

# PCA Executive Report

Weekly News About Cement, Concrete, Construction, and the Portland Cement Association

October 6, 2014

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## Association News

### Registration Open for PCA Fall Board Meeting



PCA's Board of Directors will meet November 16-18, 2014 at the Phoenician Resort in Scottsdale, Arizona.

Peter Hoddinut, executive vice president of performance from Lafarge SA will open the meeting at a group breakfast on November 17. Additional sessions include meetings of the Education Foundation, Government Affairs Council, and PCA's 100th Anniversary Planning Committee, among others.

The meeting will kick off with a golf tournament on Sunday, November 16. Spouse hospitality programs include a tour of Taliesin West.

Meeting and hotel registration is available in the Members Only Section of [www.cement.org](http://www.cement.org)  
Contact Jan Farnsworth

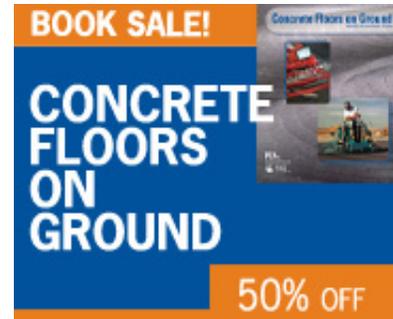
## Member News

### Salt River Plant Earns ENERGY STAR Certification Eight Years Running

The Salt River Materials Group Phoenix Cement plant in Clarkdale, Arizona, was recently honored with the U.S. Environmental Protection Agency ENERGY STAR® Label for 2014. The plant received its first label in 2007 and has won every year since.

To earn the 2007 award, the plant scored 97 of a possible 100 on the Energy Performance Indicator (EPI), used by the EPA to measure energy efficiency in cement plants. A score of at least 75 is required to qualify for an ENERGY STAR Label. In addition, the plant must have a three-year history of environmental compliance. In 2011, the EPI was updated with higher standards for cement plants. This meant that plants which scored a 75 in the past would not qualify in 2011 unless reductions were made in energy used per ton of product.

Phoenix Cement has several initiatives to reduce energy usage, emissions, and water consumption. An energy efficient clinker cooler captures and uses more waste heat in the system. In addition, upgrades to raw feed sweetening and blending systems improve overall process efficiency. The plant pursues energy savings through employee training events and reviews all projects under design for energy efficiency. The plant also modifies operating procedures to reduce energy consumption, installs only high-efficiency replacement motors and lighting, and upgrades existing lighting



### Design and Control of Concrete Mixtures

PCA's renowned reference on the fundamentals of concrete technology and construction has been fully revised with the latest industry standards/specs.



### Meetings and Events

**Design and Control of Concrete Mixtures: The Course**  
October 20-23, 2014  
Skokie, Illinois  
[More information](#)

**Greenbuild International**

and compressed air systems with energy efficient equipment.

## Market Intelligence

### Economic Indicators Continue to Trend Upward

**Cement Market Fundamentals**  
Based on PCA Sector Composite Rankings



The strong second quarter gross domestic product (GDP) report was revised up and further realigns economic growth with many indicators that suggest continued, steady improvement. Overall, strong job growth and easing of lending standards suggest further acceleration. However, construction recovery has been slowed according to the level and degree of the obstacles in specific states and regions. The state rankings are based on economic fundamentals which identify regional markets most favorable for improved cement consumption.

Fortunately, the large state fiscal deficits of the Great Recession have receded and many states expect surpluses for the 2014 fiscal year (FY2014). According to the National Association of State Budget Officers, FY2014 revenues are at or exceeding projected levels in 39 states. Additionally, overall FY2013 state spending surpassed pre-recession highs for the first time. With that said, public spending levels are still below past peaks in many states on an inflation adjusted basis. The magnitude of past public spending cuts, combined with apprehensive budget officials has kept a lid on public construction spending despite rising tax revenues.

Given the steady healing, PCA believes public construction spending will slowly improve in 2015 and start to reflect the improving state fiscal climate. Overall, North Dakota, Texas, South Dakota, Nebraska, and Iowa have the strongest relative construction fundamentals. Contact Dave Zwicke

## Codes & Standards

### Green Code Hearings and ICC Conference Address Several Industry Issues

The importance of incorporating resiliency into sustainable design was introduced at the ICC Annual Conference and the public action hearings for the development of the 2015 *International Green Construction Code* (IGCC), September 28 - October 4 in Fort Lauderdale, Florida.

Steve Szoke, PCA's senior director of codes and standards, presented during the ICC Government Relations Forum. His presentation was the first introduction to PCA's program: *Enhancements in Building Design and Construction: Prerequisites for Resilient Communities* through the ICC government relations programs. The presentation dovetailed with a Federal Emergency Management Agency discussion on its programs, activities, and resources. In addition, PCA and allied industry groups testified during the hearings.

The new code development process introduced this year permits remote voting which will conclude several weeks after the hearings. Voting at the hearings is only an indication of the final results. The indicators suggest that the performance-based comprehensive package on enhanced resiliency proposed by the National Ready Mixed Concrete Association and the prescriptive version proposed by PCA will not be included in the 2015 Edition of the IGCC. There was considerable push-back from competitive industries, as well as the National Association of Home Builders, Building Owners and Managers Association International, and National Multi-Family Housing Association.

From the viewpoint of most building code officials, the IGCC is intended to be a codified version of the U.S. Green Building Council (USGBC) *Leadership in Energy and Environmental Design* (LEED®). Since LEED is absent of criteria for enhanced resiliency it remains difficult to integrate the concept not

### Conference and Expo

October 22-24, 2014  
New Orleans, Louisiana  
[More information](#)

### PCA Fall Board Meeting

November 16-18, 2014  
Scottsdale, Arizona  
[More information](#)

### 2014 FLASH Annual Conference

November 19-21, 2014  
Orlando, Florida  
[More information](#)

### World of Concrete

February 2-6, 2015  
Las Vegas, Nevada  
[More information](#)

### Full-Depth Reclamation Symposium

February 10-11, 2015  
Greenville, South Carolina  
[More information](#)

### 2015 IEEE-IAS/PCA Cement Conference

April 26-30, 2015  
Toronto, Ontario  
[More information](#)

### PCA Fall Committee Meeting

August 31-September 1, 2015  
Chicago, Illinois  
[More information](#)

### PCA Fall Board Meeting

November 16-17, 2015  
Laguna Niguel, California  
[More information](#)

The *Executive Report* is distributed free of charge to members of PCA and to individuals interested in PCA activities or the cement, concrete, and construction industries.



The Portland Cement Association conducts market development, research, education, and government affairs work on behalf of its members—cement companies in the United States.

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only into the codified version, but also the standardized version: ASHRAE 189.1 *Design of High Performance Green Buildings Except Low-Rise Residential Buildings*. The indication by those voting at the hearing on any proposed change that deviated from the criteria in LEED, not just those associated with enhanced resiliency, was for disapproval. The only exceptions appeared to be proposed changes that in some way were a relaxation or omission of the LEED requirements.

On a more positive note, industry testimony appears to have successfully derailed efforts by the asphalt industry to remove criteria for cool pavements from the body of the code and to prevent the inclusion of porous pavements (which may not permit percolation or evapro-transpiration) from being included in the IGCC. However, the votes at the hearings are only indicators. The final content of the IGCC will not be determined until remote voting is completed over the next several weeks.

[Contact Steve Szoke](#)

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## Washington

### Industry State Economic Impact Sheets Available

Industry economic impact sheets for the 48 continental United States are now [available](#).

These fact sheets are powerful tools to illustrate the economic impact that the cement industry has on a state. They provide basic information that will be of interest to elected officials and key senior management within decision maker organizations such as state departments of transportation and other agencies.

Each fact sheet includes a state map with icons marking the locations of cement plants and terminals, as well as offices and headquarters. Each also includes statistics on the economic impact the cement industry has on a state.

[Contact Brain Schmidt](#)

## Education & Training

### IEEE-IAS/PCA 2015 Exhibitor Registration Now Open

The 57th annual IEEE-IAS/PCA Cement Industry Technical Conference will be held at the Sheraton Hotel, Toronto, Canada, April 26-30, 2015.

Touted as the biggest cement industry conference in 2015, the theme of "thinking big" is prevalent throughout the show. A tour is scheduled of St. Marys Bowmanville, the biggest Canadian cement plant, and presentations will include some of the biggest ideas in sustainability and technology for the industry.

Exhibitor space is being sold on a first come, first served basis. Visit [cementconference.org](http://cementconference.org) for more details

## Education & Training

### Discounted Registration to World of Concrete



World of Concrete 2015 will be held in Las Vegas on February 2-6, 2015. The largest, most comprehensive commercial concrete and masonry event for the concrete industry features more than 1,500 exhibitors and more than 100 seminars and conference sessions.

As a cosponsor, PCA offers discount admission to exhibits. By registering through PCA and using promo code A32, exhibit admission is only \$20, a \$40 savings.

Additionally, PCA receives a rebate from Hanley-Wood based on the number of pre-registered attendees who come to the show.  
For discounted registration, [click here](#)

## Sustainable Development

### **Call for Presentation Proposals: 2015 International Concrete Sustainability Conference**

The National Ready Mixed Concrete Association seeks proposals for presentations at the 2015 International Concrete Sustainability Conference, May 11-13, at the InterContinental Miami Hotel. The 10th annual conference will provide learning and networking opportunities on the latest advancements, technical knowledge, continuing research, tools and solutions for sustainable concrete manufacturing and construction.

Engineers, architects, public works officials, risk managers, material suppliers, researchers, academics, students, contractors, and concrete industry professionals are invited to share their experiences and accomplishments in advancing sustainable development. Proposals for papers and/or presentations are encouraged on: resilience, life cycle assessment, low impact development, material science, and corporate responsibility.

The deadline for submitting abstracts is November 14, 2014.

[Submit at www.concretesustainabilityconference.com](http://www.concretesustainabilityconference.com)