



# CONCRETE HOMES

January 2001

## Project Impact Summit a Concrete Success



*(Above) Lionel Lemay of the Portland Cement Association accepts the Project Impact Model Corporate Partner Award from FEMA Director James Lee Witt (left) and Associate Director Michael Armstrong (right).*

*(Below) Carl Englekin of Wall-Ties & Forms Inc., receives the Project Impact Outstanding Disaster Resistant Business Award from FEMA Director James Lee Witt (left) and Associate Director Michael Armstrong (right).*

*Photos by Doug Hill / FEMA News Photo*



### **Portland Cement Association and Wall-Ties & Forms Inc., garner top awards in Washington, D.C.**

Above-grade concrete wall systems played a prominent role at the recent Federal Emergency Management Agency (FEMA) *Project Impact* Summit. Representatives from hundreds of *Project Impact* communities attended the third annual *Project Impact* Summit November 12–16, 2000, at the Marriott Wardman Park Hotel in Washington, D.C. *Project Impact* is a FEMA initiative that focuses on helping communities prepare for natural disasters by creating disaster resistance strategies, revising local codes, and educating the public about measures that can be taken to reduce their risk. Since 1997, nearly 250 communities and 2,500 business partners have joined together to promote the concept of disaster prevention and mitigation through the *Project Impact* program.

At this year's summit, more than 1,400 attendees were exposed to concrete homebuilding in a variety of ways. Portland Cement Association (PCA) and concrete industry allies American Polysteel, Wall-Ties & Forms Inc., and the National Concrete Masonry Association (NCMA) all exhibited in a common area of the exhibit hall during the Summit Partners Trade Show. The same four organizations joined forces to offer a seminar



(continued from page 1)



(Above l to r) Peter Hiral, Disaster Preparedness and Recovery Officer of the Oahu Civil Defense Agency, Dorothy Andrade of FEMA, and Michael Weber of PCA at the "Welcome Lunch for New Communities." Oahu, Hawaii, was one winner of the Safe Room Giveaway sponsored by PCA, American Polysteel, and Republic Doors Inc.

(Below) A tabletop display announcing the Concrete Safe Room Giveaway was set up for various functions.

Photos by Lauren Hobart / FEMA News Photo



entitled "Promoting Disaster Resistant Construction." PCA, American Polysteel, and Republic Doors, Inc. sponsored the giveaway of insulating concrete form (ICF) "safe rooms" to four *Project Impact* communities across the country. PCA and the other sponsors will work with the four winning communities throughout 2001 as they each construct a model safe room that will serve as an educational exhibit to teach their residents about safer residential construction techniques.

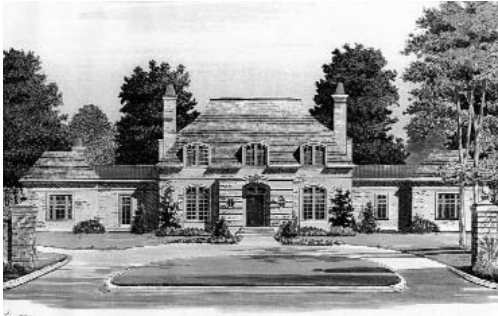
The highlight of the Summit was during the Gala Awards Dinner. FEMA Director James Lee Witt presented PCA with the *Project Impact* Model Corporate Partner Award during the ceremony. Other nominees included the 3M company, IBM Global Services, and KeepSafe Industries. The award is given to an organization that has shown innovation and commitment in implementing the *Project Impact* ideals throughout the United States. PCA, as well as many regional concrete promotional groups and private industry partners, have donated products and volunteer services to *Project Impact* communities and provided training and awareness seminars at events across the country.

Rounding out the successful Summit for the concrete industry was Wall-Ties & Forms, Inc, which captured the award for Outstanding Disaster Resistant Business. Wall-Ties has made a major commitment to supporting the *Project Impact* program, both in their home base of Johnson County, Kansas, and nationally. The company's initiatives include the construction of a disaster-resistant office complex and educating their employees about disaster prevention and mitigation.

Witt commented, "The Portland Cement Association and all the recipients of this year's *Project Impact* awards are leaders in the *Project Impact* effort. They are helping to build the infrastructure for disaster prevention in every community in America."

For more information about *Project Impact* call 202.646.4117, or visit [www.fema.gov/impact](http://www.fema.gov/impact).

## Safe Haven Show Home on Display at 2001 Builders Show



For the eighth consecutive year, the Portland Cement Association will sponsor a concrete show home at the International Builders' Show. The 2001 Show will take place February 9–12 at the Georgia World Congress Center in Atlanta, Georgia.

The Safe Haven Show Home is designed to illustrate innovative uses of residential concrete products and interior design trends to the 70,000 builders, architects, designers, and media representatives who attend the show.

For 2001, PCA is privileged to have the sponsorship of *Home Magazine*, a major consumer magazine with a readership of over 4 million, and *Expo Design Center*, a division of Home Depot. *Home* and *Expo Design Center* will coordinate the interior design of the house, and *Home* will feature the house in a 2001 issue of the magazine. The spectacularly designed and furnished Safe Haven Show Home incorporates a number of innovative concrete products including, but not limited to, insulating concrete form exterior walls and a safe room from American Polysteel, a structural concrete flooring system from Coreslab Structures (Atlanta) Inc., decorative concrete flatwork, concrete fire-place mantels, a concrete countertop, and a portland cement stucco finish.

Free shuttle buses, sponsored by PCA and *ConcreteNetwork.com*, will leave the Convention Center every 30 minutes during the show for the home, which is located 20 minutes away in Atlanta's prestigious Buckhead neighborhood. Saturday during the show, PCA will sponsor a party at the home for members of the press. In addition to the tours and events during the Builders' Show, PCA and the Atlanta Homebuilders Association will also feature the Safe Haven Show Home during consumer tours for the three weekends following the show. In a typical year, approximately 6,000 builders and consumers and 40 to 50 members of the press will visit our show home. With the involvement of *Home Magazine* and *Expo Design Center*, we expect this to be an extraordinary year.

For the most up-to-date information about the project, log onto [www.concrete-homes.com](http://www.concrete-homes.com) and click on the *Safe Haven* link. While attending the show, be sure to stop by the Portland Cement Association booth # 6951 for further information about the free tours of the Safe Haven Show Home.

### 2001 Safe Haven Show Home Quick Facts

**Architect:** Harrison Design Associates

**Builder:** Stan Benecki, Benecki Fine Homes, LLC

**Interior Design:** Coordinated by *Home Magazine* and *Expo Design Center*

**Location:** 1401 Mount Paran Road (In Atlanta's exclusive Buckhead neighborhood)

**Size:** Approximately 10,000 sq. ft. under roof. Two-story with a basement.

**Price:** Estimated at \$3.1 million dollars.

The Safe Haven Show Home  
is brought to you by:



### Pavilion showcases concrete

PCA and 36 other concrete product companies are once again joining forces to create a Concrete Pavilion area at the 2001 International Builders' Show in Atlanta. This year's pavilion features ICF manufacturers, concrete masonry producers, decorative concrete flatwork, and traditional cast-in-place forming companies. PCA's booth (#6951) will serve as the anchor for the pavilion. The exhibitors are:

Arxx Building Products, Acme Brick Co., American Polysteel, Amvic Building Systems, Anchor Wall Systems, Block Joist, Blue Circle Cement, Bomanite Corp., Boral Bricks, Inc., Coreslab Structures (Atlanta) Inc., Earl Composite Systems, Eco Block, LLC, Hambro Structural Systems, Insulating Concrete Form Association, Lite-Form International, L.M. Scofield Co., Monarch Manufacturing Co., National Concrete Masonry Assoc., Nova Brick by Allan Block, Old Castle Architectural, Pavestone Company, PCI, Perma-Crete Resurfacing Products, Quad-Lock Building Systems Ltd., R-Control Building Systems, Reward Wall Systems, Inc., Superior Walls of America, Symons Corporation, Terry Materials, TF Systems, The Quickrete Companies, Therm-O-Wall, Versa-Lok Retaining Wall Systems, Vinyl Technologies, Inc., Wall-Ties & Forms, Inc., Wind-Lock Select

## Tools of our trade



Promote concrete homebuilding at trade shows with this professional display. It highlights the benefits of using concrete for residential construction. The display is shipped to your desired location in two compact, lightweight containers on wheels. Make the right first impression with this attractive display and schedule now for the upcoming trade show season. 10 feet wide x 8 feet high.

**Residential Exhibit Display  
(SP303) \$250.00 per week**

**To place your order, call Mike Collignon at 847.966.6200, ext. 345, or e-mail: [mcollignon@portcement.org](mailto:mcollignon@portcement.org).**

## We request your assistance

The PCA Residential Department asks that you take a few minutes to complete and return the enclosed survey. When completed, please fold, tape or staple and mail back the postage paid survey.

Market research is important in any promotion effort. This survey will give us a better understanding of who builds concrete homes and at what magnitude they are being built. Your information will play an important role in determining future programs and initiatives by this department.

Please return the completed survey by February 9, 2001.

## CONCRETE HOMES

Concrete Homes is a monthly newsletter published by the Residential department of the Portland Cement Association to communicate ideas for promoting the use of concrete in homebuilding. We are:

*Michael H. Weber*  
**Director - Residential**

*Brian T. Bock*  
**Manager - National Accounts**

*David D. Shepherd, AIA*  
**Manager - Residential Technology**

*James M. Niehoff*  
**Manager - Residential Promotion**

*Mike Collignon*  
**Promotion Coordinator - Residential**

For more information on concrete homebuilding visit our Web site or call our toll free hotline:

*Concrete Homes Online*  
**[www.concretehomes.com](http://www.concretehomes.com)**

*Concrete Homes Hotline*  
**1.888.333.4840**

The Portland Cement Association is an organization of cement companies to improve and extend the uses of portland cement and concrete through market development, engineering, research, education and public affairs work.

