



Hard Facts

N e w s l e t t e r

Winter 2004 - December

Vol. 7, No. 4

President's Letter



Steve Rodgers
PCAV President

Statistical data provided by the National Precast Concrete Association, the PCAV and other related associations indicates a nice trend toward strong

growth in precast product specification and use across the nation. To the delight of PCAV members, this growth has been quite evident in Virginia and has helped create many great opportunities—and a few challenges!

I had the privilege and pleasure of attending the NPCA Industry Outlook Conference held in Palm Springs, Calif. in October, and returned motivated to find ways to work with NPCA and PCAV to take our industry and association to a new level.

The keynote address by Robert Kreigel, a former All-American athlete and best-selling author of several management books, was inspiring. His book, *Sacred Cows Make the Best Burgers*, addresses the need for companies to be forward thinking and not get mired in outdated thoughts and processes. He defines *Sacred Cows* as “an outmoded belief, assumption, practice, policy or system, generally invisible, that inhibits change and prevents responsiveness to new opportunities.”

Several thought-provoking ideas

—Continued on page 3

Americast Solves Run-Off Problem

By Terry Siviter

To automobile dealerships, the parking lot is their sales floor. The more automobiles they can display, the more they will sell. So, when they decide to expand their retail operations, the goal is to gain the most paved space possible, while achieving an aesthetically pleasing selling area.

Foster and Miller of Glen Allen, VA is a civil engineering firm that works with various commercial clients, like Carmax™, to design new parking facilities.

One of the requirements of any design is to comply with state and local stormwater quality regulations, while maximizing the sales utility of their client's valuable real estate. Chris Sims, director of engineering at Foster and Miller, is often charged with the task of evaluating and selecting stormwater treatment systems that will meet their client's site utilization criteria. He contacted Americast to learn more about the Filterra® Bioretention Stormwater Treatment System.

Filterra® is one of the only treatment systems available that integrates a highly effective

bioretention treatment system for removing pollutants into a visually pleasing, structurally unobtrusive package. Filterra's® unique processes remove and/or neutralize pollutants such as phosphorus, metals, suspended solids, bacteria and hydrocarbons. It

employs the fundamental physical, chemical and biological pollutant removal mechanisms of bioretention to filter contaminated runoff through a plant/soil/microbe complex. Its simple design/sizing requirements, drop-in-place precast concrete construction, highly efficient filter media, high annual runoff volume treatment and safe, straightforward and inexpensive maintenance makes Filterra® the system of choice for many projects.

Mr. Sims says, “There are so many BMP options to choose from today, most of which take up a lot of space and are expensive to maintain. I liked Filterra's® decentralized sizing approach which allows us to place these systems, with relatively small footprints, in smaller drainage areas throughout the site and at the source



—Continued on page 4

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

Associates Representative

Scott Lander, International Precast Supply

Promotional Partner

Northeast Cement Shippers Association
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

Mike Doung, ICNS



1108 East Main Street, Suite 904
Richmond, VA 23219

PH: 804.346.1020 FX: 804.346.8287

Toll Free: 888.503.4800

E-mail: pcav@gopcav.com

PCAV Happenings

This last issue of the year for *Hardfacts* provides an opportunity to look back at progress made in 2004. It is also a time when the association begins formulating plans for next year's activities.

In both instances, one fact remains clear—the dedicated and active involvement of the PCAV membership is the secret to our continued success in representing the interests of the precast concrete industry in Virginia.

A couple of examples need mentioning. Alex Mason's diligence in continuing regular and meaningful dialogue with VDOT has produced results. The numerous Specifications Committee meetings he and his committee held during the course of the year addressed a broad range of technical and specification issues of concern to PCAV members. And when specifications issues arise in localities around the state, such as the ongoing discussion in the Tidewater area regarding warranty requirements on sanitary manhole coatings, PCAV is there and actively engaged.

PCAV's Educational Committee, consisting of Caressa Alexander, Ann Couwenhoven, Ed Page and Patrick Rodgers, continues to create many positive impressions on the value of precast concrete products by hosting educational programs targeted towards designers and specifiers in both the private and public sector. Nearly 100 attendees have participated in these sessions and left with a much stronger understanding of the technical superiority of precast products. Your Board of Directors was so impressed with the value of these training sessions they agreed to spend association money to cover the



Mark Singer
Managing Consultant

overhead costs associated with presenting these programs, thereby allowing the Committee to offer these training sessions at no charge to attendees. This program is so highly regarded that both the NPCA and other state precast associations want to learn more about the content and marketing of these sessions in an effort to reproduce the program in other states. That's quite a compliment!

As staff to the association, I can only hope that Scott Crumpler remains chairman of the Marketing Committee for life! Year in and year out Scott does an excellent job in ensuring that PCAV is well represented at various conferences and industry events throughout the state. That is no easy task given the logistics involved in moving and staffing the PCAV booth, not to mention the time Scott spends coordinating this effort. The effective marketing of precast products is a core component of our mission, and Scott and his committee always ensure that the impressions left are positive.

Marie Derby again arranged a well attended, informative, and fun annual conference. Her work on this meeting is almost a year-long effort, with countless hours spent handling the hotel arrangements, negotiating with speakers, selecting menus, preparing mailings, and soliciting financial support in the form of sponsorships. How good a job she does is best demonstrated by the seamless way the conference unfolds for attendees. Based on these attributes, the membership is already looking forward to seeing what Marie has planned for the 2005 conference, which will be held at the world-reknoned Homestead Resort. I share their anticipation.

PCAV members know that your Immediate Past President, Mimi Coles, didn't just fade away when her term as President ended last year. Instead, she has worked to revamp

Continued on page 3

President's Letter

Continued from page 1

we could use in our association or business include:

- Round up Sacred Cows that take time, cost money and inhibit change and innovation.
- Organize Sacred Cow hunts to eliminate outdated thinking and practices.
- Create and lead a change-ready organization.
- Get control of paper piles, meeting mania and email epidemics.
- Develop innovative out-of-the-box thinking strategies.

I would encourage our members to read his book and think about the many innovative ideas that challenge your growth in our industry.

There is a constant challenge to our industry and products, but—for every challenge, there is an opportunity, which we should take advantage of whenever possible.

With the advantages of precast concrete products over other products—strength, durability, watertightness, buoyancy, environmental friendliness and availability—the superiority of precast is ours on which to capitalize!

This year's theme for IOC was "Reach for the Stars." Maybe it was the desert air opening my mind to the many opportunities for the future of our industry that made me realize it IS time to round up the Sacred Cows and present a new vision for our future.

As your President, this past year has been a joyful experience and I have enjoyed working with our staff and members. I look forward to many challenges and opportunities in 2005.

—Stephen C. Rodgers



Second Place Winners

PCAV's Happenings

Continued from page 2

the association's website, overseen the timely production and distribution of this newsletter, and continues to provide input on a broad range of association activities. Let's hope she never fades away!

And last but not least, Steve Rodgers has done a great job in leading our association in 2004. The four regional, joint PCAV/VDOT meetings were his idea, and one that has proven to be instrumental in maintaining our relationship with the newly decentralized state highway department. He has represented the association at numerous national

meetings and joined the PCAV staff in our successful presentation to NECSA. And he has been a great resource to the PCAV staff as we dealt with a broad range of administrative issues over the course of the year. I know the members join me in thanking Steve for his time and commitment to the association.

I want to wish each of you a safe holiday season, and a prosperous year in 2005. At year's end you will be receiving your dues invoice for 2005. Your renewed commitment will help ensure PCAV's future prosperity. I look forward to working with each of you in the coming year.

—Mark Singer, Managing Consultant

The Annual Convention Was Spectacular

This year's PCAV Annual Convention was held on September 14-16, 2004 at the Wintergreen Resort in Virginia. The weather was wonderful and the views spectacular as always.

Attendance was great and all enjoyed the golf outing followed by reception and dinner. The winners of the golf event were first

place team: Tommy Jones, Vince Beyer, Craig Whitten and Hank Gottschalk. The second place team was Hank Rainero; Bill Tichacek, Ed Pennypacker, and Ted Coons. The longest putt winner was Peter Fortini and the longest drive winner was Brad Meyers.

The next day brought very informative and entertaining speakers. Ed Sullivan, Chief Economist from the Portland Cement Association delivered a very enlightening speech on the state of the economy and the extreme conditions facing our industry. Larry Sabato, nationally renowned political scientist and analyst, then talked about the various avenues and reflections of the upcoming election.

You may remember that Larry also spoke to us in 2000 and provided very valuable information with his clever delivery. What great speakers!

Steve Rodgers, our association president, shared some thoughts with the group and we concluded with lunch. Special thanks to golf chairman—**Jim Richmond!** Many golf and door prizes were provided throughout

our function and I would like to thank our **sponsors:**

- A-Lok Products
- A.L. Patterson
- Boral Material Technologies
- Essroc Cement
- LaFarge North America
- LeHigh Cement
- Martin Marietta Aggregates
- Permatile Concrete Products Co.
- Universal Sales

The PCAV will hold its 2005 convention on September 20-22, 2005 at the Homestead in Hot Springs, Virginia.

—Marie Derby



First Place Winners

Annual Meeting Photos



Americast

Continued from page 1

of the pollutants. Sometimes we cannot dedicate a large area for a pond or large filter system which could possibly sacrifice multiple parking spaces for our client. Filtterra's® precast concrete construction and associated structural attributes are considered as well."

Filtterra's® unique maintenance program and aesthetic qualities were also noted. Mr. Sims adds, "We were also impressed with the free two-year maintenance contract included with each system. The fact that they are also attractive and fit in nicely with our other landscape features is an added bonus."

Americast, of Ashland, Virginia, a Division of Valley Blox, produces and markets Filtterra®. Terry Siviter is the General Manager for Filtterra® and says, "We are very excited at the positive response we have received on Filtterra's® innova-



tive approach to treating stormwater runoff. It's refreshing to market a product that 'raises the bar' in the stormwater treatment products industry and provides savings to our customers in both capital and maintenance cost. The fact that it is manufactured with quality precast concrete makes it that much better."

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.

1108 East Main Street, Suite 904
Richmond, Virginia 23219

