

CONCRETE HOMES

October 2002

Rochester Homearama a Success

Concrete makes a solid debut at New York show

For the first time, a home with exterior concrete walls was featured at the Rochester, New York, Homebuilders Association's Homearama 2002, July 13–28, at Blue Heron Hills in Walworth.

The beautiful 2,430-square-foot home is located a nine-iron shot away from the golf course. The home, built with insulating concrete forms (ICFs) from footing to roofline, features superior structural integrity, enhanced fire safety, exceptional energy efficiency, and unmatched acoustical privacy. Other highlights include a sophisticated 21st century home automation and energy management system. A concrete patio, walkways, and driveway, in addition to the cedar shake vinyl and cultured stone exterior, add beauty to this low maintenance home. The 3-bedroom, 3-bath ranch-style "Energy Star" home was built by @Home Builders.

David Riedman, president of @Home Builders and chairman of Homearama 2002, says, "Our goal was to build a home that was ideal for the homeowner in every way. The environmental friendliness and durability

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This beautiful 2,430-square-foot Homearama home is a nine-iron shot from the golf course. Thanks to ICF technology and 21st century design, the Energy Star home is not only durable, but also environmentally friendly.

Using a concrete pump makes placing concrete in the ICF forms an easy operation.



A concrete driveway creates a lasting impression.

of ICF construction played a role in our decision to showcase this technology.”

During the show, 22,000 consumers visited the home, which was co-sponsored by the New York Concrete Promotion Council (NYCPC) and the Northeast Cement Shippers Association (NECSA). During the home’s construction, the sponsors also took advantage of the opportunity to educate the building industry about ICFs at a barbecue seminar, May 21. More than 100 attendees represented a broad spectrum of the building industry, including builders, inspectors, code officials, engineers, architects, electricians, plumbers, designers, realtors, and fire officials. Seminar attendees had the opportunity to tour the home, receive literature, and have questions answered by the builder and cement industry representatives. Sponsors attracted a good deal of media attention to the home, as well, with two area television stations and four newspapers providing coverage.

For more information about the Homearama home or concrete homebuilding in the state of New York, contact Joe DeFrancisco, Director of Marketing and Promotions for the New York Concrete Promotion Council, at 585.436.8310.





Stronger Homes Help Coastal Resort Brace for Hurricane Season

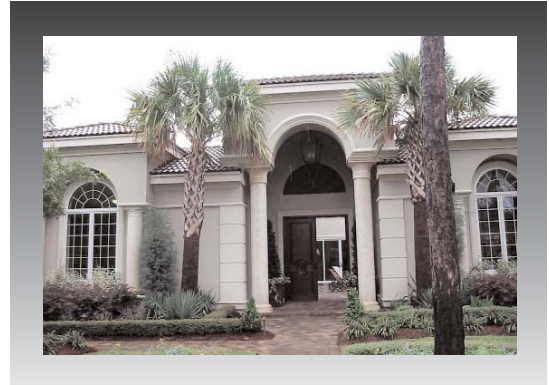
Hurricanes are just part of life in the seaside resort community of Myrtle Beach, South Carolina. But now, residents are resting easier thanks to concrete homes built to withstand high winds and flying debris.

Seacoast Communities introduced the ICF building system to the area in its 73-home Brittany Park subdivision. They successfully marketed the hurricane resistance and energy efficiency of the homes, and other builders took notice. Today, concrete homes are an option in most new developments, and three other area firms—Classic Homes, Carrell Homes, and Seacoast Custom Homes—offer concrete exterior walls as a standard feature.

“It’s part of a national trend,” says Jim Niehoff, who heads residential concrete promotion for the Portland Cement Association (PCA), a national trade association based in Skokie, Illinois. As part of its regional builder program, PCA worked with Seacoast Communities and local concrete interests to introduce concrete homes to Myrtle Beach.

“Concrete wall systems began in the luxury custom home market, where move-up buyers were attracted by their safety, energy efficiency, and soundproofing qualities,” says Niehoff. “Now, we’re seeing them in more mainstream homes and subdivisions, especially in areas where hurricanes are a concern.”

PCA market research shows that concrete homes now account for 14%



of all new homes built in the United States, up from a 3% market share just eight years ago.

“We used to count individual houses,” says Niehoff. “Now we measure success in terms of entire subdivisions and communities.”

For more information, photos, or concrete home-builders in other parts of the country, contact Jim Niehoff at the Portland Cement Association, 847.972.9108, jniehoff@cement.org, or visit www.concretehomes.com

Team Concrete

The Portland Cement Association is launching a new community relations program geared towards partnering with charitable organizations and communities to build affordable concrete homes. The goal of the program, known as “Team Concrete,” is to work with organizations, such as Habitat for Humanity, to increase public awareness of concrete benefits, expand the base of builders and contractors working with above-grade concrete wall systems, and provide needy families with energy-efficient, disaster-resistant homes capable of standing for generations. Any company or organization with an interest in the above-grade concrete homebuilding market can become a Team Concrete member.

For more information about Team Concrete, visit www.teamconcrete.org, or call 800. 597.9357.



Upcoming Events

The 2003 International Builders' Show, presented by the National Association of Home Builders, will be held at the Las Vegas Convention Center in Las Vegas, Nevada, January 21–24, 2003. For information or to register, visit their Web site at www.BuildersShow.com.

The World of Concrete and World of Masonry will be held at the Las Vegas Convention Center in Las Vegas Nevada, February 4–7, 2003, with seminars beginning February 3. For information about the show, visit their Web site at www.WorldofConcrete.com. Registration for the show is also available online at www.cement.org with registration code A32.

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


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