



CONCRETE HOMES

April 2001

Record Crowd Attends World of Concrete 2001 in Vegas

Over 70,000 attend this year's trade show for the concrete industry



Top: The PCA and ICFA joint sponsorship of an Information Station at the WOC 2001 provided contractors the opportunity to learn more about building homes with concrete.

Bottom: The response to the Safe Room that was constructed and displayed in the MegaDemo lot was overwhelming.



The Portland Cement Association (PCA), and the Insulating Concrete Form Association (ICFA) partnered sponsorship of the World of Concrete 2001 (WOC 2001) Information Station within the Producers Center in Las Vegas, Nevada. A total of 17 ICF manufacturers were represented, along with three above-grade re-usable form companies, occupying over 14,000 square feet of exhibition space. Similar to the 2000 show, ICFA members were located in one convenient area on the show floor. Visitors to the combined PCA/ICFA booth were able to view presentations on ICF construction. Information and sell-sheets for PCA publications were distributed throughout the show.

PCA's Market Research Department conducted an extensive contractor survey in the main lobby of the Las Vegas Convention Center during show hours with results to be published when complete.

Another point of interest was the Safe Room built in the MegaDemo lot. It attracted a lot of attention from WOC 2001 attendees. This was a joint program with FEMA, Polysteel, Hanley-Wood, CCPC, and PCA. Rain limited attendance during the first two days, but Polysteel and FEMA admit to being overwhelmed by the response to the display.

Thanks to the volunteers ...

The success of any program or event is in large part due to the volunteers who staff it. The following individuals donated their time and talents to make the involvement a success.

Cement Companies and Regional Staff:

John Arroyo – NWCPG

Dan Brown - GCPA

Terry Crispell – Lehigh

Sam Gallego – CCPA (CA)

Bill Larson – CEMEX

Bob Lopez – CCPC (Texas)

Steve Skalko - PCA

John Sullivan – APCA

Jim Wilson – Arizona

Michael Young – SCCPA

PHOTOS: (top) The ECO Block display not only showed individual pieces and parts but an entire wall structure constructed with their material. (middle) Greg Peacock, B.E.P. Forming Systems, is showing his above-grade insulated wall system using Western Forms removable aluminum wall panels to Barry and Doug Herbert of Herbert Construction. (bottom) The folks at Wind-Lock Select seem enamored by the story they are hearing from a WOC 2001 show attendee.



CFA and PCA partner on concrete home programs

CFA co-funding for energy research:

The Concrete Foundation Association (CFA) Board of Directors, at their board meeting in Las Vegas, Nevada, voted to donate \$3000 from the CFA Education and Research Foundation to partially fund a study of the energy benefits of building with removable-form wall systems. The PCA study, *Energy Modeling of Residential Buildings with Various Concrete Wall Systems*, PCA Index #S2001-47, cost \$15,000. The objective of the research is to provide an accurate and defensible energy use comparison of residential buildings with various types of concrete exterior wall systems to that of identical buildings with wood and steel frame exterior walls. Results from the research will quantify the energy efficiency of concrete wall systems, including thermal mass effects. Testing is being conducted by Construction Technology Laboratories (CTL), Skokie, Illinois.

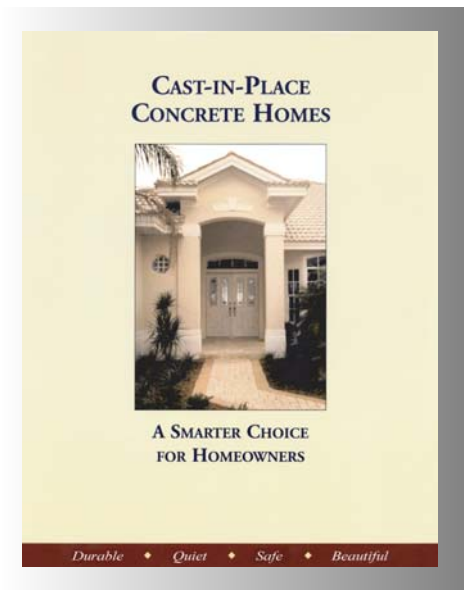
Promotion and research of above-grade concrete wall systems (in any form), are the responsibility of PCA's Residential department. Concrete building systems provide an alternative to wood frame walls for residential construction. In the past, emphasis has been on masonry, Insulating Concrete Forms (ICFs), and autoclaved aerated concrete (AAC). This study, however, has increased the awareness of all types of concrete wall systems for above-grade applications.

It is anticipated that traditional forming systems, in particular, those used in combination with rigid insulation, will perform very well when compared with systems without thermal mass (wood and steel studs) and where the thermal mass of the concrete is isolated between foam forms.

New CFA/PCA publication:

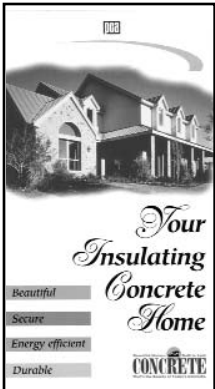
This is the second instance of "partnering" with the Portland Cement Association to promote a wider use of traditional forming systems. The first was the production of the "Cast-In-Place" concrete homes brochure (see elsewhere in this newsletter).

Ed Sauter, Director of the CFA, was recently appointed to serve on PCA's Residential Committee.



Cast-in-Place Concrete Homes features an overview of above-grade concrete homes using removable forms. It describes the benefits of durability, comfort, safety, energy efficiency, and versatility that concrete offers.
PL977 \$36 ND, packs of 100

Tools of our trade



This consumer oriented video describes the numerous homeowner benefits of living in an ICF home, including energy efficiency, disaster resistance, comfort, and soundproofing. Perfect for

handing out at trade shows or for use in an ICF builder's sales office.

Your Insulating Concrete Home (VC513) (5 minutes long) \$4.95



This brochure describes the role for concrete in residential construction. It lists 50 concrete ways to replace wood throughout the house—from wall and floor systems

to roofing and landscaping products. It diagrams whole-house applications and offers concrete alternatives to wood housing components.

Fifty Ways to Leave Your Lumber (PL016) 4" by 9", 6 panels \$20.00 and sold in packs of 50

To place your order for any of these items, call 1.800.868.6733, or visit our Web site at www.concretehomes.com.

Last chance to participate

We would like to thank those of you who responded to the contractor survey appearing in the January 2001 Issue of *Concrete Homes*. If you haven't already completed the survey, please take a few minutes to do so. When finished, 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 May 25, 2001.

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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:

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

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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.

Beautiful Homes. Built to Last.
CONCRETE
That's the Beauty of Today's Concrete.