

PCMA
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 concrete masonry
 association

INDUSTRY NEWS

NEW SUSTAINABILITY BROCHURE



We are proud to have produced a brochure, "Diverse Sustainable Solutions with Concrete Masonry" showcasing how our products contribute to the sustainability initiatives in Pennsylvania. It is the only one of its kind we are aware of addressing our products with articles by architects and engineers highlighting general sustainability, LEED and the contributions of

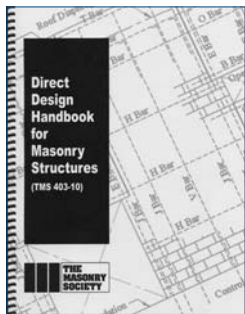
permeable pavers. Sara Sweeney, RA, LEED AP, CSI, CDT, GreenFaith Fellow; Christine Subasic, PE, LEED AP and PCMA Member Randall Bragdon, PE were the principle writers for the piece. It is meant to be very visual with numerous photos supplied by our members for projects that are LEED rated in Pennsylvania. Brochures were distributed to the AIA architects, structural and civil engineers, school superintendents and municipal officials in PA in a mass mailing. We also sent a quantity to each Producer and Associate member for their distribution to the masons, staff and others who should receive this important information.

We are pleased to note that the Delaware Valley Masonry Institute (DVMI) co-sponsored those sent into the Philadelphia area and the Mason Contractors Association of Central PA (MCACP) co-sponsored those sent in the Central PA area. There is interest by other state associations to reprint for their specifiers as well, therefore we have copyrighted the document under PCMA.



If you have not already read it or received a copy, you can download the PDF from the PCMA website at www.pacma.com/publications.htm.

NEW DIRECT DESIGN OF MASONRY SEMINARS



To provide engineers, architects, building code officials, and contractors with more flexibility to easily and quickly design concrete masonry systems, a new structural design standard was developed by The Masonry Society (TMS) titled "Direct Design Handbook for Masonry Structures." This is a table-based structural design

method that permits the user, following a specific series of steps, to design and specify relatively simple, single-story concrete masonry bearing-wall structures in compliance with the 2008 MSJC Code and Specification, ASCE 7-05 (Supplement No.1), and the 2009 International Building Code.

A half day seminar, the first in the US, was presented on April 22 in King of Prussia sponsored by PCMA, co-sponsored by the Delaware Valley Masonry Institute and in cooperation with NCMA and The Masonry Society. "HOW TO DESIGN A MASONRY STRUCTURE IN 20 MINUTES!" was presented by **Jason Thompson**, Director of Engineering, NCMA and one of the developers of this new Direct Design Technique, to the 50 attendees. 4 AIA CES learning units were provided to the architects and certificates for the hours were provided for the engineers.



Jason Thompson, Vice President of Engineering, NCMA

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PRESIDENT'S MESSAGE

DAN LONGENDERFER



Dear PCMA Members:

As business continues in this prolonged market retraction, it is encouraging to see our PCMA members creatively sustaining their businesses and keeping a positive attitude. Like you, the PCMA Board of Directors has been diligently working in creative ways to continue promoting and supporting the development efforts of concrete masonry construction in Pennsylvania.

Some highlights of these efforts are: launching a new web site, producing a sustainable masonry construction brochure, hosting very successful Direct Design Seminars, managing numerous workforce development initiatives, and staying on top of the code changes for this latest cycle - especially focusing on the International Green Construction Code and the impact green building is having on our industry.

I am also pleased to see the ongoing support that our membership has shown. Across the nation, industry association membership has dropped dramatically. However PCMA has successfully maintained our membership levels and financial support. For this we thank you all. It is your ongoing support that provides us the opportunity to increase the growth of concrete masonry in PA.

Sincerely,
Dan

2010 BOARD OF DIRECTORS

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INDUSTRY NEWS IS PUBLISHED BY THE PENNSYLVANIA CONCRETE MASONRY ASSOCIATION FOR THE PURPOSE OF INFORMING MEMBERS AND OTHERS ABOUT ISSUES OF CONCERN TO THE CONCRETE MASONRY INDUSTRY. IF YOU HAVE INFORMATION TO INCLUDE IN THIS PUBLICATION OR ANY COMMENTS, CONTACT THE EXECUTIVE DIRECTOR AT 717-279-6346.

FYI

- Masonry remains on the **PA High Priority Occupations List** under the Pennsylvania Workforce Development Department. This is very good news as it allows for funding to the secondary and post-secondary masonry programs throughout the State.
- The PCMA Board of Directors recently affirmed that only producer members in adjoining states are able to become Out of State PCMA Producer Members.
- Long time Director of the Pennsylvania Housing Research Center, **Mark Fortney**, resigned from his position as of July 27. We have enjoyed working with him over the past ten years and wish him the very best in the future. A replacement has not yet been named.
- The **2010-11 Concrete Masonry Standards Book**, a compilation of the ASTM standards related to the concrete masonry, segmental retaining wall and paver products is now available through NCMA. For information and to order go to the NCMA website www.ncma.org
- The **American Institute of Architects of PA** held a series of Building Code Seminars at several locations throughout PA in May 2010. PCMA co-sponsored these events which were a free opportunity for us to partner and our members could attend the events as well. A win-win for everyone.
- PCMA displayed at the **PA Association of Career & Tech Administrators Symposium** on Feb 16, 2010 in Hershey. The PA Department of Education is represented there as well as all of the Vo-Tech school administrators. Workforce Development Chair, Ken Mauzy worked the show with Don Simmons, Buzzi Unicem and Jan Boyer.
- PCMA donated a \$500 **award to the top post secondary student at the PA Skills competition**. The Masonry Instructors Association of PA donated \$500 to the top secondary student at the 2010 competition. These students went on to participate in the National Skills USA competition in Kansas City.
- The Masonry Institute of America & The Masonry Society have developed a manual titled "**2009 Masonry Codes and Specifications Compilation**" bringing together the IBC and the TMS 402 Books to make designing with masonry easier. Log onto The Masonry Society website www.masonrysociety.org for more information.

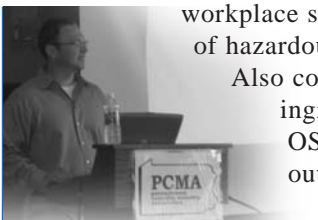
ANNUAL PCMA FAMILY CONVENTION HIGHLIGHTS

The beautiful Woodloch Springs & Resort provided a welcoming retreat for the 2010 Annual Family Convention. Members gathered for a great time with family and friends from PCMA. Plenty of sunny skies and comfortable evening temperatures were perfect for the many outdoor activities.

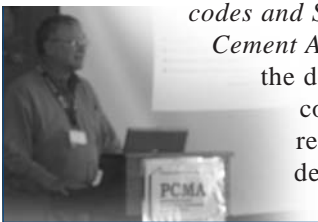


We thank the presenters of our Educational Programs who took time out of their busy schedules to provide important information to the attendees:

- **Pat Smith, Safety Director, Oldcastle APG**, discussed workplace safety with a focus on the control of hazardous energy and industrial hygiene. Also covered were the necessary ingredients to being prepared for an OSHA inspection to have a positive outcome.



- **Stephen S. Szoke, P.E. LEED-AP, CDT, IOM, Director, codes and Standards for the Portland Cement Association**, gave an overview of the development of national building code requirements and standards related to sustainable building design and construction.



- **Bob Thomas, President of the National Concrete Masonry Association**, reviewed the business challenges many of you are facing in today's economy, the economic forecast and initiatives being worked on at NCMA to address opportunities for the future of the industry. *Note related article in this newsletter.*



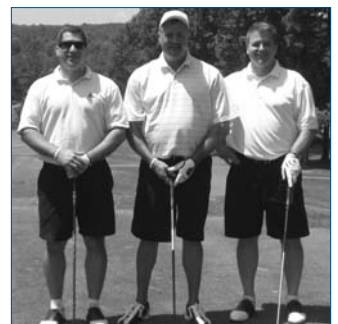
Friday night was filled with smiles and excitement as gifts were distributed to all of the children. Old friends united and members attending for the first time discovered why our Family Convention is such a popular event. The hospitality house was enjoyed by all for networking and relaxation with industry friends.



The winners of the golf outing were:



First Place Team
*Jim Dowd • Tom Soares
 John T. Fizzano • Jamie Dezzi*



Second Place Team
*Bob Frontino • Glenn Karker
 Paul Pepe*

Closest to the Pins
Doug Cassatt • Paul Pepe

Longest Drive
Eric Church

TOOL BAG AWARDS TO VOTECH SCHOOLS

The Workforce Development Committee under the leadership of **Ken Mauzy**, *Eastern Industries*, arranged for tool bags, filled with tools of the masonry trade, to be distributed to the top masonry students at the secondary and post secondary levels across the State. Other members of the committee who contact the schools are: **Kurt Rosander**, *Cemex*; **Don Simmons**, *Buzzi Unicem*; **Eric Church**, *Lehigh Cement*; **Joe Berlucchi**, *Lafarge North America*; **Phil DeVecchis**, *Beavertown Block Company*; and **Doug Schaeffer**, *York Building Products*.

The following are the winning students whose names were provided by the instructors.

Congratulations to all!



| <u>School</u> | <u>Winning Student</u> | <u>School</u> | <u>Winning Student</u> |
|--|------------------------|--|------------------------|
| Abington Heights High School | Tyler Pensak | Lawrence Co. Area Vocational Technical School . . . | Jeff Davis |
| Admiral Peary AVTS | Cory Yeager | Lebanon Co. Career & Technology Center | Josh Sterner |
| Berks Career and Tech Center | Eric Lochman | Lehigh Career & Technical Institute | Jake Moyer |
| Bethlehem AVTS | Jafet Rodriguez | Mon Valley Career & Tech Center | Tyler Uhlman |
| Central PA Institute of Science & Technology | Nik Packer | Parkway West AVTS | Gerry Soknich |
| Central Westmoreland Career & Tech Center | Joshua Wolfe | Reading-Muhlenberg CTC | Kyle A. Cosenza |
| Clearfield County Career & Tech Center | Brandon Love | Schuylkill Technology Center-North Campus | Robert Lenosky |
| Cumberland-Perry AVTS | Ed Geesaman | Somerset County Technology Center | Jamie Foy |
| Dauphin County Technical School | Travis Frankenfield | Sun Area Career and Tech Center | Jeff Cressinger |
| Delaware County AVTS-Aston | Kevin Cotton | Thaddeus Stevens College of Technology | Brandon S. Ressler |
| Fayette County AVTS | Nick Matzus | The Williamson Free School of Mechanical Trades. Alexander Mahan | |
| Greater Altoona Career & Tech Center | Justus Miller | Upper Bucks AVTS | Shane Anderson |
| Indiana County Tech Center | Mark Poorbaugh | Western Area Career & Tech | Mike Milvet |
| Lancaster Co. Career & Tech Center | Tyler Garman | York County School of Technology | Josh Kline |

NECSA THANK YOU

The members of the Pennsylvania Concrete Masonry Association wish to thank the PCA Northeast Cement Shippers Association (NECSA) for their ongoing support of our promotional efforts on behalf of the concrete masonry industry in Pennsylvania. The NECSA member cement companies in Pennsylvania are: Armstrong Cement & Supply Company; Buzzi Unicem USA; Cemex, Inc.; Essroc Cement Corporation; Federal White Cement, Inc; Holcim, Inc.; Keystone Cement Company; Lafarge North America and Lehigh Cement Company. We thank them all for the support



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DONATIONS

SILENT AUCTION

With a terrific selection of items donated by our members available for bidding at the Auction, we were able to raise **\$4,000** this year! The money will aid our efforts to promote concrete masonry and Hardscape products as the material of choice for designers, builders and landscapers throughout Pennsylvania.

We would like to recognize the committee members who made this possible: *Chairman, **Walt Querry** ESSROC Cement Company, **Dick Bish**, JA Kohlhepp Sons; **John M. Fizzano**, Fizzano Bros. Concrete Products and **Bob Young**, Acme-Hardesty and **Travis Seymore**, Seymore Brothers.*

Thank you to the following companies for donated items:

| | |
|---------------------------------|----------------------------------|
| Acme Hardesty Company | Lanxess |
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| BASF | Lehigh White Cement |
| The Bauer Company | Montgomery Block |
| Beavertown Block Company | New Holland Concrete |
| Bon Tool Company | Nitterhouse Masonry Products |
| Buzzi Unicem | Oldcastle APG |
| Craftsmen's Company | Packaging Corp. of America |
| E P Henry | Parker Block |
| Eastern Industries | Pathfinder Systems |
| Essroc Cement Company | Rinox Pavers |
| Fallsway Equipment Company | Seymore Bros. |
| Federal White Cement | SIKA |
| Fizzano Bros. Concrete Products | Strata Systems |
| Greensburg Block Company | Superior Clay |
| Keystone Concrete Block | Swisher Concrete Products |
| Keystone Cement Company | Valley Quarries |
| JA Kohlhepp Sons | York Building Products Company |
| Lafarge North America | York Lintel & Cast Stone Company |

CONVENTION HOSPITALITY SUITE

PCMA would like to recognize the generosity of the following members who contributed to the Hospitality Suite at the 2010 Convention.

| | |
|---------------------------------|------------------------------|
| The Bauer Company | R.I. Lampus |
| Beavertown Block | Lehigh Cement Company |
| Buzzi Unicem USA | Lehigh White Cement |
| Cemex | Mesa Tech/Lakeland Chemicals |
| Eastern Industries | New Holland Concrete |
| Essroc Cement Corp. | Nitterhouse Masonry Products |
| Federal White Cement | Remmey "The Pallet Company" |
| Fizzano Bros. Concrete Products | Rinox Pavers |
| Graymont /Ashenfelter | Solomon Colors |
| Lakeland Chemical | York Building Products |
| | York Lintel & Cast Stone |

WELCOME TO OUR NEW PCMA MEMBERS

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Fax: 302-934-8533

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Email: doug@parkerblock.com

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...continued from page 1

NEW DIRECT DESIGN OF MASONRY SEMINARS



FAST - CODE COMPLIANT - NO CALCULATIONS NEEDED, EVERYTHING YOU NEED IS IN EASY TO READ TABLES. TIME IS MONEY AND THIS NEW METHOD WILL SAVE TIME AND MONEY!!

Due to the success of the April Seminar, we are holding a **second seminar in Pittsburgh at the Sheraton Station Square on September 8**. Not only architects and engineers and code officials will be invited, but also faculty and students at Carnegie Mellon University will be given special incentive to attend. The **third seminar will be held November 4 in State College at the Centre Region**

Council of Governments Building with Penn State Engineering &, Architecture faculty and students encouraged to attend.

To find out more about this new design technique, log onto The Masonry Society website www.masonrysociety.org and click on the Direct Design information. There is a video that gives a snapshot of the new technique. As for the invitations to the PCMA events, they are both on our website, www.pacma.com on the home page and under Education - Seminars.

Please encourage the designers that you work with to attend this very important event in Pittsburgh or State College.

SAFETY

PCMA held a Safety Meeting April 19 in Harrisburg with **Steve Delp, OSHA Area Director** addressing the group. The meeting was an open dialog with Delp regarding OSHA in general and how we can coordinate our efforts to create a better relationship with OSHA for our member plants.

There are two divisions of OSHA – Enforcement and Co-operative Programs (Education). Under the Enforcement division, Alliances, Partnerships or Voluntary Protection



Programs can be contracted by companies or groups to assist in compliance issues. Inspections are always unannounced,

continued on page 11...



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ANNUAL PCMA GOLF OUTING

**PLAN TO ATTEND
WEDNESDAY, AUGUST 25**



This year's Annual PCMA Golf Outing will take place at the ever-popular Lebanon Country Club in Lebanon, PA on Wednesday, August 25. Chairman, Tom Soares encourages everyone to invite their staff, architects, engineers, masons and other business associates to this exclusive event.

The day begins at 11:30 AM with lunch and then it's off to the shotgun start at 1:00PM. A social hour with drinks and hors d'oeuvres will follow at 6:00PM along with the announcing of prizes in several categories. As in the past, sponsorship opportunities and hole sponsorships are available. **All proceeds from the golf outing are for PCMA promotion and education efforts benefiting all of our member companies.** A PDF of the invitation is on the PCMA website at www.pacma.com/events.htm. See you there!

PCMA SCHOLARSHIPS

TO PENN COLLEGE OF TECHNOLOGY

We are pleased to continue our program of scholarships for masonry students at the post-secondary level at Penn College of Technology. Sophomore *Trevor Sheleman* and freshman *Cody Young* received the awards for academic year 2010/2011. We congratulate them on their efforts in the masonry field and look forward to their contributions in the future.



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PENN STATE ARCHITECTURAL STUDENT DESIGN COMPETITION



PCMA and the NCMA through the Lenchuck Foundation sponsored the 2010 Design Competition for second year architectural students. As part of the preparation, students visited the site and also traveled to Penn College of Technology where they learned how to lay block and brick. The entries were judged by an independent panel which included **Logan Myers**, Beavertown Block Company, who represented PCMA at the event.

39 entries were judged with the final results:

First Place: Kemal Bal **Second Place: Aaron Wertman**
Third Place: Lily Meier

Honorable Mention went to: **Julie Thornton, Ryan Orr**
and Marissa Dwyer

Reggie Aviles, Instructor; David Celento, Assistant Professor; Jamie Cooper, Assistant Professor and Bethan Yen, Instructor from Penn State Architecture Department coordinated the project.

A detailed report of the competition is available at the PCMA office.



NCMA HIGHLIGHTS

Bob Thomas, NCMA President, presented a snapshot of the financial and construction related forecasts for our industry at the PCMA Convention in June. The following are some of the thoughts he relayed to those in attendance at the Convention education session:

- Both construction and financial activities nationally reached their low point in January through July 2009 and have rebounded somewhat in recent months but are still well under the performance of recent years. *55% of this total decline is attributed to the decline in residential construction.* As for commercial construction, there has been an increase from January to April 2010 in architectural firm billings in the Northeast US - a leading indicator of growth in this market.
- Growth markets are expected to be in the education, retail/restaurant and bank construction sectors beginning now through 2013. In the long term, the Portland Cement Association is forecasting steady growth from now through 2030.
- NCMA and ICPI are exploring a national promotion program similar to the milk, egg and pork industries and other methods of generating needed resources to better promote the industry.
- An update of the Vision 2020 program - a grass roots marketing program to recapture lost masonry market share. Tool kits have been developed to help when making the contacts with municipalities.
- Public policy priorities for our industry that are being addressed by NCMA include: Military & school construction, energy efficiency tax credit for concrete masonry construction, estate tax repeal, fly ash regulation, cap & trade, workplace silica regulation and more.

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5TH ANNUAL MASONRY INSTRUCTORS WORKSHOP

The 5th Annual Workshop will be held Monday, September 27, 2010 at the Harrisburg Area Community College Conference Center. This very successful workshop is attended by 75% of the masonry instructors at the secondary and post secondary level. We are happy that the PA Department of Education will provide Act 48 credits for the 8 hours the instructors will attend the event again this year and are very pleased to participate in the discussion that day again as well.



ON THE AGENDA FOR THE DAY IS:

- **PBA Endorsement/Certification for Masonry Program Update and RCA Curriculum Overview**
~ Jim Eichenlaub, Executive Director, Builders Association of Metro Pittsburgh
~ C. Deanna Lewis, Director of Career & Certification Services, Home Builders Institute of NAHB
- **Latest Pennsylvania Initiatives, Program of Study, Student Testing, Teacher Competency Roundtable with PA Dept. of Education and NOCTI**
~ Vincent Safran & Beth Marshall - PA Dept. of Education
~ Dr. John Foster & Rae Lees - NOCTI

Small Group Breakout Sessions:

- ~ Masonry Tools - John Bongiovanni, Bon Tool Company
- ~ Mortar Options for Masonry Shops - Todd File, Graymont
- **Conclusion - Group Discussion & PA Masonry Instructors Association Meeting**

Interest is already high from the instructors who have responded thus far. We thank the **PCA Northeast Cement Shippers Association** who are again providing financial support.



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IN MEMORIAM MICHAEL F. IANNELLI



It is with great sadness that we recognize of the untimely death of one of our industry's most passionate and committed individuals, Michael F. Iannelli, who passed away unexpectedly on June 7 at the age of 63. Mike was a long-time employee of Fizzano Brothers Concrete Products and was an extremely active industry leader. He recently completed a third term on the PCMA Board of Directors and was its former President for two terms. He was the Designated Representative for PCMA on the Board of the Pennsylvania Fire Safe Construction Advisory Council from 2007-2009. At PCMA, he was involved with numerous committees especially relating to Education. He was also highly engaged in the Delaware Valley Masonry Institute, where he was Chair of their Promotions Committee. He was serving on the Board of Directors for the National Concrete Masonry Association. Within NCMA, he was the Chairman of its Education and Training Committee, a position he held for five years.

He was a strong advocate for the role of concrete masonry as a building material. Some of Mike's proudest industry endeavors included his support for the exposure of concrete masonry technology in an integrated manner with both the engineering and architecture students of Drexel University. The Iannelli family, the Fizzano family, and the extended family throughout the concrete masonry industry mourn his passing. He is survived by his wife of over 40 years, Nanette, his two children Mike and Dan and one grandchild, Josephine.



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...continued from page 3

ANNUAL PCMA FAMILY CONVENTION HIGHLIGHTS

Members and guests made final bids on their favorite Silent Auction items during the reception hour from 6 to 7 PM at the Saturday Night Dinner.

The Convention could not have been successful without the help of the following Convention Committee members: *Chairman, Travis Seymore, Seymore Bros.* for his assistance in all of the planning and for coordinating the Hospitality House, *Walt Querry, Essroc Cement*, Silent Auction coordination and set up and of course *President Dan Longenderfer, New Holland Concrete*, who helped in many aspects throughout the weekend. Many thanks to these members and to all of the families who attended the event.



The 2011 Family Convention will be held at Seven Springs the weekend before Fathers Day - June 10-12.
We look forward to seeing you there!

...continued from page 6

SAFETY

as required by law, therefore it is important to be prepared at any time for the arrival of an OSHA inspector. The follow up or second visit may be scheduled. Delp reviewed the process and the rights of the owner.

The Education component includes the On Site Consultation Service which is funded by OSHA who, through Indiana University of PA, offer free services with no strings attached. There is an industry wide focus on the concrete industries by OSHA which includes open inspection with potential fines. Safety Chairman, Jason Schmitz,

recommended that producers contact the IUP outreach program as soon as they are working 12 weeks out and block plants may be inspected soon. If you are under their education program and working to comply then you can be protected.

Also, the committee is considering a PCMA Safety Awards Program with presentation of the awards at the December Holiday General Membership Meeting. They will meet soon to make the final determinations.



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August

25 **Annual PCMA Golf Outing**
Lebanon, Country Club, Lebanon, PA

September

8 **PCMA Board Meeting**

8 **Direct Design Seminar**
Pittsburgh, Pennsylvania

27 **5th Annual Masonry Instructors Workshop**
*Wildwood Conference Center of Harrisburg
Area Community College*

October

4 **PCMA Board Meeting**

14-19 **The Masonry Society Annual Meeting**
Bellevue, Washington

November

4 **Direct Design Seminar**
State College, Pennsylvania

12 **PCMA Board Meeting**

December

8 **PCMA Annual Holiday
General Membership Meeting**
Lebanon, PA

March 2011

22 - 26 **NCMA Convention & ICON EXPO at the
Con/Agg Show**
Las Vegas

June 2011

10 - 12 **PCMA Annual Convention**
Seven Springs Resort

** This schedule does not include committee meetings. If you wish to know about these meetings,
contact Jan at the PCMA office (717) 279-6346.*

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