



CONCRETE HOMES

September 2001

Portland Street of Dreams Features ICFs

Casa Dolce, an ICF home, shows well in Portland's 26th Street of Dreams.



The "Casa Dolce" provides a grand entrance for the visitors to the 26th annual Portland Street of Dreams event hosted by the Home Builders Association of Metropolitan Portland.

Portland, Oregon, area homebuyers interested in superior construction techniques didn't have to drive far this summer. The 26th annual *Portland Street of Dreams*, held July 14th–August 12th in suburban Hillsboro, featured a home built with the ARXX insulating concrete form (ICF) wall system. The spectacular 4,640-square-foot home, known as "Casa Dolce," represents the first ICF project for the builder, Blazer Development of Lake Oswego, Oregon. In order to build the ICF shell for the home, Blazer turned to Alan Naylor of Sylvan Development, who has experience building with ICF technologies since the mid-1990s. Dave Frentress of Glacier Northwest, a PCA member company, was instrumental in encouraging Blazer to be in the vanguard of new home construction materials.

The *Street of Dreams* concept began in Portland in 1976, and was initially sponsored by the Home Builders Association (HBA) of Metropolitan Portland. The success of the Portland event inspired similar programs across the country. The *Portland Street of Dreams* remains one of the nation's largest showcases for innovative home design and construction. The 2000 *Street of Dreams* drew over 80,000 visitors, a total expected to be surpassed when 2001 figures are compiled. This summer's event featured nine luxury homes, with a focus on technology. Intel, a sponsor of the event, incorporated state-of-the-



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The unique design of the home is evident from the back showing the deck, winding staircase, and patio area.

art hard wiring systems, and broadband connections into each house. Other major sponsors included Remax, BASCO (Builders Alliance Supply Company), and Northwest Natural, the natural gas utility company. The *Street of Dreams* was produced by the home builders association of Metro Portland. Proceeds from ticket sales at one of the homes will be donated by the Home Builders Association to the Doernbecher Children's Hospital Foundation.

For further information about the *Portland Street of Dreams*, visit www.streetofdreamsusa.com and www.oregonlive.com. For information on the ARXX ICF system, visit www.arxxbuild.com. Blazer Development's Web site is www.blazerdevelopment.com, while Sylvan Development, the framing subcontractor, can be accessed at www.sylvandevelopment.com.

NCMA Residential Summit planned

Among the highlights of the 2001 National Concrete Masonry Association (NCMA) residential program is the *Residential Summit*, scheduled for October 9–10, 2001, in Baltimore, Maryland. Efforts on the part of the five-member steering committee have shaped this program in recent months to include presentations from the NAHB Research Center, U.S. Department of Housing and Urban Development, Portland Cement Association, Federal Emergency Management Agency, and Hanley Wood, publisher of *Builder* and *Residential Architect* magazines and related publications.

These organizations and others will offer NCMA members a program that can stimulate promotional efforts in local residential markets. The perspectives from outside the concrete masonry industry will focus on market insights and issues that will leverage concrete masonry into greater prominence in the local residential market, increasing the overall bottom line. This summit will also give participants the opportunity to see the range of tools and information available to assist local marketing efforts and share experiences with other attendees on the do's and don'ts for successful implementation.

The Summit is open to NCMA members, their sales managers, sales personnel, or anyone who has an interest in the growing residential market and the promotion of concrete masonry in above-and below-grade construction.

For more information on this program and to register, contact Mr. Harry Junk, NCMA Manager of Residential Markets at 1.703.713.1900.



Cemstone & Reward Partner on ICF system


Cemstone Products Company, Inc., of Minneapolis, Minnesota, and Reward Wall Systems, Inc., of Omaha, Nebraska, have reached an agreement under which Cemstone will market and distribute Reward ICFs exclusively. With nearly 90 years' combined concrete construction experience, Cemstone and Reward plan to expand current concrete construction markets, as well as create new ones. Family owned and operated since 1927, Cemstone currently employs more than 850 people who operate more than 400 ready-mixed concrete trucks, 40 batch plants, 11 contractor supply stores, and 11 concrete pumping trucks. Reward has been marketing and distributing ICFs since the industry first took hold in the U.S. Reward is an innovator in ICF technology, offering both a waffle-grid and flat-wall ICF system.

"Cemstone will inventory the complete line of Reward products, and has permanently employed two ICF specialists to grow and educate both professionals and non-professionals in our market. This is simply one more step we are taking to provide a superior level of value to our customers, while continually making it easier to do business with Cemstone," explained Cemstone President, Thor Becken.

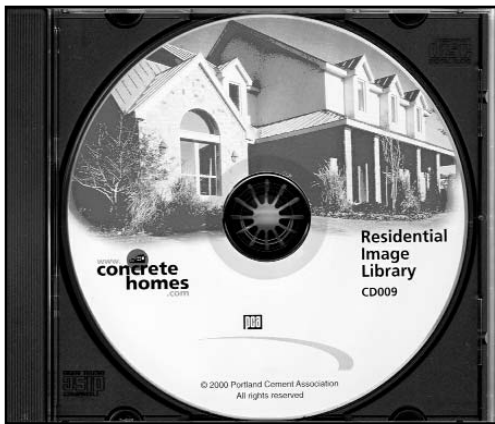
"We are very excited about our association with Reward," added Cemstone General Manager, Patrick Kinsel. "The ICF industry has been growing significantly in this country. After our recent, thorough review of all the ICF manufacturers at this year's World Of Concrete, we determined Reward to be the most dynamic of all the ICF producers in operation. Not only does Reward provide two top-of-the-line ICF products, they also provide service and support. I see a lot of benefit for both companies, and our mutual customers from this relationship."

Edward L. Storm, President of Reward Wall Systems, Inc., agrees. "Cemstone is the kind of distributor that gives us access to hundreds of construction professionals in the Minneapolis, St. Paul, and surrounding areas," said Storm. "People in those areas are more receptive to concrete construction, in large part because of the efforts of Cemstone. That makes this a prime market for Reward ICFs," he added.

To learn more about Reward Wall Systems Inc., go to www.rewardwalls.com. To learn more about Cemstone Products Company, go to www.cemstone.com.



Tools of our trade



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ICFs upgraded to pavilion status

ICFs have been given pavilion status at the upcoming 2002 World of Concrete (WOC) and World of Masonry shows. This is exciting for the industry because pavilion status provides ICFs with the stature of being a material of choice among many concrete construction professionals. The shows will be held at the Morial Convention Center, New Orleans, Louisiana, January 9–12, 2002. The WOC is a mega-marketplace for the concrete construction industry, with five days of interactive business-building opportunities for attendees.

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HOMES**

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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.

