

CONCRETE ALBERTA

PRESIDENT'S MESSAGE

Fellow Members,

Despite the challenges that our industry has faced in 2016, I'm pleased to report to you that Concrete Alberta has been very busy on your behalf over this past quarter. Our board of directors are engaged and have set the stage for a very productive agenda for your association.

Early in the New Year, we will be launching a project that is designed to help us in our advocacy and lobbying efforts. You will be each be contacted in January by a company that will be conducting a survey on our behalf that will ask you some questions about your business and the economic impact that it has on your local economy. The data will be collected and tabulated by a third-party, and Concrete Alberta will not know who provided any specific data points, so there shouldn't be any concerns with sharing your information. It's very important that we get your full cooperation with this project, as it will form the basis for us to be able to educate and influence government and other stakeholders for the benefit of each and every one of you. You'll be hearing more about this in early January.

Also in January, we will see the implementation of Alberta's Carbon Levy, which is part of the Government's Climate Leadership Plan. As of January 1, 2017, there will be a carbon levy placed on fossil fuels purchased in Alberta. This will have an impact on your bottom line, and we would urge you to sit down with your accountant in the very near future to work out what that impact will be to your business, as it may be significant. You should also be aware



Rob Lali - President

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that the production of cement is exempt from the carbon levy until 2018, so that is one factor to consider when doing your business planning for the year. We've sent out some information on the Carbon Levy previously, but you'll be hearing more from us in January.

I also wanted to give you an update on some progress that we're seeing with our participation in the Concrete Council of Canada. If you'll recall, last year, we hosted two seminars (in Edmonton and Calgary) called "Material Selection Matters" conducted by Dr. John Straube. This was designed to educate our industry and our stakeholders on the importance of choosing the right building material when planning building projects. This series was held in every province across the country, and was very well received. The Concrete Council is currently planning to launch a follow-up to that seminar series, related to the new National Energy Code, and how concrete can provide a ready solution to meeting the challenges set out in the new Code. Look for more information about this in the first couple of months in 2017.

Lastly, the work that we began earlier this year on our Driveway Study is now in the testing and monitoring phase. If you'll remember, we have partnered with the CHBA-Alberta and an engineering firm to test the resiliency of residential driveways. We worked with producers and homebuilders to pour four residential driveways at different points during the year, in a variety of conditions, using a variety of techniques. The idea is to get a sense of what works and what doesn't work, as it relates to residential driveways in Alberta. We poured our last driveway early last month, and we're now waiting for the first report to be finalized on how the pours went and the current state of each of the driveways. We'll be receiving regular reports from the consultant and will share any progress that we see when it's available.

I hope that you all had a great construction season this year. I know it's been challenging for all of us, but we will get through it together. Have a safe Christmas season, and all the best to you and your families this New Year.

Regards,

Rob Lali
Concrete Alberta President

CONCRETE ALBERTA BOARD OF DIRECTORS - 2016/2017

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FROM THE OFFICE





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Finance with Mack Financial for a BONUS Extended Warranty Package.

NO PAYMENT FOR 90 DAYS IS AVAILABLE *OAC

This program ends December 30, 2016



John Stearns

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EXECUTIVE DIRECTOR'S MESSAGE

Concrete Alberta members,

As 2016 comes to a close, I reflect on the year that we've had at Concrete Alberta. We've made some changes on how we do things, and we've got more changes to come as we begin the New Year.

First, and perhaps the most obvious change is the new brand. The moniker ARMCA served us well over the years, as the industry became established and the association grew to become a respected source of information, education and credibility. As we move towards a new direction, with a renewed focus on advocacy and more public awareness, it's appropriate that we refreshed our brand to become Concrete Alberta. Not only does our new brand more clearly state who we are and who we represent, but it's also in line with what ready-mix associations across the country are doing. Our new brand, including the new name and logo, represent a forward-looking organization, while retaining the respect and credibility of our former brand. As we look towards an emphasis on sustainability and broader appeal in an environment that has us being subjected to increased competition from other industries, a new look and approach is just what we need. The feedback about the new brand, from both the membership and other groups, has been positive so we're set up for success as we move forward.

To complement our move to become Concrete Alberta, we're embarking on a series of initiatives to support the strategy behind the change. We've engaged with a marketing firm to develop a strategic marketing plan that will serve to extend our brand and reach new audiences. We'll have some new marketing collateral and key messages that will all be geared to promoting the increased understanding of ready-mixed concrete in Alberta, which is of utmost important to each and every one of you. We're also working with a third-party to gather more information about the membership so that we are better equipped to lobby all levels of government and to inform other stakeholder groups about the opportunities that exist by using more concrete in projects.

In addition to these efforts, we've launched a new member management strategy that's supported by a new web-integrated software system called MemberZone to manage our membership database which you will learn more about in the New Year. This is an exciting new tool that gives you more control about the information that's available to the public about your company. In addition, through the website, you'll be able to manage you own profile; register and pay for any events or educational courses that we offer; offer promotions to other members and/or the public; and purchase additional enhancements to your profile including increased advertising opportunities. From our perspective, MemberZone will allow us to communicate with you on a more targeted and regular basis. We'll be able to learn more about your company and what's relevant to you as members, which will allow us to adapt and become more valuable and relevant to you. I would urge you all to go to our newly designed website and sign up for access to MemberZone through the "Member Login" section so that you can explore what MemberZone can offer you, and to ensure that your member profile is accurate and complete.

There will likely be some hiccups with some of the things that we're trying to do, but I would ask for your patience and your feedback as we move forward, so that we can offer you increased value and greater satisfaction with your association.

I would be remiss if I didn't also mention the biggest change that we're undergoing, and that's of the pending retirement of Ed Kalis, our Director of Technical Services & Training. Ed has had a distinguished and dedicated career with Concrete Alberta (ARMCA) for almost 27 years, and we will be sad to see him leave us, but we are also extremely happy for him and his family. Ed has worked hard on your behalf, representing and defending ready-mixed concrete. His commitment to our industry should never be questioned, as he demonstrated an unwavering level of passion for not only ensuring the proper technical use of concrete and its applications, but also for the vast level of knowledge that he has shared with thousands of individuals over those 27 years. I know that Ed has a great number of friends among our membership, and I know that he will be missed by each and every one of you, insofar as his being available to support you in furthering the industry. We will, however, enjoy a smooth transition for that level of support, as Paul Masson will move into the role being vacated by Ed as of January 1, 2017. Personally, I would like to thank Ed for being so welcoming to me when I joined the organization. His knowledge, support and patience have been invaluable to me as I stepped into an industry as complex as ours; I couldn't have done this job without Ed in my corner. I urge you all to reach out to Ed over the next while to convey your appreciation and good wishes. Also, I am hoping to convince Ed to come back and help us out from time to time, as his schedule (and with his wife's permission) will allow, so that he can still contribute to the continued success of our great industry as well as to stay in touch with us. On behalf of the board of directors and the entire membership, I would like to thank Ed, for all he has done for all of us.

Happy holidays and Merry Christmas to each and every one of you. It's been a challenging but a productive year for Concrete Alberta, and I'm excited for what we're going to do in 2017.

Robin Bobocel
Executive Director

Merry Christmas and a Happy New Year

To everyone, it has been a pleasure to work for you all for the past 27 years. I have enjoyed and made many friends and some not quite friends. I have been through boom and busts within our industry and I hope I have represented the industry and all of our members in a positive way. Over my tenure, I have worked for and with 26 presidents and over 250 board members of the association. When I was asked to work for the association, life expectancy of a person in my position was 2 years. I was asked by one interviewer, "Larry Diduck", how long I planned to work for your association and my response was as long as they will have me. I guess after 27 years I have lasted a long time. I have tried to represent both the large and small members on an equal basis and show no bias to either. I have tried to protect our industry and membership on codes and standards when I thought there was too much influence from other parts of Canada. I have tried to promote professionalism to everyone involved with the industry, whether you were a placer or finisher, a driver or a builder, contractor or an associate member.

I have seen the association move from one funded largely by the cement industry to one who is truly funded by its whole membership. I take great pride in knowing that your association has most of the small independent producers as members, you can say we represent over 90% of the concrete producers within the province of Alberta.

I have enjoyed many cups of coffee with the many producers I have visited over the years. One of the best parts of my job was visiting all the producers; I tried to visit everyone yearly. Working for your association I have travelled over 2 million road miles over the years visiting you all. I have enjoyed the trust that many of you have shown in me to have frank discussions on topics that have affected your business over the years.

When I started with the association they wanted to provide training to its members. This was one of the many focuses that I was asked to do. I can remember doing the first schools with an overhead projector, then moving to the carousel slides provided by then Portland Cement Association, and now doing PowerPoint and moving some to on-line training. I like to think the programs our technical committee and instructors developed are some of the best offered in Canada. I guess proof is in the pudding as we have also supplied the programs to the Manitoba and Saskatchewan Associations. I can remember dragging some people to be presenters and most of them turned out to be excellent speakers. I can honestly say some people have discovered talent they did not know they had, and this is why we have some of the best training in the concrete industry. All the presenters have one goal in common, "to make the industry

better trained and better educated". My hat goes off to all who have helped me over years. I would like to thank all the facilities that have helped Concrete Alberta by providing space for our programs and always have been very cooperative to us.

I have enjoyed working with all the committees over the years and all the volunteers that have strived to make our industry stronger, whether it is safety, government liaison, marketing, certification programs, or technical training. All of the committee members are volunteers and to the many companies that have supported their employees to participate in the committees, I thank you for your support.

I can keep going on and on but I think I have said enough. So again, thanks for all of your support over the past 27 years of working for you and the industry.

If you would like to keep in touch, you can reach me through my personal email: ed.kalis@outlook.com or by cell at the same number 780-918-3339.

Sincerely,
Ed Kalis

SAVE THE DATE



Concrete Alberta AGM & Convention 2017

The AGM & Convention will be held May 11 – 13, 2017 at the Jasper Park Lodge. There will be important and informative workshops to attend as well as time to connect with other members of the association. We encourage you all to make plans to attend. Online registration will be open in the new year.

NEW MEMBERS

Another Concrete and Construction Company – Affiliate Member
SAC’N Formwork c/o 1910382 Alberta Inc. – Associate Member



**CONCRETE ALBERTA
MEMBERS SAVE MONEY
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As a valued member of Concrete Alberta, you have access to the Rogers Insurance Group Home & Auto plan. Call or visit us online for a free quote!
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A human approach to insurance

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

Performance or Prescriptive?

As producers continue to strive toward delivering on customers' expectations, the need for clear understanding of what constitutes Performance Specifications vs Prescriptive ones is of great importance. Though it may seem easier just to let the customer tell you exactly what they want delivered, it can limit a producer's ability to leverage the full potential of benefits and expertise that come from their knowledge of their materials and operations that can bring value to all parties involved in a project.

There are fine lines and gray areas when it comes to performance vs prescriptive specs and the key to ultimate success lies in the effective communication and understanding of all parties' obligations and expectations.

Concrete Alberta has published a brief bulletin outlining the two approaches and has posted to our website under the "Concrete Bulletins" section. Look for "*Technical Bulletin #4: Alternate Methods for Specifying Concrete*"

We encourage all producers to have a look at this bulletin and to consult the references therein to enhance their understanding of alternative methods for specifying concrete and to perhaps develop their own best practices to successfully manage either approach to project specifications.



EDUCATION

The upcoming educational courses scheduled are listed below. We do encourage people to send in a registration form early for the program.

Concrete Technology Level II

Edmonton: January 24th, 25th and 26th @ City of Edmonton

Calgary: February 22nd, 23rd and 24th @ SAIT

ACI Concrete Field Testing Technician Grade 1

Edmonton: March 21st and 22nd @ Sika Canada

Calgary: April 25th and 26th @ SAIT

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.

Please check the website: www.concretealberta.ca , for more information.

NEW MEMBER PROFILE



Axiom Industrial Manufacturing is a proud new member of Concrete Alberta.

403.227.2820

www.reliablemix.ca



SOLID – SUSTAINABLE – PERFORMANCE

Axiom manufactures a variety of products for the ready mix business under the Reliable Mix Concrete Equipment brand name.

Our newly developed line of **RMX Portable Concrete Batch Plants** are designed to be high performance fast moving plants that don't require cranes or special site preparation for set up. These plants come in a variety of sizes with production rates ranging from 50 yds³ / hr to 200 yds³ / hr.

RMX portable batch plants can be equipped with several different option packages to suit each individual producer's requirements.

Our portable batch plants provide solutions for producers who need to supply concrete in remote or hard to get to areas. They also appeal to producers who want to maximize concrete supply without expanding their existing fleet of mixers.

RMX portable batch plants are comparable in cost to a new mixer truck



Custom designed conveyors, augers, ag bins and cement silos for stationary ready mix plants.

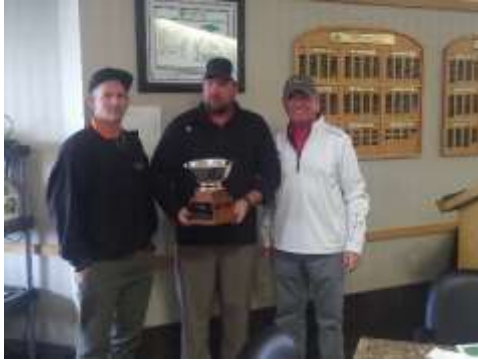


Road to Ready: Our single load Portable Concrete Batch Plants set up in less than 30 minutes. No Site Prep; Front end loader accessible.

403.227.2820

www.reliablemix.ca

SEPTEMBER GOLF TOURNAMENT RECAP



Turpin Trophy Winners - Steve Street & Leon Sulzle
(D&M Concrete Products)

SEPTEMBER 8, 2016 GOLF TOURNAMENT AT THE LACOMBE GOLF & COUNTRY CLUB

It was a rainy day at the September golf tournament this year and many of our 26 teams played through the elements that Mother Nature threw at them! It's not very often that our golf tournaments are plagued with questionable weather and hopefully there will only be sunny skies moving forward!

THE WINNING TEAMS THIS YEAR WERE:

1st – Steve Street & Leon Sulzle (D&M Concrete Products)

2nd – Lance Bendiak & Rick Turpin (Hatch Energy)

3rd – Greg Lunn & Darin Gill (D&M Concrete Products)

HOLE PRIZE WINNERS:

Hole #4 Longest Putt – Randy Gifford

Hole #9 Longest Drive – Lance Bendiak

Hole #15 Closest to Pin – Leon Sulzle

Hole #18 Longest Putt – Kelly Hines

HOLE IN ONE

Hole #6 sponsored by **Nortrux Inc.** No Winner

50/50 Draw Winner: Nigel Persaud Early Bird Winner: Barry Martin

NOTE FROM THE OFFICE: We hope that you embrace and utilize our new rebranding of the association however any payments for member fees, registrations and advertising must continue to be made payable to ARMCA. Thank you!



2017 Awards of Excellence in Concrete
Advancing Concrete Knowledge in Alberta
Friday May 26, 2017 - Grey Eagle Resort and Casino

Held every other year, this awards ceremony recognizes the best in Alberta concrete construction. Purchase your tickets now for this must-attend industry event at the beautiful Grey Eagle Resort and Casino in Calgary, Alberta.

Ticket Purchase

2017 Pricing (GST additional)

- \$250 for a ticket
- \$1,800 for a table of 8

Purchase event [ticket\(s\)](#)

Sponsorship Opportunities Available

Programs such as the Awards of Excellence are made possible only by the interest and financial support from our industry partners. Please support the event through a [sponsorship](#)

Thank you to our sponsors to date:

- Dinner Sponsor (Exclusive) - [Tetra Tech EBA Inc.](#)
- Structural Mix - [Read Jones Christoffersen Ltd.](#)

Project Submissions

Submissions for deserving projects are due Friday February 10, 2017 - [Submission process](#)

Innovation, creativity and excellence in the use of concrete and concrete products will be highlighted in the categories of:

- Buildings
- Bridges
- Civil
- Restoration
- Advanced Concrete Construction

If you plan to submit, please click [here](#) and let us know the name of the project.

You are welcome to forward this email to other interested parties

aci-alberta.org

Hotel Accommodation

The 2017 Awards of Excellence in Concrete will be held at the [Grey Eagle Resort & Casino](#) in Calgary, Alberta.

Mark your calendar and stay for the weekend. The Resort boasts a 4 1/2 star rating, is only 2 years old and has complimentary parking and breakfast among many other outstanding qualities.

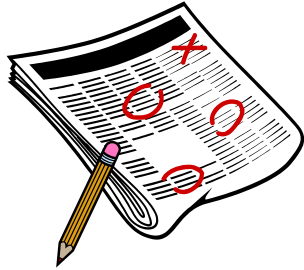
For More Information

Program / Event information: Laura Thomas, [email](#), ACI, Alberta Chapter 403-860-2263

Sponsorship, Hotel and Ticket Registration: Jane-Ann Crombeen, [email](#), Impact Events, 403.991.4569

**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 advertisement to the Concrete Alberta Office. Please make cheques payable to ARMCA.

Concrete Alberta
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Phone: 780-436-5645 Fax: 780-436-6503 email: info@concretealberta.ca