.-12 p.m., **Precast Possibilities for Green Projects**, Larry Rowland, LEED AP, Architectural Precast Association
- 12 p.m.–12:30 p.m., **Getting Greener on the Jobsite**, Paulette Salisbury, California Nevada Cement Association
- 12:30 p.m.–1 p.m., **Selling More Concrete in a Sustainable World**, Julie Buffenbarger, LEED AP, Lafarge NA

Thursday, Feb. 4

- 10 a.m.–10:30 a.m., **Practical Contractor Tips for LEED Projects**, Julie Buffenbarger, LEED AP, Lafarge NA
- 10:30 a.m.–11 a.m., **Using More Concrete on LEED Projects**, Donn Thompson, AIA , LEED AP, Portland Cement Association
- 11 a.m.–11:30 a.m., **Beyond LEED: Leveraging the Qualities of Reinforced Concrete**, Tony Johnson, Concrete Reinforcing Steel Institute
- 11:30 a.m.-12 p.m., **Selling More Concrete in a Sustainable World**, Julie Buffenbarger, LEED AP, Lafarge NA
- 12 p.m.–12:30 p.m., What's So Special about Pervious Concrete, Paulette Salisbury, California Nevada Cement Association
- 12:30 p.m.–1 p.m., **How Precast Concrete Can Help You Save Time & Money While Being GREEN,** Brian Miller, PE, LEED AP Precast/Prestressed Concrete Institute



OUTDOOR PRODUCTS

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SOMETHING BETTER CO. Booth 040641



BREAKING NEWS



wood.com or fax it to 773-824-2401. The results of the survey will be published in the July issue. Learn more about this annual survey by reading previous CC100 reports from the past seven years.

INDUSTRYWIDE SUSTAINABILITY COLLABORATION SPORTS NEW LOOK

The former Joint Sustainability Initiative is sporting a new name and logo this week at the World of Concrete: Concrete Joint Sustainability Initiative.

Formed in the spring of 2009, Concrete Joint Sustainability is a partnership between more than 20 concrete industry associations that helps promote the social value of concrete structures by providing advocacy, technology, and educational resources. The goal is to unify the industry so member associations can work together to present a common message as they address sustainability issues.

The partnership is not an association it has no staff. However, it does have a steering committee comprised of American Concrete Institute, Portland Cement Association, and National Ready Mixed Concrete Association. For a full list of members, and to learn more about the Concrete Joint Sustainability Initiative, go to www.sustainableconcrete.org.



In collaboration with Hanley Wood, LLC, the Concrete Joint Sustainability Initiative is presenting several live GREENSITE sessions. Look for the partnership's logo at the GREENSITE area in Central Hall. Cast epoxy crystals with a variety of molds to create unique vertical concrete, rock and water features, art, and more. Choose from nine different molds to create crystal clusters, cryptinite, large crystals, crystal points, and amethyst crystals. Embed in countertops to add color and texture.

www.betterpaths.com

DIAGER USA Booth O30809

The Blue Ceram bit is designed for drilling difficult holes in tile. Design improvements include two diamond segments instead of small diamond particles, a steel body versus softer aluminum, and a hex shank rather than round. It will soon be available with a drill chuck for dry drilling at more than 11,000 rpm. www.diagerdrills.com



MIP HILTI Booth O31070

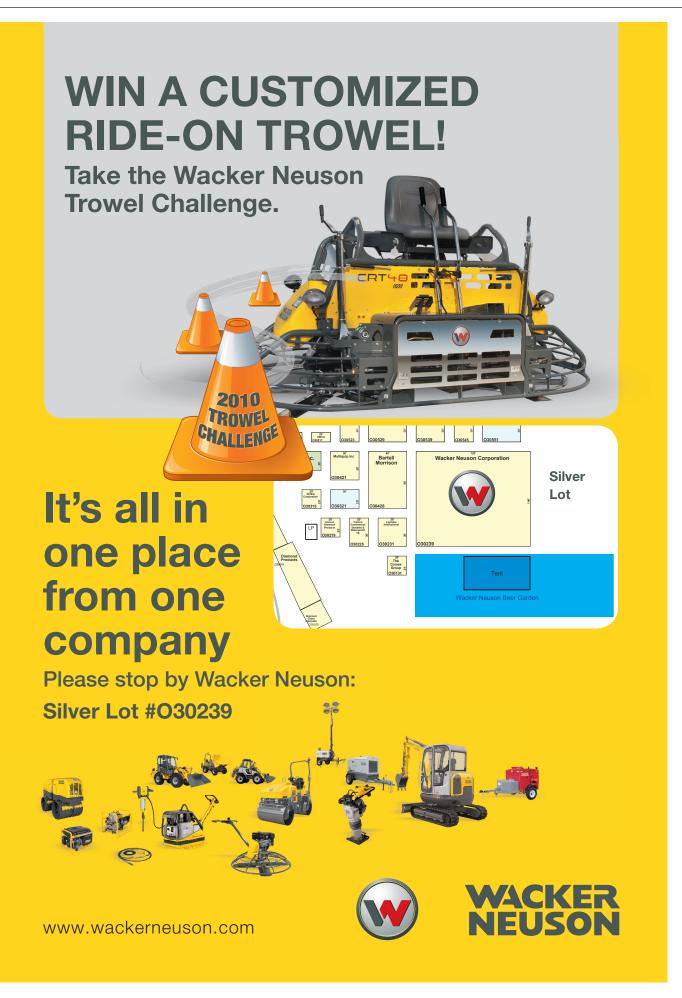
WORLD OF CONCRETE DAILY NEWS • TUESDAY • FEBRUARY 2, 2010



With 16 ft.-lbs. of energy, the TE 1000-AVR provides unparalleled demolition impact, making it a productive tool for a wide range of demolition applications. Powered by 1600-W motor, a cooling system reduces compo-

49

nent wear and tear; three-chamber sealing keeps dust out. A brushless SR motor eliminates replacement of carbon brushes. www.us.hilti.com



CONCRETE SURFACES' CONTRACTOR CLINICS



Come and learn new techniques on how to treat, protect, and decorate concrete. Produced by the editors of CONCRETE CONSTRUCTION and CONCRETE SURFACES, these 45-minute interactive working labs offer contractors insights on how new materials and processes can expand their business in this fastest-growing segment of concrete construction. To participate in this new WOC offering, just go to the Artistry in Decorative Concrete demo area and learn. No preregistration necessary.

Tuesday, Feb. 2

12 p.m.–1 p.m., Innovative Decorative Concrete Products

In today's world of ever changing and improving decorative concrete products, it helps to know the most innovative products on the market. This class will cover the complete line of SS Specialties, One Day Floors, and enCOUNTER Professional Countertop System. The Stamp Store will not only look at nurturing where and when to use these products, but also explore different options so you'll know what products work best for particular situations. *Presented by The Stamp Store*.

1 p.m.-2 p.m. REFLECTOR Enhancer Flooring Systems

Create unique and custom flooring with virtually little to no effort with REFLECTOR Enhancer flooring systems. This system is the most in-demand flooring product ever seen by architects and designers. Learn why these flooring systems are popular, easy to install, and durable. It will change the way you think about concrete flooring. *Presented by Elite Crete*. Wednesday, Feb. 3

10 a.m.–11 a.m., Old World Concrete Countertops and Fireplaces Made Easy and Inexpensive

Learn how to create Old World and natural stone looking countertops and concrete artistry. Concrete Solutions presents THE ASHBY SYSTEM: an alternative to all the systems and methods available. Cut time and costs when creating Old World and natural looking concrete countertops, fireplaces, and artistry. No polish necessary to achieve results. Discussion will be led by system creator and artist Ben Ashby.

Presented by Concrete Solutions.

11 a.m.-12 p.m., Flat Out Countertop Mix Butterfield Color presents Flat Out Counter Top Mix, a fast-setting, glassfiber reinforced and self-consolidating mix designed for quick production of panmolded countertops, tabletops, concrete panels, and other architectural precast items. This short contractor clinic will include pouring and stripping of several concrete countertops and other architectural items. A variety of forming, coloring, staining, and polishing options will be discussed and demonstrated. *Presented Butterfield Color Inc.*

3 p.m.-4 p.m., Decorative Concrete Council Awards

The American Society of Concrete Contractors presents its Decorative Concrete Council Awards. *Presented by the American Society of Concrete Contractors*.

Thursday, Feb. 4

12 p.m.-1 p.m., Using Glass-Fiber Reinforcement in Decorative Concrete Glass-fiber reinforced concrete is not just a "spray on" process. Learn about different techniques using glass fibers to



Decorative concrete manufacturers such as Butterfield Color will be on hand near the contractor clinics to offer more tips and techniques to interested attendees.

make decorative concrete projects lighter, stronger, and thinner, without necessarily spraying, always wet-casting, or buying new equipment. Buddy Rhodes artisan Nick Relampagos, of It's Concrete, will demonstrate and discuss how he uses glass fiber reinforcement with pressed surface techniques and Buddy Rhodes Concrete Mix to form decorative concrete projects.

Presented by Buddy Rhodes.

2 p.m.–3 p.m., HP Spartacote Polyaspartics

MCAA Schedule of Events

Come see the next generation of HP Spartacote's patented line of rapid curing concrete coatings, sealers, and stains. If you have ever wanted to learn more about polyaspartics or decorative concrete in general, this demonstration is not to be missed. Facilitated by HP Spartacote's most senior technical managers, this is a great opportunity to be one of the first to witness firsthand the revolutionary capabilities of our products. This demonstration will cover all aspects of the HP Spartacote offering, including its new translucent concrete stain, gloss, and matte clear sealers designed specifically for decorative concrete and never before seen products that are certain to open up new opportunities for your business. One-day installation with next-day return to service, four times more abrasionresistant than epoxy, and excellent UV and chemical resistance. Come and learn about the benefits of the only patented formulation of polyaspartics available on the market today.

 $\label{eq:presented} \textit{Presented by HP Spartacote.}$

MCAA AT WORLD OF CONCRETE



Mason Contractors Association of America (MCAA) holds its annual convention concurrently with the World of Masonry, which is held each year during the World of Concrete. This event is the masonry industry's premier event. Check out all of the exciting events in the Program & Exhibits Guide, as well as the education seminars offered by MCAA in South Hall.



MCAA's International Masonry Skills Challenge Watch masonry apprentices in first

Watch masonry apprentices in first-, second-, and third-year skill levels com-

pete to build projects without ever having seen the drawings. They haven't been able to practice, and they are not allowed to consult their instructor, employer, or anyone else during the competition. Come and see who wins top honors this year!

MCAA's Fastest Trowel on the Block

Twenty journeyman masons, accompanied by two tenders, will compete against one another in a show of both speed and craftsmanship. Each contestant's goal is to complete as much of an 18-blocklong wall as possible, using 8x8x16-inch CMUs and the provided mortar in a 20-minute heat.



MCAA'S FASTEST TROWEL On The Block

| INCAA SCIICUU | | | |
|----------------------|---|--|--|
| SUNDAY, JANUAR | / 31 | | |
| 7 a.m.–2 p.m. | Masonry Quality Institute Seminar, Day 1 (S230) | | |
| 7 a.m.–2 p.m. | Foreman Development Course, Day 1 (S231) | | |
| MONDAY, FEBRUA | RY 1 | | |
| 7 a.m.–2 p.m. | Registration | | |
| 7 a.m.–5 p.m. | Foreman Development Course, Day 2 (S231) | | |
| 8 a.m.–5 p.m. | Masonry Quality Institute Seminar, Day 2 (S230) | | |
| TUESDAY, FEBRUARY 2 | | | |
| 7 a.m.–2 p.m. | Registration | | |
| 7:30 a.m.–8:30 a.m. | Membership Committee Meeting (S230) | | |
| 8:30 a.m.–9:30 a.m. | Marketing Committee Meeting (S230) | | |
| 9:30 a.m.–10:30 a.m. | Legislative Committee Meeting (S230) | | |
| 9:30 a.m.–5 p.m. | Exhibits Open | | |
| 11 a.m.–3 p.m. | Understanding Masonry Codes and Standards (S231) | | |
| 11 a.m.–3:30 p.m. | International Masonry Skills Challenge (Booth S13600) | | |
| 5 p.m.–6 p.m. | MAC PAC Reception (Venetian Hotel) | | |
| 6 p.m.–8:30 p.m. | Opening Session Dinner (Venetian Hotel) | | |

| WEDNESDAY, FEBR | UARY 3 | |
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| 7 a.m.–2 p.m. | Registration | |
| 7:30 a.m.–8:30 a.m. | Education Committee | |
| | Meeting (S230) | |
| 8:30 a.m.–9:30 a.m. | Technical Committee | |
| | Meeting (S230) | |
| 9 a.m.–1 p.m. | Certification Exam (S231) | |
| 9:30 a.m.–10:30 a.m. | Safety Committee Meeting (S230) | |
| 9:30 a.m.–5 p.m. | Exhibits Open | |
| 10:30 a.m.–11:30 a.m. | Workforce Development Committee Meeting (S230) | |
| 11 a.m.–3 p.m. | SPEC MIX BRICKLAYER 500 (Gold Lot) | |
| 4 p.m.–6 p.m. | Annual Meeting (S230) | |
| THURSDAY, FEBRUARY 4 | | |
| 7 a.m.–2 p.m. | Registration | |
| 8 a.m.–2 p.m. | Masonry Estimating Seminar (S230) | |
| 9:30 a.m.–5 p.m. | Exhibits Open | |
| 12 p.m.–1:30 p.m. | Fastest Trowel on the Block Competition (Gold Lot) | |
| 1:30 p.m. | Fastest Trowel Awards Ceremony (Gold Lot) | |
| 5:30 p.m.–11 p.m. | Closing Reception (Venetian Hotel) | |
| FRIDAY, FEBRUARY 5 | | |
| 9:30 a.m.–1 p.m. | Exhibits Open | |
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