

**CONCRETE ALBERTA**

**PRESIDENT'S MESSAGE**

Fellow Members,

I am honored to have been elected as the President of Concrete Alberta at the AGM in May. I look forward to working with the board in advancing the interests of the concrete industry and the membership.

I would like to take this opportunity to thank Rob Lali for his work in the last twelve months as the President of the association and look forward to his valuable input and guidance in his role as Past President. I would also like to welcome Sean Tymkow to the board, the only new director voted in at the AGM. Sean will be taking the place of Kris Lasek who has completed his term as Past President.

The 2017 AGM in Jasper was the last at that venue and I would like to thank everyone for attending. Your attendance and interaction are critical to making the association effective and beneficial to the industry. Some may have heard that the next AGM was scheduled to be a combined convention with the British Columbia association however scheduling difficulties have prevented his from happening. Our 2018 AGM is being reviewed by the board and the location and timing will be determined soon. If you



Darcy Hiebert - President

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would like to provide some input, please contact a board or staff member.

By now you have probably heard that our Executive Director, Robin Bobocel, has decided to leave us and take a new position with the Red Deer Chamber of Commerce. Robin has been instrumental in moving the Association towards creating as well as achieving the goals of the 2015 Strategic Plan. We wish Robin success in his new role and relocating his family to Red Deer.

There was also an update sent to the members that a new Executive Director has been hired. Dan Hanson comes to Concrete Alberta from Impact Consulting, a public affairs consultancy group. Dan brings experience from government with positions such as Chief of Staff to the Ministers of Agriculture and Rural Development, Infrastructure, Finance, and Infrastructure and Transportation. Dan will also continue our collaboration with other ready mix associations across Canada, including the Concrete Council of Canada and the Cement Association of Canada.

As we move forward, I encourage the membership to be active in our association. Please feel free to bring forward thoughts, ideas, or observations to any Board Member or Concrete Alberta staff. Without your participation, the association will have difficulty providing value to the members.

Thank you, in advance, for your continued support of Concrete Alberta. I hope that you all have a safe and successful construction season.

Regards,

Darcy Hiebert  
Concrete Alberta President

## CONCRETE ALBERTA BOARD OF DIRECTORS - 2017/2018

### OFFICERS

|                       |                   |                                |
|-----------------------|-------------------|--------------------------------|
| PRESIDENT             | DARCY HIEBERT     | Inland Concrete                |
| FIRST VICE-PRESIDENT  | MASSIMO SPOLETINI | Northstar Concrete Ltd.        |
| SECOND VICE-PRESIDENT | MARK HILTON       | Lafarge Canada Inc.            |
| SECRETARY / TREASURER | KELLY HINES       | Knelsen Sand & Gravel          |
| PAST-PRESIDENT        | ROB LALI          | Rolling Mix Group of Companies |

### DIRECTORS

|                |                              |
|----------------|------------------------------|
| CLAYTON FORTH  | BASF Admixtures Inc.         |
| MARK LANGEN    | Interstar Pigments           |
| MANUEL GARCIA  | Proform Concrete Services    |
| TOBY PIPER     | BURNCO Rock Products Ltd     |
| SEAN TYMKOW    | Lafarge Canada Inc.          |
| TREVOR PANAS   | Inland Concrete              |
| SHANE MULLIGAN | Cement Association of Canada |

## FROM THE OFFICE

### CHANGES AT CONCRETE ALBERTA

The Board of Directors at Concrete Alberta is pleased to announce Dan Hanson as our new Executive Director, effective August 8, 2017. Robin Bobocel has accepted a new role as the CEO of the Red Deer & District Chamber of Commerce and will be leaving Concrete Alberta, effective June 30th, 2017.

In just over two years at the helm, Bobocel oversaw some significant changes in how the Association operates, and what its new focus will be. Some of these changes include a new identity for the Association, moving away from the name and look of ARMCA, to become Concrete Alberta. Along with this change was the development and implementation of a new strategic plan that focuses outwardly on raising awareness of our industry with a variety of stakeholders including government. Under Robin's leadership, Concrete Alberta undertook to develop a new marketing plan and the establishment of several strategic partnerships with groups such as the Canadian Homebuilders' Association, the Industry Task Force Association,

and Alberta Labour, among others. The Board of Directors would like to thank Robin for this dedication and hard work for the ready-mixed concrete industry in Alberta, and wishes him well as he takes on his new challenge.

In order to ensure a timely transition in leadership for Concrete Alberta at this critical juncture, the Board of Directors conducted and completed a search for a new Executive Director. The Board received applications from many qualified individuals, and ultimately selected Dan Hanson as the new Executive Director.

Dan Hanson has more than 14 years' experience in government, industry, and stakeholder relations. Most recently, Dan was a Senior Consultant with IMPACT Consulting, an Alberta-based consulting firm that focuses on government relations, policy development, strategic planning, communications and advocacy services.

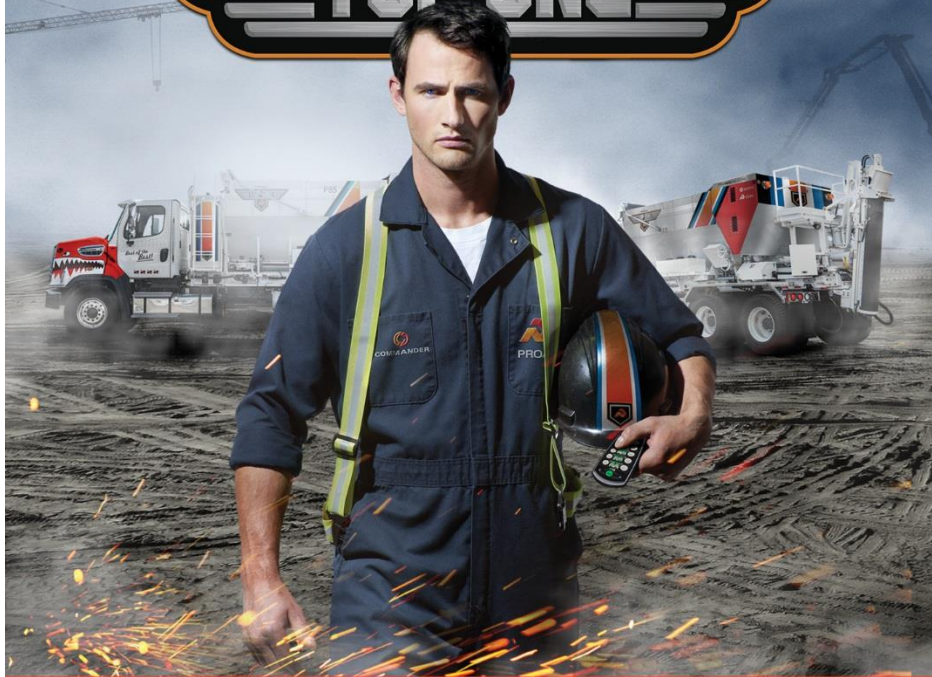
Dan also has extensive public sector experience as the former Senior Director of the Alberta Competitiveness Council with the Alberta government, where he worked with industry to enhance partnerships with government and other stakeholders to advance Alberta's competitive position. Prior to that, he served as Chief of Staff and political advisor to the Minister of Agriculture and Rural Development; the Minister of Infrastructure; the Minister of Finance; and, the Associate Minister of Infrastructure and Transportation. Dan also served as a Research Officer with the Legislative Assembly of Alberta in the Government Members' Research Branch.

Dan holds a Bachelor of Arts degree in Political Economy and Business. He and his wife Robyn live in Sherwood Park with their two daughters.

Dan is excited to assume his new role at Concrete Alberta as he works closely with the staff, the Board of Directors and the membership towards ensuring continued growth and greater success for Alberta's ready-mixed concrete industry.

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## **MEMBERZONE FOR CONCRETE ALBERTA MEMBERS**

MemberZone is your direct connection to the Concrete Alberta. As a member of the Concrete Alberta you have the opportunity to market your business to consumers visiting <http://concretealberta.ca/> by enhancing your informational [home page](#) with [pictures](#) and [text](#). You can also post [hot deals](#), [job openings](#) and [events](#), add [keywords](#) to help consumers find you when they run searches, and run reports to see hit statistics for your home page and other advertised items.

Whether at work, at home, or traveling, anywhere that you have access to the internet you will be able to edit your information by logging into the MemberZone website. If you have any questions regarding this site please contact your Concrete Alberta representative or view the help video links below.

HOW TO UPDATE YOUR COMPANY PROFILE

<http://www.screencast.com/t/8HHFR9un8>

HOW TO UPDATE YOUR PERSON PROFILE

<http://www.screencast.com/t/dOTxxuEu6MPL>

HOW TO MANAGE, USE, SUBMIT AND REGISTER FOR EVENTS

<http://www.screencast.com/t/UmfQejNMFZZ>

HOW TO ADD A JOB POSTING (PDF)

[http://supportwiki.micronetonline.com/images/f/fe/How\\_to\\_submit\\_a\\_Job\\_Posting.pdf](http://supportwiki.micronetonline.com/images/f/fe/How_to_submit_a_Job_Posting.pdf)

HOW TO PAY BILLS ONLINE

<http://www.screencast.com/t/aANGeen0>

## **EVENT RE-CAPS**

### **Concrete Alberta AGM & Convention 2017**

The 55th Concrete Alberta AGM & Convention took place in Jasper, Alberta May 11th to 12th, 2017.

This was our last consecutive year at the beautiful Fairmont Jasper Park Lodge for our AGM & Convention and we had a great turnout of delegates and their families with a total of 128 people in attendance over the 2 days.

Thank you to all of our sponsors that so generously contributed to the event! Without you, these types of functions would not be possible. All of our sponsors will be displayed in a carousel of banners at the top of our website.

The event started off Thursday night with a Mexican theme of "Cinco De May" for the family social. Wonderful costumes were seen around the room and the food was new and exciting! A great evening for friends and family to socialize and reconnect. Local DJ, Alpine Music provided a great selection of Latin music to enhance the atmosphere and the breaking of the pinatas was a lot of fun. Our emcee, Ian Whitfield kept the delegates informed and the program running smoothly during the 2 days. A very personable gentleman that deserves our thanks and appreciation.

The delegates were kept busy on Friday with the AGM and various sessions throughout the day including the Driveway Study update, the Marketing and Advocacy plan for the coming year, a presentation on Partners in Injury Reduction, Pedestrian/Cyclist Safety, and a Carbon Mitigation Panel.

Friday evening saw our outgoing President, Rob Lali (RMC Group of Companies), conclude his term and pass the gavel on to Darcy Hiebert (Inland Concrete) during the President's Banquet. A special thank you to Rob Lali for your commitment, hard work and vision. We congratulate Darcy Hiebert on his new appointment and are confident that he will continue to advocate for and move the association forward to a place that benefits all members.

Mind Magic entertained us following the speeches and presentations. It truly was a mind bending wonder to watch Louis Pezzani seemingly read minds and manipulate the physical properties of silverware with just a thought! Many jaws dropped! Thank you Louis!

Our traditional night of Karaoke at the Viewpoint cabin was a a lot of fun. It was great to see and hear old and new voices partake in the fun.

The farewell breakfast officially concluded the program for the year.

For the people that stayed, there was a wet and cold golf tournament. A few brave souls committed to swing the clubs but not many. Mother Nature was not on our side that day.

Please check out the photos taken of the Theme night. There are some great shots and if you would like copies of any of the pictures, please email the office. [info@concretealberta.ca](mailto:info@concretealberta.ca) and we can email them to you.

### **Concrete Alberta Texas Scramble Golf Tournament - June 29, 2017**

The Concrete Alberta Texas Scramble Golf Tournament was held at a new course this year - Alberta Springs Golf Resort. The venue was very nice and the food was good. Best of all the tournament was a success with 80 participants and Ed Kalis attended the tournament as an alumni.

We would like to thank Rick Turpin for facilitating the tournament for us and doing an excellent job as always. Thank You Rick!

The team results of the tournament are:

- 1<sup>st</sup> Sy Steppacher, Murray Yewchuck, Rob Lali, Scott Leatherdale
- 2<sup>nd</sup> Mark Southcote, Matt Kerely, Aaron Goss, Trevor Jensen
- 3<sup>rd</sup> Ryan Bisson, Merle Fieldhouse, Darcy Hiebert, Kelly Hines

Prizes were awarded to teams 4<sup>th</sup> – 16<sup>th</sup> as well!



The individual hole prize winners are:

| <b>Hole</b> | <b>Sponsor</b>  | <b>Winner</b>     |
|-------------|---|-------------------|
| #1          | Longest Drive sponsored by ASHCOR Technologies Ltd. -               | Jesse Waddell     |
| #1          | Longest Putt sponsored by A&T Construction -                        | Kevin Jensen      |
| #2          | Closest to the Pin in 3 sponsored by Lafarge Canada Inc. -          | Murray Yewchuck   |
| #2          | Longest Putt sponsored by Lafarge Const. Mtls. Edmonton -           | Corey Stevenson   |
| #3          | Closest to the Pin in 2 sponsored by Interstar Pigments -           | Larry Colgan      |
| #4          | Closest to the Pin in 3 sponsored by New West Freightliner -        | Jason McNutt      |
| #4          | Longest Putt sponsored by CRH Canada Group -                        | Rick Turpin       |
| #5          | Longest Putt sponsored by D & R Companies -                         | Rod Edey          |
| #5          | Closest to the Pin sponsored by Kryton International -              | Matt Kerley       |
| #6          | Longest Putt sponsored by Caron Transportation -                    | Jadon Pickett     |
| #7          | Closest to the Pin in 2 sponsored by London Machinery -             | Aaron Goss        |
| #7          | Longest Putt sponsored by Inland Concrete Edmonton -                | Kevin Kuklisin    |
| #8          | Closest to the Pin sponsored by Sika Canada -                       | Mark Southcote    |
| #8          | Longest Putt sponsored by RMC Group of Companies -                  | Trevor Jensen     |
| #9          | Longest Drive sponsored by Elkon Products -                         | Kevin Tetzloff    |
| #9          | Closest to the Pin in 2 sponsored by Grace Canada -                 | Shane Mulligan    |
| #10         | Closest to the Pin in 2 sponsored by Lafarge Const. Mtls. Calgary - | Brent Klepper     |
| #10         | Longest Putt sponsored by Knelsen Sand & Gravel -                   | Shane Evans       |
| #11         | Longest Drive sponsored by Tetra Tech EBA Inc. -                    | Scott Leatherdale |
| #11         | Closest to the Pin in 2 sponsored by BURNCO Rock Products Ltd -     | Kevin Kooiker     |
| #12         | Longest Putt sponsored by Ash Grove Cement -                        | Sy Steppacher     |
| #12         | Closest to the Pin sponsored by Euclid Chemical -                   | David Woods       |
| #13         | Longest Putt sponsored by Lehigh Inland Cement Calgary -            | Chris Thorne      |
| #13         | Closest to the Pin in 2 sponsored by Sika Canada -                  | Roger Kennedy     |
| #14         | Closest to the Pin in 2 sponsored by Almor Testing Services -       | Kelly Neilands    |
| #14         | Longest Putt sponsored by Bulk Solutions -                          | Trevor Loomer     |
| #15         | Longest Drive sponsored by BASF / Master Builders -                 | Rob Lali          |
| #16         | Longest Putt sponsored by Cascade Carriers -                        | Tony Lidstone     |
| #17         | Closest to Pin sponsored by Inland Concrete Calgary -               | Jamie Kowalski    |
| #17         | Longest Putt sponsored by BMH Systems -                             | Scott Eggen       |
| #18         | Longest Drive sponsored by Calgary Peterbilt -                      | Jarret Hager      |
| #18         | Closest to Pin in 3 sponsored by Nortrux Inc. -                     | Bill Primrose     |



### **Concrete Alberta 2017 Road Trip**

A much anticipated 4<sup>th</sup> Annual Concrete Alberta Road Trip hit the road on July 20<sup>th</sup> and without a doubt was the best yet. Thirty five people with 29 motorcycles and 2 support trucks attended the 4 day event. Nearly half the people were new to the ride, and the word is... they will be back. Calgary, Edmonton and Red Deer all were represented, along with two bikes from BC and a rider from Eastern Canada.

With everyone drifting into Waterton Park throughout Wednesday, the festivities began that evening with a pizza party meet and greet. Kickstands were up at 9am the next morning and we were off to the US and Logan's Pass in Glacier National Park. Listed as one of the greatest accomplishments completed by the US Army Corp of Engineers, Logan's Pass also referred to as "Going To The Sun Road" is listed as a Top 10 Motorcycle Ride in the continental US. The scenery is spectacular, either from the seat of a motorcycle or from a car.

After stops for photos, views of the scenery, lunch, fuel and all the other stuff, we headed into Whitefish, Montana. After some sight-seeing, and pub visits, we had our group dinner in a quaint little restaurant (absolutely amazing food and service) in downtown Whitefish, which wisely was within walking distance from the hotel. Many of the pubs and restaurants in Whitefish take Canadian CASH on par...so that added to the evening's enjoyment, with few people tried to find every place that did. Later on, a section of the parking lot was cordoned off for our annual evening tailgate party.

Off again the next morning, we split into two groups and headed to Cranbrook BC via one of two routes (short – 3hrs or long-5hrs). Lunch in Cranbrook, refreshments in Kimberly, and a beautiful day's ride to Radium for the last night. In Radium, we stayed in a motel that had parking for ALL the bikes out front (*Biker Heaven* when you can see your ride), an awesome BBQ area, sofas, gazebos and grass...so we took full advantage of the amenities and had a full blown old fashioned BBQ that went on until midnight. The voting took place for the People's Choice for Best Bike, and last year's winner...Lee Mildenberger (Burnco Red Deer) passed on the trophy to this year's winner Mark Langen (Interstar). Honorable

mention went to Todd Hanson (Burnco Calgary) and Brennan Lalonde (CIBC Calgary) who tied for 2nd place.

The last day we headed home to all locations thru the mountains, which is the best scenery in the world...especially when the sun is shining and the weather is warm. Overall it was a spectacular weekend with great weather, fantastic riding and meeting new people who have now become good friends.

Many THANKS goes to all the people who helped organize and put the ride together...Mark, Kevin, Errol, Mark, Todd, along with Aaron Gross (Inland Calgary) for piloting the chase truck and Dustin Six (BASF) for handling the second truck. As well, special thanks to the Interstar Marketing Department who designed our 2017 Ride Logo. *Believe it or not*, we have already started to plan 2018, which will be the 5<sup>th</sup> Year and will have lots of extra goodies attached to it so mark it on your calendar...July 26, 2018. We have room.



## JOB POSTINGS

Working within the concrete industry provides a vast range of occupations. From the inception of the mix to the final stage of the product, there are many opportunities for employment.

MEMBERS - advertise your job postings on the Concrete Alberta website through MemberZone. This is an interactive portal for our members. Please login and create your dynamic posting.  
<http://business.concretealberta.ca/login/>

## INDUSTRY NEWS

### **SEVERAL READY MIX CONCRETE BUSINESSES HAVE BEEN TARGETED BY THIEVES**

Mixer Truck Parts Theft Alert!

Please be aware that in recent days several ready mix concrete businesses have been targeted by thieves. They have been breaking into yards and stealing DEF tanks, SCR units and sensors as well as other parts related to the exhaust treatment system. It seems that in most cases newer Peterbilt or Paccar engine components have been targeted. We are aware of thefts as far north as Grande Prairie and Red Deer in the south. Several producer members have been affected.

Please take precautions to ensure your business remains secure.

## EDUCATION

Registration for most of our educational courses is now done online and we encourage you to create your login through the Member Profile management tab on our website. This will give you access to the member prices as well as ease of registration.

The courses will start up again in the late fall.

Please check back frequently to the website: [www.concretealberta.ca](http://www.concretealberta.ca) , for more information.

We would like to emphatically thank our instructors, and their respective companies, for their time and commitment in the education process of the concrete industry.

## SAVE THE DATE



**September 7, 2017**

Concrete Alberta Golf Tournament  
2 Person Scramble with a Horse Race  
9:00 AM Shotgun Start  
@ the Alberta Springs Golf Resort  
[Online registration](#) is open!

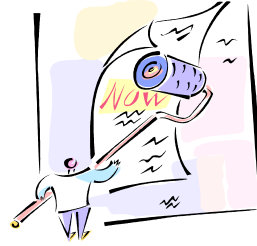
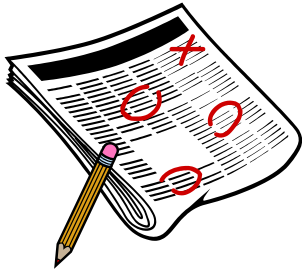


### NEW MEMBERS

Western Star Trucks (Canada) – Associate Member  
Sunshine Redi-Mix – Producer Member  
Sticks and Stones Building Solutions Ltd. – Affiliate Member  
MAPEI Inc. – Associate Member

**ADVERTISING OPPORTUNITY FOR CONCRETE ALBERTA MEMBERS  
THE MIXER**

**The Quarterly Newsletter of Concrete Alberta**



Make sure your advertising dollars hit the target. If concrete is your target market, then there isn't a better bang for your advertising buck than to advertise in Concrete Alberta's "The Mixer." In addition to reaching our membership and various stakeholders, the newsletter with your advertisement is accessed by over 1,500 people per month on the website and will remain on-line for at least two years so your advertisement will still be viewed long after the publication has been sent.

|               |                     |             |
|---------------|---------------------|-------------|
| Full page     | 6¼" wide x 8¼" high | \$300 + GST |
| Half Page     | 6¼" wide x 4¼" high | \$200 + GST |
| Quarter Page  | 3½" wide x 4¼" high | \$150 + GST |
| Business Card |                     | \$100 + GST |

If you would like to place an advertisement in the "The Mixer", please forward your high resolution PDF, JPEG or .AI advertisement to the Concrete Alberta Office. Please make cheques payable to ARMCA.

**Concrete Alberta**  
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