

PCA Executive Report

Weekly News About Cement, Concrete, Construction, and the Portland Cement Association

November 24, 2014

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Association News

PCA Board Elects New Member Leadership, Announces PCA President/CEO

Meeting in Scottsdale, Arizona, last week, the PCA Board of Directors elected a new chairman and vice chairman, and announced the appointment of a new president and CEO for the Association. Among the significant actions and activities:

- > The Board of Directors elected [John Stull](#) (Lafarge North America) chairman and Karl Watson Jr. (CEMEX USA) vice chairman.
- > [James Toscas](#) was named PCA president and CEO.
- > The Board elected several new Executive Committee members including: Roger Smith (Salt River Materials Group), Eric Flesch (Argos USA), Bob Kidnew (Martin Marietta Materials), and Kari Saragusa (Lehigh Hanson).
- > Newly elected Board members are Bob Kidnew (Martin Marietta Materials), Tom Chizmadia (Lehigh Hanson), and Ron Henley (GCC-America).
- > PCA chief economist and group vice president Ed Sullivan presented his [updated cement and construction forecast](#).
- > Dr. Joshua Schank, Eno Center for Transportation, addressed the need to maximize the value of infrastructure investments using life cycle cost analysis.
- > Chris Poland, PE, spoke on the importance of disaster resilient communities.
- > Sam Wyche, former NFL coach, spoke during a group lunch on motivation and leadership.

The next meeting of the Board of Directors is scheduled for April 7-9, 2015, at the Marriott Hotel-O'Hare, Rosemont, Illinois.

Contact [Jan Farnsworth](#)

Association News

Stull Elected Chairman of PCA

The PCA Board of Directors elected John Stull, president and CEO of Lafarge North America Inc., as chairman of the association at its Fall Board meeting in Scottsdale, Arizona. Karl Watson Jr., president of CEMEX USA, was also named vice chairman.

BOOK SALE!

Microscopical Examination and Interpretation of Portland Cement and Clinker, 2nd edition



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Design and Control of Concrete Mixtures

PCA's renowned reference on the fundamentals of concrete technology and construction has been fully revised with the latest industry standards/specs.



Meetings and Events

2015 NAHB International Builders' Show
January 20-22, 2015
Las Vegas, Nevada
[More information](#)



Stull takes over the chairmanship from Cary O. Cohrs, president of American Cement Company, LLC. "Under the guidance of Mr. Cohrs, PCA has continued as the leader and

voice for the cement industry," said Stull. "This is an important time for PCA to champion resilient construction, and advocate for critical national infrastructure funding, both of which will ensure the vitality of the cement industry."

In addition to be a long-standing member of the PCA Board of Directors, Stull also co-chaired the Manufacturing Technical Committee. In his role of board chairman, he will also chair both the audit and compensation committees for PCA.

Stull first joined Lafarge in 1992 with an already strong industrial background, and spent his first nine years managing industrial operations in North America, rising to vice president of manufacturing for all of Lafarge's U.S. operations in 2001. In 2007, Stull was promoted to regional president for Lafarge Group in Latin America and thereafter became Lafarge Group regional president for cement in Sub-Saharan Africa.

Stull earned his baccalaureate degree in chemical engineering from the University of Akron, and is also a graduate of the executive management program at the Harvard Business School.

Market Intelligence

PCA Forecast Sees Continued Growth for U.S. Cement Industry

During the PCA Board of Directors meeting last week, PCA Chief Economist and Group Vice President Ed Sullivan reported that 2014 cement consumption in the United States continued to grow in-line with expectations.

PCA's cement volume forecast remains essentially unchanged since the fall forecast of 2013. The United States' cement market is expected to grow 8.2 percent in 2014, followed by similar rates of growth in 2015 and 2016. However, minor adjustments have been made regarding the construction sub-sectors. Housing starts, for example, have been trimmed slightly compared to the summer forecast and more emphasis has been placed on multifamily starts. Reflecting the trends of the first half of 2014, cement intensities have been increased compared to the previous forecast. The oil price environment has changed significantly since the summer and these new impacts have been integrated into the forecast projections.

Going forward, Sullivan stated that the underlying economic fundamentals are strengthening and are reflected in the labor market. Sustained gains in monthly job creation in excess of 225,000 net new jobs monthly, in the context of sub-six percent unemployment translates into more consumer spending power, stronger state and local tax receipts, more favorable returns on investment for commercial building and stronger household formation – all leading to stronger construction spending in 2015.

[Contact Ed Sullivan](#)

World of Concrete

February 2-6, 2015

Las Vegas, Nevada

[More information](#)

Full-Depth Reclamation Symposium

February 10-11, 2015

Greenville, South Carolina

[More information](#)

PCA Spring Board and Committee Meetings

April 7-9, 2015

Chicago, Illinois

[More information](#)

2015 IEEE-IAS/PCA Cement Conference

April 26-30, 2015

Toronto, Ontario

[More information](#)

International Cement Microscopy Association Conference

May 3-7, 2015

Seattle, Washington

[More information](#)

PCA Fall Committee Meeting

August 31-September 1, 2015

Chicago, Illinois

[More information](#)

PCA Fall Board Meeting

November 16-17, 2015

Laguna Niguel, California

[More information](#)

The *Executive Report* is distributed free of charge to members of PCA and to individuals interested in PCA activities or the cement, concrete, and construction industries.



America's Cement Manufacturers™

The Portland Cement Association conducts market development,

Toscas Named PCA President/CEO



At its annual meeting on November 18, 2014, the PCA Board of Directors named James G. Toscas, president and chief executive officer, effective December 15, 2014.

Toscas has decades of experience in the concrete industry. For the past 11 years, he served as president and CEO of the Precast/Prestressed Concrete Institute, and from 1998 to 2002, he was executive vice president and CEO at the American Concrete Institute (ACI). As a founder of the Concrete and Masonry-Related Associations, Toscas improved the collaboration of all industry allies and

provided a forum for the establishment of a strategic roadmap for the entire concrete industry.

"Jim brings to PCA a wealth of skill and knowledge that will serve the association and membership well," said Cary Cohrs, PCA's immediate past Board of Directors chairman and chairman of the recruitment committee. "He understands the value of membership engagement and its vital role for the success of the Association."

Prior to joining ACI, Toscas was executive director and CEO of the American Nuclear Society.

Toscas received a Bachelor of Arts degree in physics from the University of Chicago and a Masters of Science in nuclear engineering from the University of Illinois, Urbana.

Codes & Standards

PCA Submits Comments to National Framework on Community Resiliency

The National Institute of Standards and Technology (NIST) is developing a national framework for community resiliency. As a participant of this process, PCA has prepared and submitted several comments.

PCA is encouraging:

- > Inclusion of structure fires, fires during construction, and especially fires after disaster when there may be no water for automatic fire suppression systems.
- > Resiliency to be based on more than individual project requirements, but also on impact and consequences to the entire community and all other impacted areas should a disaster occur.
- > Simplified prescriptive measures as well as sophisticated methods to inventory existing buildings and infrastructure, model disasters, assess results, and implement and enforce criteria to improve community resiliency.
- > Inclusion, at a minimum, of the criteria of Institute for Business and Home Safety Fortified program combined with Federal Emergency Management Agency recommendations for floods and other disasters and criteria to limit the use of sprinkler trade-offs because water supply is often disrupted during and after disasters. Such a document is the [Resilient Buildings: Prerequisite for Sustainable Communities](#), prepared by PCA.
- > A program that requires the federal government to at least implement the use of disaster resistant design and construction practices for all

research, education, and government affairs work on behalf of its members—cement companies in the United States.

Portland Cement Association
500 New Jersey Ave. N.W. 7th Floor
Washington, D.C. 20001
202.408.9494
fax 202.408.0877

5420 Old Orchard Rd.
Skokie, Illinois 60077
847.966.6200 info@cement.org

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federally owned, leased, or financially assisted buildings. Currently taxpayer dollars are spent on research and development of recommendations on disaster resistance that are not be adopted or used.

> Mandatory provisions such as codes and standards in lieu of voluntary programs. Voluntary programs tend to only be a benefit to the knowledgeable and more affluent and do not address the needs of the less informed and less affluent.

> Program scope to seriously address residences and local businesses for community recovery and not be limited to critical and essential facilities.

[View all PCA comments](#)

Contact Steve Szoke

Masonry

Masonry and Roofing/Waterproofing Workshop Offered

ASTM International Committees C12 on Mortars and Grouts for Unit Masonry, C15 on Manufactured Masonry Units and D08 on Roofing and Waterproofing will host a workshop for local architects, engineers, and contractors on December 8, in New Orleans, Louisiana. The program, starting at 4 p.m., will consist of a 90-minute workshop, followed by a one hour reception.

Preliminary topics include the specification for historic masonry, updates to the concrete masonry standard as well as information on locating leaks in waterproof membranes.

There is no fee to attend. Advanced registration is encouraged but can be done on-site at the hotel.

[Register at www.astm.org](#)

Contact Jamie Farny

Education & Training

Discounted Registration to World of Concrete



World of Concrete 2015 will be held in Las Vegas on February 2-6, 2015. The largest, most comprehensive commercial concrete and masonry event for the concrete industry features more than 1,500 exhibitors and more than 100 seminars and conference sessions.

As a cosponsor, PCA offers discount admission to exhibits. By registering through PCA and using promo code A32, exhibit admission is only \$20, a \$40 savings.

Additionally, PCA receives a rebate from Hanley-Wood based on the number of pre-registered attendees who come to the show.

[For discounted registration, click here](#)