

taca

MARKETING TODAY

April 2008

Volume 7

Future Events

Chat-n-Chew
4/25
Lubbock, TX

Chat-n-Chew
4/30
Dallas, TX

Annual Meeting
6/24-27
Mexico

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

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Industry Presents to USGBS Chapter

Custom Crete, Inc., TACA, and NRMCA sponsored the January monthly luncheon for the Central Texas chapter of the United States Green Building Council (USGBS) and presented "Pervious Concrete - A Stormwater Solution". Representing the concrete and cement industry at this event attended by 39 local architects, engineers and project specifiers, were Jerry Gaubert with Custom Crete, Inc., Bob James with TACA, Vance Pool with NRMCA and Sean Van Delist with Cement Council of Texas. Several of those in attendance had specific project interests that our industry will be working within the coming months to secure pervious projects in the Central Texas area.



TACA Presents Concrete and Aggregate Market Report to Galveston Home Builders

Bob James, Director of Marketing and Technical Standards, was invited to present a market perspective on concrete and aggregate materials markets for over 70 local homebuilders and associates at a monthly meeting of the Galveston Builders Association. James shared the podium with representatives from the lumber and wallboard industry to provide the audience with some indications of material cost trends and projections for the coming year. Chapter representatives indicated an interest in TACA returning for additional topics later this year on topics such as quality concrete for residential projects or new technology in residential concrete.



Pervious Concrete Certifications Continue to Roll Out

TACA has delivered two additional certification classes for the contractor segment of the industry. In late January, nine contractors or industry personnel were certified in San Antonio as NRMCA Pervious Concrete Technicians with a demonstration at a new Custom Crete, Inc. facility in North San Antonio. On March 26, 2008, a class was held in El Paso with a higher than expected level of interest. 18 personnel completed the course and exam with 11 of the 18 being contractors. This is a higher than normal contractor ratio for these classes than in the past. A pervious placement demonstration was performed at the CEMEX quarry in El Paso with VeMac Construction placing the demonstration piece. David Mitchell with Bunyan Industries was also on hand to advise the contractors and provide technical support for both VeMac Construction and CEMEX personnel regarding construction and mix designs.



Cement Council of Texas Names Prusinski Executive Director

The Cement Council of Texas (CCT) named Jan R. Prusinski, P.E., LEED AP, as executive director, effective January 1, 2008. Prusinski has more than a decade of experience in cement-related promotion. He most recently served as the first executive director for the Slag Cement Association. During his leadership, the use of slag cement increased more than 75 percent. Prior to that position, he was the program manager for soil cement/RCC pavements at PCA. Additionally, Prusinski helped develop new applications and markets for Houston Lighting & Power Company's coal combustion byproducts; and he served as a structural engineer for Bechtel Power Corporation. Prusinski succeeds Robert V. Lopez, P.E., who retired at the end of 2007 after the serving as CCT executive director since 1993.

Recently, TACA President Michael Stewart and Director of Marketing and Technical Standards, Bob James met with Prusinski to discuss the mutual partnership opportunities for both organizations as they work together in the industry. Several objectives were discussed and implemented to enhance the concrete and cement presence in the industry, as a direct result of this meeting. Additionally, Sean Van Delist of CCT will join the Industry Promotion and Marketing committee and Matt Singel with CCT will be joining the Specifications committee to further enhance this relationship.



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James Attends Valuable Building Product Integration Conference

Director of Marketing and Technical Standards, Bob James attended the McGraw Hill Building Product Integration Conference recently to train newer techniques in interfacing with product specifiers. Topics included getting specified and purchased... timing... making specs work for your products... With an industry as complex as construction, the connection between the diverse players, as well as their influence on the final purchase of building products, is often not clearly understood. This conference focused on answering the most frequently asked questions of both small and large building product industries, such as:

- What do AEC professionals need to know about building material products to select and specify them?
- What are the key steps for marketing new products to AEC professionals?
- What are the key steps that sales representatives can take to get products selected, specified and purchased?
- How important are properly written proprietary specifications for building product manufacturers' marketing programs?
- What does LEED mean to you, the manufacturer?
- Where do your products fit into the design and construction process?
- What is a consultative sales call and how do you connect with specifiers in a positive way?
- When is the right time to contact specifiers?
- How do you find and follow up on real leads that get products into the marketplace?

KBDJ Quarry Hosts Hill Country Conservancy EPIC Group for Tour

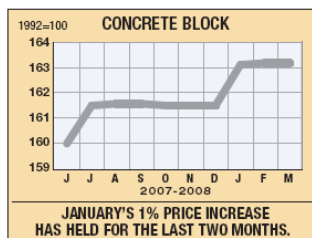
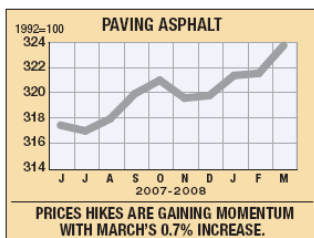
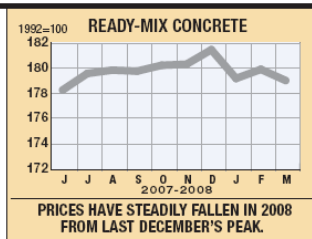
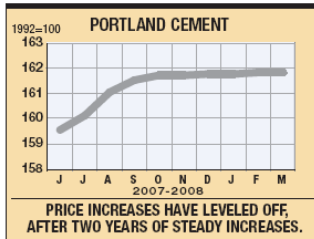


KBDJ management recently hosted the Emerging Professionals in Conservancy (EPIC) group for a late afternoon tour of the Nehemiah Quarry near Buda. Bob James and Eric Glenn, representing TACA were on hand to share with the group of approximately 40 regarding the initiatives that our industry partners have implemented in the realm of conservation, stewardship and wildlife management. Hill Country Conservancy is committed to bringing land preservation into the forefront of future business and social conversations.

Through participation with EPIC, members gain a better understanding of the need for environmental change in the community, but also a richer passion for the land and all that it can offer. TACA representatives found this group to be not only stewardship minded, but also very practical in the understanding that businesses such as aggregate quarries are a vital part of the infrastructure development in our state. The delicate balance of environmental conservation and material provision was explored in depth with several EPIC participants. The evening culminated with a dinner at Salt Lick Barbeque for all participants.



ENR's Materials Price Indexes



As world crude prices jump the \$100 per barrel mark, the pressure on asphalt paving costs continue to mount. According to ENR, average prices over 21 cities indicate that cement, crushed stone and concrete are staying pretty consistent over the last three months. Asphalt prices are up by .7%, Portland Cement is level, Crushed Stone for base, concrete and asphalt is level, and Concrete is down by .5% for the previous month ending in February 2008. Year to date, Asphalt is up by 2%, Portland Cement up by 2%, Crushed Stone for Base is up by 4.3%, Crushed Stone for Concrete up by 1.9%, Crushed Stone for Asphalt up by 1.6% and Concrete is up 2.7%. All increases noted follow well in line with other building materials and the overall building index trends over several months.