

CONCRETE HOMES

November/December 2003

The New American (Concrete) Home 2004



The New American Home '04 features high performance exterior ICF walls, concrete masonry cladding, precast structural decking, decorative concrete flooring, architectural concrete pool area, portland cement stucco, and concrete pavers.

The New American Home, the official show home of the International Builders' Show, is sure to be a standout project and a beautiful showcase of the versatility of cement-based and concrete products. Except for a few electrical and cosmetic details, the home is near completion and preparations are ramping up for visitors. The show is set for January 19–22, 2004 in Las Vegas.

For the first time since 1994, concrete provides the vast majority of the structural elements for the 5,180-square-foot home. Insulating concrete forms (ICFs) make up the height performance envelope for the below- and above-grade walls. Three different concrete flooring techniques, integrated with decorative finishing, appear on all three interior levels, as well as on the exterior deck system.

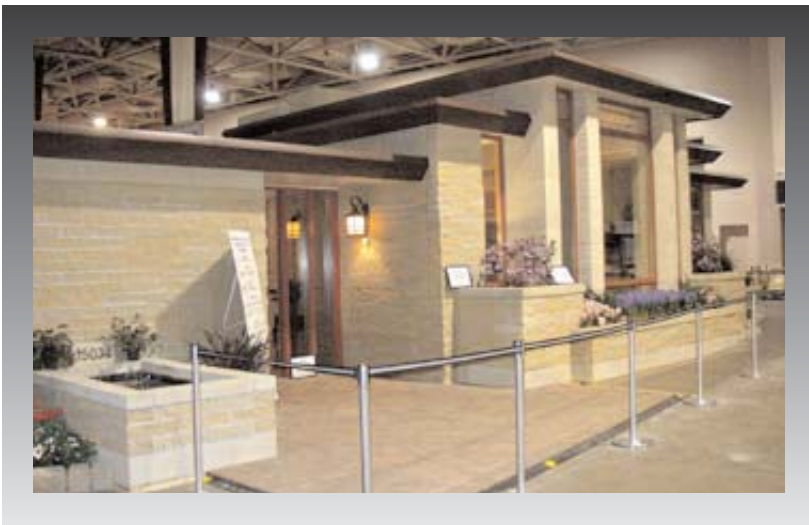
With exciting new coloring and texturing options, visitors to the home will observe that decorative concrete provides tremendous versatility in landscape design that blends naturally with its surroundings. The exterior finish features decorative concrete masonry. Concrete countertops are found in all of the bathrooms, and a stucco finish adorns the front deck.

For a complete listing of products and sponsorships, visit our Web site at www.concretehomes.com.

Masonry Featured at Minneapolis Home & Garden Show

Masonry gets top marks with Minnesota homebuyers, who visited the Minnesota Concrete Masonry Association's (MCMA) show home in the thousands, at this year's Minneapolis Home & Garden Show.

Constructed in just days on the show floor of the Minneapolis Convention Center, the 1,800-square-foot, single-level home showcased the very best in affordable masonry design. The brick-facade home featured one bedroom, living room, dining room, kitchen, and garage, and demonstrated interior and exterior uses of masonry with burnished columns throughout. The home even featured an all masonry fireplace in the living room.



"Minnesota homebuyers really seem to appreciate what masonry has to offer," says Mike Johnsrud, MCMA executive director. "We had a long line of visitors out the door for the majority of the show, and people asked a lot of smart questions about both the benefits and beauty of masonry homes."

The masonry home was also a hit with the media. Local NBC and CBS television affiliates both featured the masonry home as one of the biggest attractions of the Home & Garden Show and a must visit for show attendees.

The Minneapolis Home & Garden Show exhibit is just one part of a coordinated program by MCMA to promote the strength, durability, and design flexibility of masonry homes to homebuyers and homebuilders. Other efforts include a newly designed Web site with sections for both consumers and builders, a direct mail brochure, new advertisements in publications, and targeted communications to builders and MCMA members on how to promote masonry.

To learn more about the activities and programs offered by the Minnesota Concrete Masonry Association, visit www.mcma.net.

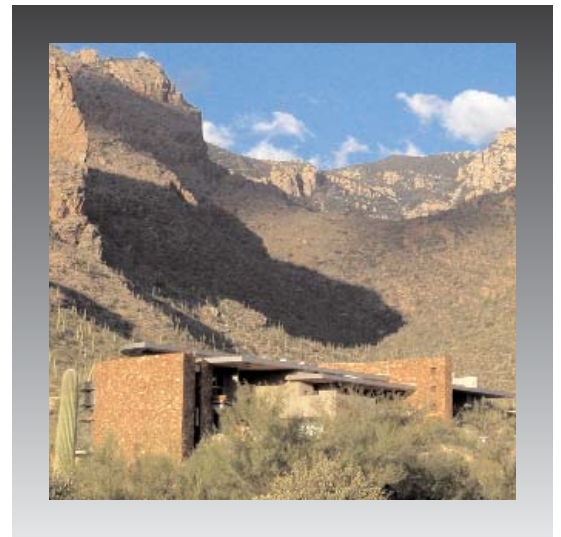
Source: CM News, Nov. 2003.

Arizona Masonry Guild Announces Winners

The 12th Annual Excellence in Masonry Architectural Awards program honored its award-winning homes and commercial buildings during a special banquet held in October 2003. The program honored 10 projects for outstanding masonry design, workmanship, and creativity with the use of brick, block, or natural stone.

This year's Gold Trowel winner (the top honor) was the Campbell Cliffs in Tucson. According to the Dallas jury, "The Campbell Cliffs residence is truly outstanding for the way in which the well crafted stonework interfaces with the surrounding landscape, rather than overwhelming it."

The project architects were Line and Space, LLC, Tucson. The structural engineer was Holben, Martin & White, Tucson. The general / masonry contractor was Line and Space Construction, LLC, Tucson. The masonry supplier was Dunbar Stone Company, Tucson.

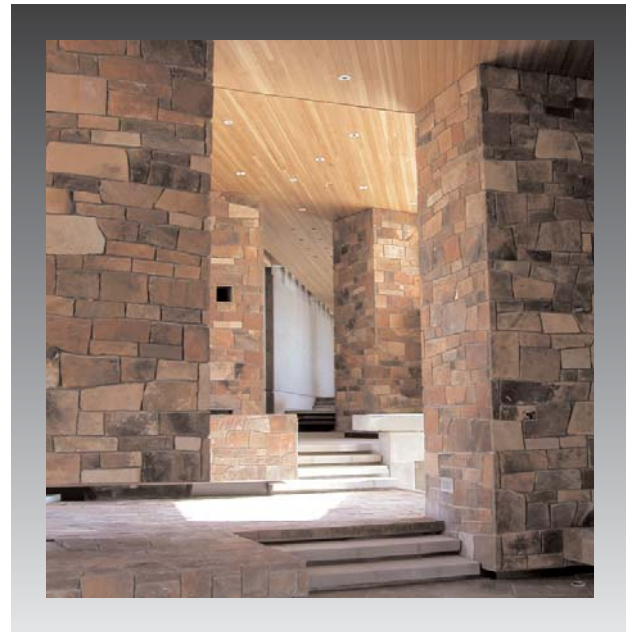
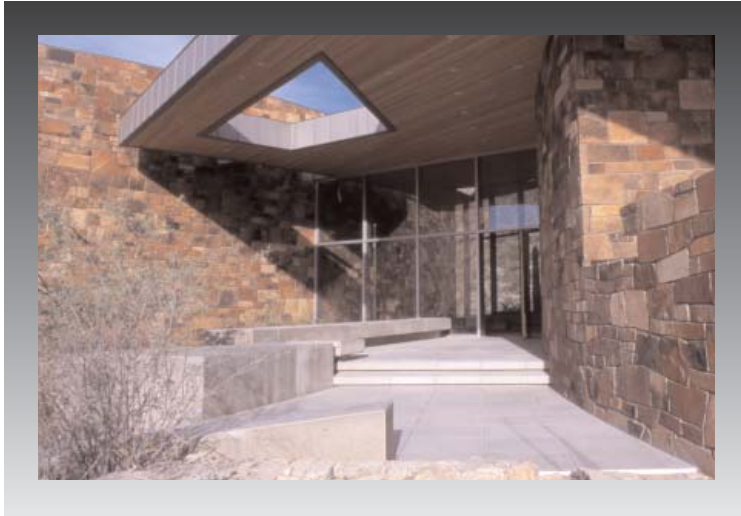


It's evident why the judges would choose the Campbell Cliffs residence to receive the Arizona Masonry Guild's Gold Trowel award.

The jury agreed, "All the winning projects exhibited a strong understanding of the proper use and detailing of masonry structures, and they were all innovative in their application of masonry products."

(continued from page 2)

The annual event is sponsored by the Arizona Masonry Guild, Inc. Established in 1958, the non-profit organization is celebrating 45 years of service to both the masonry industry and Arizonans. It has played a significant role in economic development, new product and construction standards, enhanced safety policies, and increased energy efficiency of masonry products.



For more information about the Arizona Masonry Guild, Inc., and their activities, visit their Web site at www.MasonryforLife.com, or call toll free 888.511.5999.

Southern California Promoters Begin Wildfire Educational/ad Campaign

In the wake of the recent, devastating fires in Southern California, a consortium of concrete product associations and manufacturers will soon begin a public awareness campaign. The California Cement Promotion Council (CCPC), the Southern California Ready Mixed Concrete Association (SCRMCA), Cemex USA, Portland Cement Association, and organizations representing the stucco, concrete roof tile, and fiber-cement siding industries have created an alliance promoting the fire-resistant benefits of residential concrete homes and cement-based building products.

The alliance will work to convince both consumers and the building industry that building (or rebuilding) homes with exterior concrete wall systems, concrete roof tiles and a cement-based exterior finish (such as genuine portland cement stucco) offers the best opportunity for homes to survive wildfires. According to Sam Gallego, Residential Manager for CCPC, a sizeable number of individuals have already contacted his organization seeking information on rebuilding their homes with concrete. The centerpiece of the alliance's efforts will initially be a 6-week radio advertising campaign, scheduled to begin during the week of December 8, 2003.

The Southern California fires destroyed over 3,700 homes causing an estimated \$2.5 billion in damage, making this the third most costly fire event in U.S. history.

For more information regarding the industry effort, contact Sam Gallego of the CCPC at samgallego@worldnet.att.net or Bill Larson of Cemex, USA, at blarson@cemexusa.com.



The intensity of the fires was unimaginable and ultimately responsible for destroying over 3,700 homes throughout California.



Following the fire, there was virtually nothing left standing of this "stick-built" home.

CONCRETE HOMES

Tools of our trade

Thermal Performance Comparison of Wall Systems investigates the energy efficiency differences of various wall systems in all climactic zones throughout the U.S. and southern Canada. The analysis includes concrete masonry, AAC, ICF, and insulated removable form systems, as well as wood and steel frame walls. The data was modeled on the Department of Energy's software to account for insulation levels, thermal mass, and air infiltration. Not surprisingly, concrete wall systems outperformed both types of frame construction in most of North America.



The 49-page report is only available on a mini-CD in Adobe Acrobat format, which is included on the CD.

Thermal Performance Comparison of Wall Systems (CD-026) Mini-CD format only, \$20 plus shipping

To place your order, call **1.800.868.6733**, or visit our Web site at **www.concretehomes.com**.

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 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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