

# concreteMONTHLY

News from the cement and concrete industries

Vol. 6 No. 10 OCTOBER 2008

## Greensburg rising from rubble as first LEED Platinum city

On the night of May 4, 2007, 95 percent of the homes and businesses in Greensburg, Kan., were destroyed by a massive F5 tornado that was nearly two miles wide. Although this storm was devastating to the entire community, its rebuilding has presented Greensburg residents with an unparalleled opportunity to create a stronger, "green" city from the ground up.

The Greensburg City Council approved a resolution that all city building projects will be built to LEED Platinum level standards. Platinum is the highest level of LEED certification ([usgbc.org](http://usgbc.org)), and Greensburg will be the first such city in the United States when all building is completed.

Janek Dombrowa, principal architect of JTD architects in Los Angeles, spearheaded much of the architectural design for the Greensburg rebuild. He is also a professor at the University of Southern California. Dombrowa was approached by the Discovery Channel to become involved with Greensburg by conducting research about sustainable design.

Dombrowa encouraged them to use

insulating concrete forms (ICFs) on the majority of the projects for their inherent energy efficiency and high strength. Many of the residents have had to rebuild their homes more than once due to tornadoes. They typically rebuild using conventional stick framing, which is not as strong as ICFs.

ICFs were chosen for many of Greensburg's buildings, not only for their strength under high wind loads, but also because they met the city's plans to rebuild with sustainable LEED certified buildings.

"Tornadoes aren't the only concern when rebuilding," said Erich Brandt, senior vice president of sales and marketing for ACH Foam Technologies ([achfoam.com](http://achfoam.com)), an ICF manufacturer.

"The buildings must also withstand damage from flying debris due to the tornadoes. ICF systems are able to better withstand the battering of flying debris. For example, while a small 2 x 4 propelled from a tornado can easily penetrate a wood or brick stick framed home, an ICF-built home will withstand the impact."



Laboratory testing at the Wind Engineering Research Center at Texas Tech University in Lubbock, compared the impact of residential concrete wall construction to conventionally framed walls. A 2 x 4 stud was propelled at 100 miles per hour at various wall specimens, the equivalent weight and speed of debris generated during a tornado with 250 mile per

hour winds. The wood framed walls failed to stop the penetration of the 2 x 4 wood stud, while the ICFs successfully resisted the impact of debris propelled at high wind speeds.

IntegraSpec ([integraspec.com](http://integraspec.com)) sponsored Executive Manager Nicholas Nikiforuk's

**TORNADO**

continued on page 14

## Marketing, advertising key to turning a down economy into a real opportunity

By Brian Gallagher

As the economy continues its slow recovery, businesses in the construction industry face dynamic challenges. However, while many tighten their belts and cut their expenditures, in challenging economic times and competitive conditions, marketing is more important than ever. While dollars may be tight, studies show that a consistent presence in the marketplace now will pay dividends in the future. The challenging economy presents an excellent opportunity to review your marketing efforts and ensure you are acquiring new and retaining existing customers. Further, many have shown that marketing dollars invested in a down economy are actually more valuable than

those spent in a good economy as you gain greater market presence.

Regardless of the economy, marketing strategies must be constantly reviewed to ensure business goals are being met. This is definitely true in a down economy, as it is a great time to take advantage of limited marketing spending by others, which improves your chances of getting noticed and standing out. In other words, turn the challenging economy into an opportunity.

Although it may seem prudent or even appear to be a good business decision to cut back on marketing costs to "save money," it is very important to maintain consistency and stay true to your marketing goals. After all, the need for building a

brand and creating awareness, as well as generating leads for opportunities, doesn't go away when the economy is sluggish. In fact, it is more important than ever.

Many would even argue that marketing during a downturn actually gets you more "bang for your buck." In fact, marketing dollars invested during down economies when others are cutting back are more valuable than dollars spent in more vibrant economies. This is because that dollar spent represents a greater share of the total marketing expenditure. After all, when your competitors choose to cut back on their advertising and marketing budgets, such a scenario results in

**MARKETING**

continued on page 15

## INSIDE

- 3 MTSU leads 5 research projects
- 4 associationREPORT
- 6 industryREPORT
- 11 Florida hospital, school finished
- 12 MEVA expands into new facility
- 12 peopleWATCH
- 13 C-GRID popular in canoe race

Presorted Standard  
U.S. Postage  
PAID  
Kansas City, MO  
Permit No. 420

CONCRETE MONTHLY  
13581 Pond Springs Rd., #450, Austin, Texas 78729  
CHANGE SERVICE REQUESTED

## CONCRETE Monthly

CONCRETE Monthly is an independent monthly clearinghouse of information for manufacturers and users of cement and concrete products. All product names are used in an editorial fashion with no intention to infringe on any copyright or trademark.  
www.concretemonthly.com

### EDITORIAL

#### Editor in Chief

Larry Storer 254-399-6484  
larrys@pcinews.com  
Editorial Office:  
P.O. Box 23065, Waco, TX 76702

### ADVERTISING/SUBSCRIPTIONS

#### Sales Representatives

Gary Pittman, Jr. 512-637-0373  
garypj@pcinews.com

Mike Yokom 512-637-0353  
mikey@pcinews.com

Mike Leifeste 512-381-0577  
mikel@pcinews.com

Subscriptions 512-637-0344

### GRAPHIC DESIGN/LAYOUT

Graphic Designer Logan Ricketts

### ACCOUNTING

Alicia Glover 512-637-0300  
aliciag@pcinews.com

CONCRETE Monthly is published monthly by Publications & Communications Inc.  
13581 Pond Springs Rd., #450  
Austin, TX 78729  
(512) 250-9023

In cooperation with all cement and concrete associations

Concrete Monthly is dedicated to serving concrete-related associations and the industries to which their members belong. It is the objective of Concrete Monthly to improve and extend the uses of cement and concrete through the dissemination of information on all aspects of the industry.

### A Publication From Publications & Communications

Copyright 2008 by Publications & Communications Inc.. All rights reserved. Reproduction in any form without written consent from the publisher is strictly prohibited.

#### President & CEO:

Gary Pittman, Sr.  
garyp@pcinews.com

#### Vice President:

Larry Storer  
larrys@pcinews.com

## BUY • SELL • TRADE

# Success

Since 1976 ...

ConcreteCareers.com has been a resource for Middle, Upper Executive personnel for the concrete industry...Exclusively. ConcreteCareers services all aspects of the concrete industry. Our mission statement is:

...Our Success Is Defined By Yours! 3 John 1:3

- PRECAST / PRESTRESSED & UNDERGROUND
- ADMIXTURES / CHEMICALS / STEEL / WIRE
- READY MIX & PUMPS
- STONE / SAND & GRAVEL
- CAST-IN-PLACE / TILT-UP CONCRETE
- EQUIPMENT / MACHINERY

## CONCRETE CAREERS.COM

Integrity@ConcreteCareers.com  
877-5WIN-WIN (Toll Free)

### CONCRETE & CEMENT REMOVAL FROM VEHICLES

SAFE REMOVAL PROCESS. NO ACIDS USED!

NATIONWIDE SERVICE

OVERSPRAY REMOVAL SPECIALISTS, INC.  
800-835-5858  
www.overspray.com  
info@overspray.com

## AMERICAN GETHERMAL®

### HEATING SYSTEMS

BATCHWATER - GREYWATER - AGGRAGATES  
800-776-8039 www.amgeo.com

### TORNADO

continued from page 1  
residency in Greensburg to work with architects and engineers building the new ICF housing for the crews. Nikiforuk, a certified commercial IntegraSpec installer, spent two months in Greensburg working 12 to 16 hours a day to help with the new ICF commercial construction. According to Nikiforuk, IntegraSpec has incorporated several unique design features into the ICF wall system that make installation easier and solve design challenges faced by architects, engineers and builders.

IntegraSpec has partnered with expanded polystyrene (EPS) manufacturer ACH Foam Technologies to mold the ICFs that were used in Greensburg to rebuild the town. IntegraSpec ICFs, a proprietary product of Phil-Insul Corp.,

are manufactured by ACH Foam Technologies.

"The IntegraSpec product has an interlocking web system that eliminates form lift, a girder truss insert that eliminates form compaction, and a unique insulating window buck system that makes framing out rough openings for windows and doors fast and efficient. The result is a thermal EPS building envelope," Nikiforuk said.

EPS manufacturing uses minimal energy and creates very little pollution. Steam is a component of the expanded polystyrene (EPS) manufacturing process. The water from this process is collected and re-used many times. EPS provides a stable R-Value without thermal drift, ensuring long term performance, and helps ensure compliance with local energy codes and ASHRAE 90.1-1999. CM

## DCT unveils mid-size portable dust control unit, DustBoss DB-45

Dust Control Technology (DCT) has unveiled its new DustBoss DB-45, a mid-sized unit that delivers control of airborne particles and surface dust, while using less water and manpower than traditional hand spraying techniques.

The portable DB-45 is well suited to indoor and outdoor recycling areas, waste processing, rock/aggregate crushing, bulk material handling and other dust-generating operations in confined or covered areas.

"This unit is designed for applications in which the power and long throw of our larger unit would be inappropriate, but there's still a need for significant coverage," DCT CEO Edwin Peterson said. "Like its larger cousin, this model delivers a dense curtain of water droplets atomized from 50-200 microns, the specific size range that creates the greatest attraction to most dust particles."

Despite its compact size, the oscillating DB-45 can deliver a virtual dust barrier that covers 12,000 square feet (1,115 square meters) from a single location, with a throw of nearly half a football field. All of the DustBoss models are available with the company's patent-pending Variable Particle Sizing technology, providing customers with a wide selection of different nozzles for suppressing a broad range of particle sizes.

The VFS can be used to control airborne dust outside the typical 50-200 micron range, such as odor-causing vapor and solids that may be a micron or less in diameter. It can also be an advantage for customers seeking to maximize control of a specific particle size, as when suppressing dust from a single type of material.

Requiring just 10 PSI (0.689 BAR) of constant water pressure for effective operation, the new model can be outfitted with an optional booster pump that delivers up to 200 PSI (13.79 BAR) for maximum performance. The unit can also be ordered with a dosing pump to accommodate odor control additives or surfactants to further enhance binding of dust particles.

The machine is equipped with a 30 mesh / 595 micron pre-filter and 1-1/2-inch quick cam release, and it can be set up to run potable or non-potable water. Options include single phase or international motors, secondary filter system and stainless steel or nylon nozzles for special applications.

For more information, call 800-707-2204, e-mail info@dustboss.com or see dustboss.com. CM