



# CONCRETE HOMES

March 2001

## Concrete Pavilion at NAHB Show Features 39 Companies



*Both photos show traffic at PCA's Concrete Pavilion. The Pavilion provided opportunity for attendees to request additional material, view videos, or sit down and have a productive business meeting.*



### PCA's Concrete Pavilion is another success at the 2001 International Builders Show

*Beautiful Homes Built to Last* was again the theme for PCA's Concrete Pavilion at the International Builders' Show held in Atlanta, Georgia. Approximately 72,000 people attended the 4-day show. PCA's presence provided many builders the opportunity to learn the advantages of building with concrete.

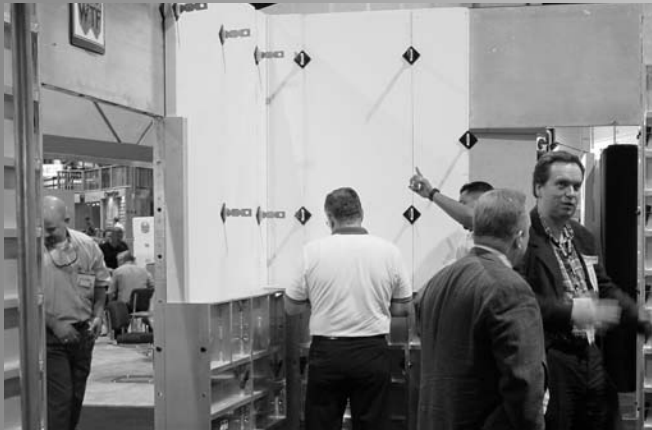
A total of 39 concrete products companies exhibited with PCA in the 13,000-square foot Concrete Pavilion. The companies represented included ICF manufacturers, suppliers to the ICF industry, flatwork companies, masonry companies, cast-in-place form manufacturers, and flooring system manufacturers. Interest in the Pavilion has grown to such an extent that PCA has asked the NAHB for up to 6,000 additional square feet for the 2002 show.

The booth was staffed by cement industry and regional/local professionals donating their time. Many builders stopped by the display to get more information on the various concrete building systems and what resources were available to them when building with concrete.

## Strong participation at the PCA Concrete Pavilion



*Clockwise: The Arxx Building Systems display provided an open area for attendees to view their ICF forms. Reward Wall Systems effectively showcased how their wall system and floor system worked together. The LITE-FORM exhibit also featured the FOLD-FORM and LITE-DECK system. Wall Ties & Forms featured their above-grade cast-in-place removable form wall system.*



## Concrete Pavilion & Safe Haven Volunteers

### Cement Industry Personnel:

Doug Burns – Lehigh  
 Gene DeBolt – Cemex  
 Rolland Johns – Cemex  
 Bill Larson – Cemex  
 Gary Milla – Blue Circle  
 Pete Peterson – Ash Grove  
 John Seil – Hanson Permanente

Scott Christianson – Tilbury  
 Ken Herr – Cemex  
 Roger Johnson – Lehigh  
 Frank Lore, Jr. – Blue Circle  
 Tom Perry – Ash Grove  
 Eric Trytten – Ash Grove

### Regional & Local Staff:

John Arroyo – NWCPG  
 Sam Gallego – CCPA (CA)  
 Roy Keck – GCPA  
 Bob Lopez – CCPC (TX)  
 Steve Skalko – PCA  
 Lori Tiefenthaler – SECSA

Dan Brown – GCPA  
 Dave Holman – CCPC (CA)  
 Adrian King – CCPA (TX)  
 Pat Reardon – NECSA  
 John Sullivan – APCA  
 Michael Young – SCCPA

## Safe Haven Show Home a big success

For the eighth consecutive year, PCA showcased a concrete home at the Builders' Show. This year's entry, the spectacular Safe Haven Show Home, was our most successful effort to date. The Safe Haven Home featured exterior ICF walls and an interior ICF "safe room," a structural hollow-core concrete flooring system, a genuine stucco finish, concrete countertops, an exposed aggregate driveway, and concrete fireplace mantels. Over 3,500 show attendees visited the home during the 4 days of the Builders' Show, along with over 75 national editors who attended the PCA media party. PCA has already received substantial media coverage about the home, including a visit from HGTV's *Dream Builders* Show. In the three weekends following the show, over 2,500 consumers visited the home in tours that were co-sponsored with the Greater Atlanta HBA. The 10,000 square foot home was built in partnership with *HOME* magazine and Expo Design Center, a division of Home Depot. *HOME* magazine will do a feature article on the home in their magazine, which has a circulation of over 4 million, in the fall of 2001. FEMA, through their *Project Impact* program, was also a major partner in the project. The Georgia Concrete & Products Association also played a pivotal role.

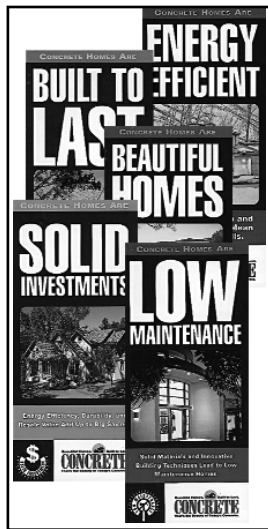


*Top: The Safe Haven Show Home provided an opportunity to showcase many concrete building materials. This 10,000-square-foot home was built in partnership with HOME magazine and Expo Design Center. Bottom: Over 75 national editors attended the media party hosted by PCA.*



*The Safe Haven's showcased safe room is a first for any NAHB Builder's Show. This all-concrete safe room doubles as the master bedroom closet and is designed per FEMA guidelines.*

## Tools of our trade



These five attractive brochures highlight the main benefits of concrete homes for the consumer. They are packed with attractive photography and hard-hitting headlines to help builders promote to homebuyers—highlighting benefits like low maintenance, energy efficiency, durability, and beauty. These 4" x 9", 8-panel brochures are ideal for direct mail promotion or home show distribution. Sold in packs of 50 @ \$15ND per pack.

### Concrete Homes – Consumer Brochures

- (SP304) Low Maintenance    (SP305) Energy Efficiency
- (SP306) Built to Last        (SP307) Beautiful Homes
- (SP308) Solid Investments

To place your order, call 1.800.868.6733, or online at [www.concretehomes.com](http://www.concretehomes.com).

## Promotion Plus Forums offered by NRMCA

The Promotion Plus Forums are organized by the National Ready Mixed Concrete Association in partnership with the American Concrete Pavement Association, Portland Cement Association, and the American Society of Concrete Contractors. Promotion Plus Forums are offered to provide promotion training in the concrete industry. Contractors, suppliers, and industry professionals are encouraged to attend these educational programs. The Spring 2001 dates are as follows:

South Central	March 26–27	Kansas City, Kansas
Pacific Northwest	April 1–2	Portland, Oregon
North Central	April 4–5	Omaha, Nebraska
Rocky Mountain	April 11–12	Denver, Colorado
Great Lakes	May 10–11	Cleveland, Ohio
Eastern (North)	April 25–26	Hartford, Connecticut
Eastern (South)	April 18–19	Richmond, Virginia
Southeastern	April 3–4	Lexington, Kentucky
Pacific Southwest	April 25–26	San Francisco, California

Contact Ms. Michelle Barringer of NRMCA for additional information and to register, 301.587.1400, ext. 117.

# 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.

