

taca

MARKETING TODAY

May 2009

Future Events

Pervious Certification
6/11
Buda, TX

TACA 55th Annual Meeting
6/24-26
Naples, FL

Visit tx-taca.org for more information on these and other TACA events!

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NSSGA Offers Popular Sales Course

The 2009 NSSGA Basic Sales Course is scheduled for June 29 - July 2 in Nashville. The course is designed for those new to aggregates or sales and offers a unique opportunity to network with sales people facing challenges similar to their own. The course starts with a full day of "technical" training at Wirtgen's training center outside Nashville. The second and third days cover sales skills for the early sales professional and the last day includes a taped role play that allows the student to implement the skills learned over the previous three days.

Please contact Tim Reagan at (703) 526-1085 or e-mail treagan@nssga.org for further information.



TACA and EPA Region 6 in Sustainable Communities Conference

US EPA Region 6 conducted a Sustainable Communities conference March 9-11, 2009 at the Sheraton Hotel in Dallas to showcase the Dallas Sustainable Skylines Initiative (DSSI). TACA joined the EPA, NCTCOG and the

City of Dallas as a Premier Sponsor and participated specifically in the Sustainable Surfaces section of the conference.

957 attendees from all over the six state region and the US had the opportunity to examine various aspects of the DSSI program, network with initiative experts and participate in tours and demonstrations of sustainable methods. Specifically, TACA's responsibilities included speaker recruitment, reception sponsorship and demonstration logistics. Dr. Kamil Kaloush of Arizona State University, Dr. Sia Ardekani of the University of Texas at Arlington, Matt Offenbergh of WR Grace, Dale Fisher of PCI Systems, Dan Richwine of TXI, Jan Prusinski and Matt Singel of Cement Council of Texas and Bob James, TACA Director of Marketing and Technical Standards were presenters in the Sustainable Surfaces track on Day 2 of the conference. Forty-two businesses and organizations populated the exhibit area and enjoyed consistent and valuable "face-time" with conference attendees. TACA also coordinated a pervious concrete placement demonstration at the Trinity River Audubon Center for conference attendees to observe. EPA officials have indicated that the conference will likely not repeat immediately in 2010 due to budget constraints at this time. Discussions are progressing on the format changes that might be considered in future conferences of this nature.

Texas Stimulus Activity

The first batch of TxDOT Texas Stimulus projects were let in April and consist of 203 projects spread across every TxDOT district and totaling \$340,654,229.42. This represents approximately 8.6% of the total dollar amount of projects and just over 50% of the total number of projects to be attributed to the Stimulus Program. As currently planned, separate lettings for the Stimulus Program will be conducted by TxDOT through June of 2010. For more information, review the TACA website information at:

<http://tx-taca.org/stimulusBill.asp>

or TxDOT projects can be specifically tracked via the TxDOT website at

http://apps.dot.state.tx.us/apps/project_tracker/stimprojects.htm





TACA Promotion Report

TACA promotion activity for the calendar year through May 1, 2009 indicates a strong return for our promotion dollars investment, especially in the light of the current economic condition. Results are fairly level with 2008 at this time in the year. Continued activity with specifier relationships that have been fostered for several years are remaining fruitful with opportunities to dialog about our materials. The report that follows indicates market profit contributions of over \$660,000 for aggregate, cement and concrete markets as a direct result of TACA promotion activity. Pozzoloan, fibers and admixtures are also impacted proportionately with this activity. The report also shows the geographic penetrations of TACA promotion activity. This breakdown of regions matches the Cement Council of Texas (CCT) reporting regions and all TACA promotion reporting coincides with these regions.

TACA 2009 YTD Promotion Activity Report

Region	Concrete Cubic Yards	Cement Tons(1)	Pozzolan Tons (2)	Aggregate Tons (3)	Admixture Gallons (4)
1 Total	48925	10470	1027	73388	10779
2 Total	3643	752	74	5465	812
3 Total	4140	885	87	6210	912
4 Total	1370	293	28	2055	302
5 Total	410	83	8	615	90
Grand Total	58488	12483	1224	87733	12895

Promotion Production	Concrete CY	Cement Tons	Aggregate Tons
YTD	58488	12483	87733

- (1) Cement Tons based on 470 lb per cy less 9% pozzoloan replacement
- (2) Pozzoloan Tons based on 9% of 470 lb per cy
- (3) Aggregate Tons based on 3000 lb per cy
- (4) Admixture Gallons based on 6 oz per cwt of cementitious
- (5) ENR May 2009
- (6) IP & M Profit Projection % - Cement, 20%; Concrete, 15%; Aggregate, 25%
- (7) Concrete Profit % used correlates with NRMCA Industry Data Survey data

Promotion Payback	ENR Unit Price (5)	Unit	Profit % (6) (7)	
Cement	93.07	ton	10.0%	\$116,179
Concrete	96.70	cy	7.8%	\$441,148
Aggregate	11.89	ton	10.0%	\$104,314
Total Profit Payback YTD				\$661,641

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We're on the Web!
<http://www.tx-taca.org>

NRMCA Pervious Concrete Seminar

NRMCA is bringing the popular PERVIOUS CONCRETE—A STORMWATER SOLUTION seminar back to Texas on August 4, 2009 in Houston. This program provides detailed instruction on how to implement pervious concrete pavements as a solution to reducing stormwater runoff from building sites and other paved areas. Attendees will learn the details of pervious concrete pavement systems, engineering properties and construction techniques. This course will help civil engineers, architects, and landscape architects develop details and write project specifications for pervious concrete pavement systems. This course is intended for civil engineers, architects, landscape architects, and public works officials and others who design pavements and stormwater management systems. Contractors, product suppliers and land developers will also benefit from this seminar.



The agenda includes Economic and Environmental Benefits, Hydrological Design, Structural and Site Design, Specifications, Mix Design and Test Methods, Construction Techniques, Contractor Certification, Durability and Maintenance, Local Applications and Case Studies, Installation Demonstration and Site Visit. This program is being offered in Texas in association with TACA and the Cement Council of Texas.

TACA Assisting Member Companies with Promotion Training

Recently, TACA member Ingram Enterprises called on TACA to update and train their sales staff on the revised NRMCA Concrete Pavement Analyst software. Early 2009 saw the release of version V.3 from NRMCA and Troy Rodgers of Ingram requested that TACA bring the updated material to their sales group during a recent company sales meeting. The training culminated with the participants working in teams to develop actual scenario presentations from information that was generated by the software. This type of training continues to be available for TACA members as requested.



If interested in this type of training for your organization, contact Bob James at bobjames@tx-taca.org or phone number 817-253-6299.

Survey Indicates Concrete's Market Share Could Rise

Department of Transportation (DOT) staff in more than 50% of the states expect concrete's share of paving to increase during the next five years, according to a recent market research survey by the Portland Cement Association (PCA). Respondents cited concrete's life-cycle cost advantages and lower maintenance levels as the reasons to expect an increase in its use. Fifty-four percent of states considered life-cycle cost an important driver. Additionally, concrete pavements were lauded for their performance on high traffic roadways, with 30% of respondents citing it as the reason they select concrete over asphalt for paving state roadways. "After lifecycle and performance, concrete's initial cost was an important factor," said Wayne Adaska, PCA's director of pavements. "For example, the number of DOTs that consider concrete to have a higher initial cost than asphalt decreased by 22% compared to a similar survey conducted in 2005."

The survey also measured the impact of sustainability or green issues on pavement choice. While the majority of respondents considered sustainability to have only a minor impact on material selection, 50% of state DOTs anticipate the influence of sustainable development on pavement material selection to grow within the next five years. Concrete's durability and recyclability will make it an attractive material when considering sustainability, according to survey respondents.

Source: Portland Cement Association as reported by Roads & Bridges magazine.