



Your Concrete Resource!

CPCNC E-News

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"2008 Promoter of the Year"

Announced by Pacific Southwest Concrete Alliance

On behalf of the Alliance, Chairman of the PSCA and the CNCA's Executive Director, Tom Tietz has recently announced that the 2008 recipient of the "PSCA Promoter of the Year" Award is **Guy Collignon, of Enviro-crete, Inc.**



All members of the PSCA council agree that Guy has displayed untiring enthusiasm for promoting pervious concrete for the greater good of the industry. Paulette Salisbury of the CNCA noted that, "Not only is Guy a competent

contractor having achieved the top NRMCA Pervious Concrete Certification of Craftsman (one of 5 nationwide and one of two in California), he is equally as adept at making presentations to design professionals, building officials and owners."

With a view to contributing to a successful Pervious Concrete market, Guy has very willingly and regularly lent his depth of knowledge and experience of this stormwater management system to his competitors through assisting as an instructor for the regional NRMCA Pervious Concrete Certification training courses conducted by the CPCNC. His expert guidance has kept projects cost effectively on track whether he is the contractor of record or a consultant to other companies or agencies. "In working with Guy, Rob Wallace notes, we have learned that Guy's commitment to share knowledge about pervious concrete stems from his desire to raise the standard of excellence in the marketplace and to assure a solid future for this segment of the industry."

Please join us in congratulating Guy as the 2008 Promoter of the Year! Guy's contact info is: (916) 991-9010, guy@envirocreteinc.com



The Pacific Southwest Concrete Alliance (PSCA) is a collaborative entity of six regional concrete industry associations in California and Nevada. As an Alliance, the ACPA -

Southwest, the California Nevada Cement Association (CNCA), the CPCNC, the Sierra Nevada Concrete Association (SNCA), the Southern California Concrete Producers (SCCP) and the Southern Nevada Concrete & Aggregates Association (SNCAA) provide programs, information and technology about concrete products and processes to design and construction professionals throughout California and Nevada.

Promotion Produces Projects:

The last number of months have brought in a number of Projects that continue to raise the profile of Pervious Concrete Pavements throughout the region.



DeAnza High School, Richmond, Enviro-crete



Stevens Creek Trail, McClellan Ranch Park, Cupertino, R.A. Bothman



Ocean Honda, Soquel, R.A. Bothman



Federal Building, Alameda Enviro-crete, Inc.

The ready mix producers that have supplied these projects are (in photo order): Central Concrete, Milpitas Materials, Las Animas Concrete, Cemex and Precision Concrete Materials. As can be seen, both member and non-member companies benefit from the efforts of the CPCNC to educate designers. We encourage every member of the industry to support this important work.

Concrete Promotion Council
of Northern California

Upcoming Events

> April 28th: CSI show in Fresno



Location: Ernest E. Valdez Hall
Fresno Convention Center
700 "M" Street, Fresno, CA
93721

Contact Rob for more info at
(916) 952-0437 rob@cpcnc.org

> Next Pervious Concrete Certification: TBD - Notify Rob of your interest.

> June 2nd: Next CPCNC General Meeting 9:30am in Fairfield. Exact location to be announced.

> June 2nd: Next Architectural/Decorative Concrete Committee Meeting, 11:00am. Location to be announced.

> June 17, 18, 19: PCBC 2009
Location: Moscone Convention Center, South Hall, # 2127

> Please contact Rob with any questions on these events at
(916) 952-0437 rob@cpcnc.org.



Waterman Road Landscaped Median, Elk Grove, Enviro-crete

The Tools



The CPCNC, PSCA and the NRMCA can provide many effective tools for your marketing and promotion efforts:

- Brochures
- Low tech flipcharts
- Parking Lot Design Assistance Program
- Concrete Pavement Analyst software (Version 3)
- Effective Training Webinars
- www.concreteparking.com
- www.concretepromotion.org
- www.concreteresources.net
- Menu of PSCA Presentations Download at: www.concreteresources.net/images/graphics/2009_Presentation_Menu_-_Spring.pdf



To learn more about these tools as well as for assistance using them please contact Rob at: (916) 952-0437

CPCNC Members

www.cpcnc.org



Membership Information is available at www.cpcnc.org/membership OR by contacting Rob Wallace.

The Ultimate Professional by Paulette Salisbury

The dictionary describes a "professional" as one having a high level of skill in the performance of his craft or skill. That is exactly the high level of skill that some of our concrete industry colleagues possess. But there really is more to exhibiting professional behavior than just skill. It also takes a measure of integrity and good judgment.

In Northern California, this high level of professionalism was exhibited recently at the Green California Summit, a trade show and conference in Sacramento where CPCNC and PSCA showed their sustainable product attributes to thousands of public works and other government officials from around the state.

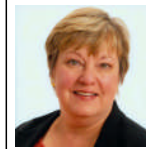
It's not easy to stand in a convention center for hours in order to catch a moment or two with a willing show attendee. But that is exactly what our colleagues from Solomon Colors, Enviro-crete, Brickform, Euclid Chemicals, Cemex, Sika, Robert A. Bothman and Lehigh Southwest did for two days.

I had the pleasure to work alongside these professionals in the booth where we had many great samples of decorative concrete finishes and colors as well as two active displays of pervious concrete for stormwater management. While these gentlemen were there to represent their respective companies, they were outstanding representatives of what true professionals do; they collaborate for the good of the INDUSTRY.

A special note of commendation goes to those who worked the Green California Summit for their outstanding professionalism. The list includes George Lee, Dennis

Collins, Walt Niestemski, Don Thomason, Mark Harrington, Andy Lambert, Bob Torres, Guy Collignon, Fred Colin, Rick Reed, Jerry Duran and Chris Kallman.

As you are well aware, the intent and purpose of industry organizations like the CPCNC, PSCA, ACPA, CNCA and other groups is to encourage collaboration among members and promote the best of our concrete industry through education, information and technology. It is only with this kind of professional behavior, that our companies can make it through tough times like we are currently experiencing. Note: Check out the upcoming Tradeshows on the Calendar and take advantage.



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Concrete Promotion Council of Northern California

Building a Better Future with Concrete



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We're on the Web!

www.cpcnc.org

Key Membership Benefits

- Website Listing.
- Participate in and Gain Leads at Key Trade Shows in Region.
- Assistance in seizing Concrete Parking Lot Opportunities with NRMCA Tools.
 - Parking Lot Design Assistance
 - Concrete Pavement Analyst
 - NRMCA Pervious Certification
- Training Discounts with NRMCA