



CONCRETE HOMES

February 2001

Masonry Expo 2001 is a success



Attendees of Masonry Expo 2001 were able to meet with exhibiting companies to discuss the latest innovations in building materials, or to just keep in touch with business contacts throughout the industry.

San Antonio, Texas, provided the setting for the NCMA and ICPI to hold annual expo

Texas is known for doing everything in a big way, and Masonry Expo 2001 was no exception. Attendees benefited from educational opportunities, seminars, demonstrations, and special events. The latest innovations in the industry were displayed by more than 160 exhibiting companies at the show. This is also the second year that the Interlocking Concrete Pavement Institute (ICPI) co-sponsored the event with the National Concrete Masonry Association (NCMA).

Additional Masonry Expo 2001 Sponsors included: Expanded Shale, Clay & Slate Institute (ESCSI), National Lime Association (NLA), Portland Cement Association (PCA), and The Masonry Society (TMS).

The show floor was busy throughout the event with many new exhibits. Shows of this magnitude, and with such vast industry participation, provide attendees with an opportunity to see the latest in technology, product advancements, production equipment, and materials handling equipment.

Numerous NCMA and ICPI committee meetings were held prior to the start of Masonry Expo 2001. This provided both organizations with the ability to address pressing business in advance of the busy pace a trade show offers.

(more)



(continued from page 1)

Various meetings were also held following the expo.

Throughout the show, a wide range of testing procedures on masonry samples, and masonry wall systems were demonstrated. This provided attendees a rare look at the type of tests and testing equipment used in the masonry industry.

Kansas City will be the host for the Machinery & Equipment Show, Masonry Expo 2002, on February 8–10, 2002.



(Top) L-R Harry Junk, NCMA's Residential Program Manager, and Residential Committee Chairman, John Stipp, are kept busy during the afternoon committee meeting.

(Middle) John Melander, Director of Product Standards and Technology for PCA, explains to the Residential Committee the co-funding programs that PCA will be involved in with NCMA during 2001.

(Bottom) Christopher Doyle, Acting Director of Corporate Affairs for FEMA, discusses Project Impact and other FEMA programs at the NCMA business luncheon.



People on the move

Whitaker retires

Dick Whitaker, past President and co-founder of the Insulating Concrete Form Association (ICFA), has retired. Whitaker's retirement was effective following the end of the ICFA Convention in New Orleans, Louisiana, on January 10, 2001. Whitaker worked into 2001 to provide continuity as the new Executive Director position was being filled.

Whitaker co-founded ICFA in 1995, became President, and led the association to its current distinction as an influential organization in the residential-building marketplace. The group has worked with various research centers in developing building codes and standards, which have resulted in ICFs' recognition and acceptance by all major building codes.

Whitaker will continue to provide consulting services to ICFA for future programs. His familiarity with the codes, ongoing testing, and other industry research projects will assist in ensuring a smooth transition. He looks forward to devoting his available free time to various charities that he has helped over the years and to travel.

Barnett new ICFA Executive Director

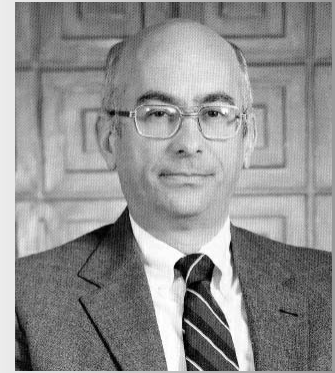
ICFA has announced the hiring of a new Executive Director, RoAnne Barnett, of Elizabethtown, Kentucky, effective January 2, 2001. Barnett has proven skills in association management and post-secondary trade training in the masonry industry. As founder and director of the Construction Training Institute, she achieved national prominence as the nation's only stand-alone masonry training facility. She was a speaker at the 1999 World of Concrete and has been a published author in a variety of construction trade magazines. Barnett replaces the retiring Dick Whitaker.

"I am enormously relieved that the Board has found someone with RoAnne's experience and ability to take this association where it needs to go," Whitaker said. "We have covered some difficult ground in achieving the deserved recognition this industry has earned, and there is much to be done to move us to the next level. I sincerely believe that RoAnne should have what it takes to get us there."

Tiefenthaler joins SCPA as Executive Director

Lori Tiefenthaler has joined the Southeast Cement Promotion Association (SCPA) as the new Executive Director, effective January 1, 2001.

Tiefenthaler served as Vice President of the Iowa Concrete Paving Association prior to joining SCPA. She has over 15 years of experience in the concrete industry, with extensive technical/promotional accomplishments. She serves on the Market Development Committee for the American Concrete Pavement Association (ACPA) and has had numerous speaking engagements at local, regional, and national conferences/workshops.



Dick Whitaker, past President and co-founder of the ICFA retires.

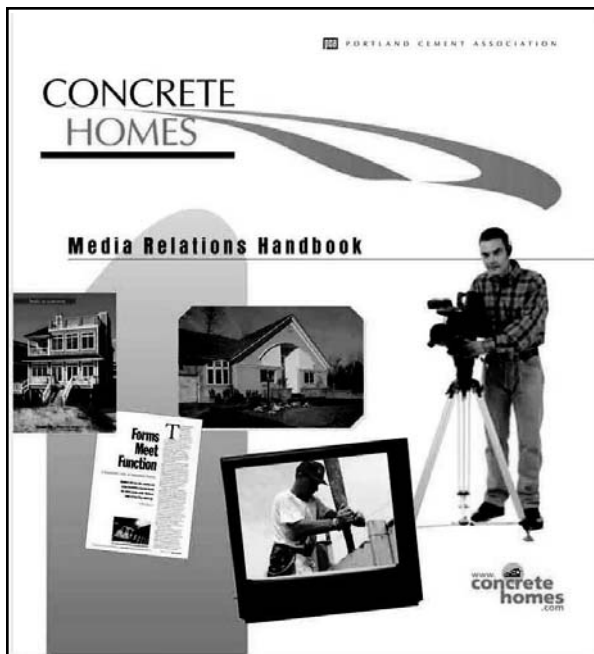


RoAnne Barnett addressing the ICFA Convention in her new role as Executive Director.



Lori Tiefenthaler joined SCPA as Executive Director.

Tools of our trade



Want to see more articles about concrete homes in your paper or on the 6 o'clock news? Learn how to launch your own media relations campaign with this comprehensive reference guide. This 84-page handbook will help you develop and implement a media plan for show homes, charity events, major disasters, news events and more. Approximately 30 sample materials are included, along with a concrete homes question-and-answer guide and tips on giving effective interviews. A companion CD (for both Windows and Macintosh) offers electronic versions of the sample materials ready to customize for your projects.

Media Relations Handbook
(SP338) \$49.00

To place your order for this, or any other item, call 1.800.868.6733, or visit our Web site at www.concretehomes.com.

**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

Concrete Homes Hotline
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.

