



# Hard Facts

N e w s l e t t e r

Fall 2004 - October- Annual Recap

Vol. 7, No. 3

## President's Letter



Steve Rodgers  
PCAV President

The Executive Committee is proud to report that PCAV, due to strong membership involvement, was successful in realizing our goals for 2004. I would personally like

to thank PCAV's members for their support of our association over the past year.

During 2004, we have focused on two goals: To create a proactive PCAV by reaching out to various Virginia Department of Transportation Districts, and to continue to strive to live our mission statement: *"The Precast Concrete Association of Virginia is dedicated to the growth of the precast concrete industry. We will educate specifiers and end users as to the advantages and proper utilization of products and systems, and we will represent the industry in the Commonwealth of Virginia."*

### An Executive Committee Thank You

We would like to recognize PCAV's managing consultant, **Mark Singer**, for his invaluable service, leadership, and commitment to the organization. Mark and his staff provide outstanding service in handling daily administrative services, responding to numerous emails and calls, and overseeing our financial status.

PCAV's legal council, **Jim**

**Fullerton** continues to provide the board of directors with sound legal advice that directly affects the precast industry. We thank him for his work on the Article of Restatement for the Articles of Incorporation that amended our bylaws to allow municipal governmental members to join the association and clarified that individuals can be members of PCAV.

### Good News

In an effort to strengthen our relationship with the National Precast Concrete Association (NPCA), **Patrick Rodgers** and I attended NPCA's annual conference where we reported on PCAV's annual activities and accomplishments. I'm proud to report that our programs are of special interest to NPCA and other state associations.

Our joint regional meetings with VDOT have been a huge success! Strong coordination between VDOT and PCAV resulted in large turnouts from both organizations. With the recent redistribution of authority given to the districts, these meetings have been critical in understanding the changes that will affect us.

On August 19, 2004 **Mark Singer** and I met with the Northeast Cement Shippers Association to make our annual report on PCAV's promotion partner investment activities and present the results of the annual cement usage survey. We were especially pleased to report that PCAV membership increased over the last year!

And now, here are our committee reports...

**Marketing Committee**  
Chairman **Scott Crumpler**

PCAV successfully promoted our association and its products through the following:

### • Exhibits

- ASCE/VDOT Floodplain Mgmt. Conference (Feb.)
- Virginia Concrete Conference (Mar)
- APWA Regional Conference (May)
- Virginia Engineers Conference (Sept)
- Virginia Transportation Conference (Oct)

### • Sponsorships

- Virginia Concrete Conference (Mar)
- VDOT/VRTBA Contractor/Engineer Conference (Mar)
- VRTBA Spring Golf Hole Sponsor (Jun)
- VRTBA Consulting engineering Forum – Lunch (Sep)
- "Precast Solutions" Magazine
- Miscellaneous Opportunities

### Advertising:

- VRTBA Directory
- ASCE Branch Newsletter

### University Support:

- VMI Engineering Camp Scholarship 2004
- ASCE Conference 2004 Frisbee Judges

### Promotional Items:

- PCAV Directory
- PCAV Web Site

I'd especially like to highlight our sponsorship of the mailing of the NPCA's publication, **Solutions** to specifiers and engineers in Virginia. Promotion of this magazine will result in increased business opportunities for PCAV members through advertising of old and new product developments.

### Education Committee - Co-Chairs, Ann Couwenhoven and Patrick Rodgers

The Education Committee focused on PCAV's mission through a series of continuing education seminars to

Continued on page 3

## PCAV Officers

### President

Stephen Rodgers  
Contractors Precast Corporation

### Vice President

James Campbell  
Winchester Building Supply Co.

### Secretary-Treasurer

John McConnell  
Nansemond Pre-Cast Concrete

### Associates Director

Marie Derby  
Essroc Cement

## PCAV Directors

Don Anger  
Americast - Ashland Plant

Joe Rose  
Bayshore Concrete Products

Gregory Ouimette  
Frederick Precast Concrete Inc.

John M. Blankenship  
Hanson Pipe & Products

Ann Couwenhoven  
Hydro Conduit/Rinker Materials

Mimi Rainero Coles  
Permatile Concrete Products Company

Richard Rotondo  
Rotondo Precast

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Scott Lander, International Precast Supply

### Promotional Partner

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NECSA Representative  
Kevin Painter, Roanoke Cement Company

### General Counsel

James D. Fullerton, Fullerton & Associates

### Managing Consultant

Mark I. Singer, Advocates of Virginia

### Newsletter Designer/Editor

Lois Carter Fay, MarketingIdeaShop.com

### Website Designer/Editor

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## PCAV Happenings

Summer flew by, didn't it? But the work of the association and its members continued and was highlighted at the July 22 Joint VDOT/PCAV meeting in Northern Virginia. The

joint meeting provided a forum for association members and regional VDOT staff to discuss ways to improve communications, changes to the QC/QA program, submittal procedures, material standards, and uniformity among the state's transportation districts with regard to policy and material standard changes. The idea of regional joint meetings was the brainstorm of PCAV President Steve Rodgers, and it has proven to be a good one. The next meeting like this is scheduled for Roanoke on Nov. 10.

### Annual Conference

Speaking of good meetings, the large turnout of PCAV members at the Annual Conference held on September 15 and 16 at Wintergreen certainly were rewarded. There were great networking opportunities and educational programs by industry leaders,



and Conference **Chair Marie Derby** was our shining star for securing Mr. Larry Sabato as the keynote

speaker. Sabato is a nationally recognized speaker on political issues and races and is extremely difficult to book given his credibility and expertise in these areas. Larry's predictions provided attendees with an assessment of the upcoming presidential and statewide elections. And if the past is any indicator, putting your money on



Mark Singer  
Managing Consultant

Larry's predictions is not a bad bet!

### Board of Directors Meeting

At the March meeting of the PCAV Board of Directors, the board discussed the need to consider membership for individuals representing political subdivisions (e.g. - cities, counties, towns) and quasi government authorities (e.g. - Hampton Roads Planning District). As a result of these discussions, association counsel **Jim Fullerton** prepared documents required to amend the association's Bylaws and Articles of Incorporation in order to create a new category of membership for these individuals. At the July 22 meeting of the Board these changes were thoroughly discussed and Jim was asked to draft language necessary to accomplish this change. At the September Board meeting the Board approved this language. Each PCAV member will shortly be receiving information on this change in the mail.

The Board also considered options for the location of next year's annual meeting and approved moving the event to one of Virginia's premier resorts—The Homestead in Hot Springs, September 21-22, 2005. Please mark your calendar now and watch for details. You don't want to miss this meeting!

### NECSA Funding

In August President Steve Rodgers and I presented before the NECSA Area 1 Board requesting promotional funding for our marketing efforts in 2005. We expect to hear back from NECSA shortly on the outcome of that meeting. Special thanks to Steve Rodgers for his attendance and participation at that meeting.

### Virginia Transportation Conference

Members should have the upcoming Virginia Transportation Conference on their calendars. The meeting is entitled – *Virginia's Transportation Challenge: Enhancing Mobility Through Safer, Simpler, Smarter*

*Continued on page 3*

## PCAV's Happenings

*Continued from page 2*

Solutions and will be held on October 17–19 at the Hotel Roanoke. PCAV will be there as a conference sponsor, but the more PCAV members in attendance, the better for our industry. Please try and attend.

### New Member

PCAV would like to welcome its newest member, **Euclid Chemical Co.** Euclid produces admixtures and fibers and their PCAV reps are **Keith Fleming** and **Vince Beyer**. Welcome to the PCAV family!

### Administrative Updates

A new website manager has been hired and much of the website has been updated. Please visit the PCAV website ([www.gopcav.com](http://www.gopcav.com)) and provide the association with any updates or changes to the information shown.

Members are also strongly encouraged to have a **hot link** from the PCAV site to their company site. Simply give the PCAV office your company web address and we'll do the rest.

Finally, the PCAV staff has changed. The new administrative associate working with me on PCAV matters is **Ms. Judy Frederick** who replaces Ms. Karen Abse. We wish Karen well in her future endeavors.

Judy's email is [judyfrederick@att.net](mailto:judyfrederick@att.net). Please delete Karen's email which was [karenabse@att.net](mailto:karenabse@att.net). When you contact the PCAV office, please welcome Judy to the organization.

—Mark Singer, *Managing Consultant*

## Member News

**International Precast Supply** of Haverhill, MA, a leading manufacturer of Manhole Connectors, has introduced their Large Diameter Manhole Connectors. The Large Diameter Connectors range initially from 18" to 36" and have a similar expansion system as IPS's Adjustable model. For further information please contact **Scott Lander** at 800-845-3537.

## President's Letter

*Continued from page 1*

engineers and city, county and state specifiers. Seminars were held in Northern Virginia and Williamsburg, and there will be seminars in Richmond and Roanoke before year's end. **Ann**, **Patrick** and **Ed Page** led discussions on concrete pipe standard installation, box culverts, manholes, true cost of ownership, service life of various pipes and other pipe-related topics. They emphasize design, specifications and utilization of pipe and structure products for storm drain, culvert, and sanitary sewer applications. We owe a special thanks to **Carissa Alexander** for organizing the seminars.

For the fourth year in a row the education committee provided judges for the ASCE Conference competition. This year's contest revolved around concrete Frisbees!

**Patrick Rodgers** was appointed to the NCPA's Education Committee. Patrick will speak to the California and Arizona Precast Concrete Association in November on PCAV's success with precast over poured-in-place and alternative products. **Ann** and **Patrick** will conduct a three-hour marketing class at the NPCA Annual Convention on how to have a successful association and how to market against alternative products.

### Specification Committee Chairman Alex Mason

The Specification Committee has worked hard over the past months with the Hampton Roads Coating Task Force concerning the required three-year warranty for epoxy coating on the interior walls of precast sanitary sewer manholes.

The committee has had several meetings with VDOT's Material Division working on the revision/establishment of QA/QC draft documents, patch-repair procedures manual, field rejection, approved standard drawings, sanitary sewer pipe to manhole seals, specifications, review of clear openings for precast units and frame and covers (all of which are reviewed by VDOT). The

committee continues to work on drawing specifications for the road and bridge standards, especially the precast handicap ramp design with truncated dome surface. All of this work has produced solid benefits for PCAV members.

### Pipe Committee Chairman John Blankenship

The committee members worked tenaciously against HDPE pipe, responding to failures and future approvals. They also continued to meet with VDOT on related issues regarding pipe and precast concrete specifications, especially reinforcement design changes to flared end sections.

### Structure Committee Chairman Ed Page

The committee continues working with VDOT's structure and bridge division regarding pre-approved concrete box culverts and box culverts submittal process improvements.

### Associate Members Associates Director Marie Derby

Associates members deserve special recognition for all the effort put forth in 2004 in producer activities and in time given in coordinating and producing PCAV events. The Board of Directors recognized and appreciates Marie Derby's hard work, commitment and excellent support.

### Hardfacts Newsletter Chairperson Mimi Coles

**Hardfacts** continues to be an excellent publication thanks to the hard work of **Mimi Coles** and **Lois Carter Fay** (Designer/Editor).

PCAV's 2004 accomplishments have not only benefited the precast concrete industry in Virginia but have aided the construction industry as a whole. We plan to continue to be the "voice" of the precast industry and to successfully promote our mission and our products. In order to do this, a

*Continued on page 4*

**President's Letter**

*Continued from page 3*

strong membership and continued participation in our organization is vital.

The Executive Committee wishes to thank each member for your help in making PCAV a true working association that is the advocate for the precast industry in Virginia.

—Stephen C. Rodgers

**2004  
Calendar of Events**

MONTH	EVENT/LOCATION
September 15-16	PCAV ANNUAL CONVENTION Wintergreen, Va.
September 21-23	Virginia Engineers Conference Williamsburg, Va.
October 17-19	VDOT Transportation Conference Roanoke, Va.
October 22-25	NPCA Conference Rancho Mirage, Ca.
November 10	PCAV/VDOT Joint Meeting Roanoke, Va.
September 2005	PCAV ANNUAL CONFERENCE The Homestead Resort Hot Springs, Va.

**Annual Conference:  
A Time to Have Fun and Learn!**

During the Annual Convention at Wintergreen, Larry Sabato, a political futurist, was the keynote speaker. Did you place your "bet"? Will his predictions come true? There was fun, networking, education and good food. Don't miss next year's event. Mark your calendar now.



**PCAV Mission**

*The Precast Concrete Association of Virginia is dedicated to the growth of the precast concrete industry. We will educate specifiers and end users as to the advantages and proper utilization of products and systems, and we will represent the industry in the Commonwealth of Virginia.*

**PCAV Past Presidents**

Bill Tichacek, Americast	1991-1993
Jim Richmond, CP&P	1993-1995
Kirby O'Malley, Hydro Conduit	1995-1996
Don Anger, CP&P	1996-1997
Richard Rotondo, Rotondo Precast	1997-1999
Scott Crumpler, Americast	1999-2001
Mimi Rainero Coles, Permatile	2001-2003

**Check out the PCAV website!**  
<http://www.gopcav.com>

**Hard Facts** is a publication of the Precast Concrete Association of Virginia for its members. Submissions, story ideas, member kudos, letters to the editor and comments are welcomed. Contact the editor, Lois Carter Fay, at 800.203.8660 or lcf@marketingideashop.com.

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