

## READY MIX BRIEFS

Continued from page 1

NRMCA are complete. The NRMCA program is being Canadianized, and final preparations are in the works. Ongoing delivery of this important program to members will start in 2005.

- **January 11, 2005 - APRMCA Finance, Marketing and Directors' Meetings**, Ramada Renaissance Hotel, Dartmouth, N.S., 9 a.m. to 4 p.m.

- **January 17-21, 2005 - World of Concrete**, Las Vegas, Nevada. Be sure to use a registration form coded with the CRMCA as the sponsor (**CRMCA Source Code A12**), to show your support for our Canadian ready mixed concrete industry. See full program details at [www.WorldofConcrete.com](http://www.WorldofConcrete.com).

- **February 2-4, 2005 - ACI-Atlantic AGM and 10th Atlantic Concrete Awards**, Delta Hotel, Fredericton, N.B.

- **February 17-20, 2005 - APRMCA's 39th Annual General Meeting and Convention** at the Glynmill Inn, Corner Brook, Nfld. Full technical and social program. Registration information will be available for members by early December 2004.

- **February to April 2005 - Collaborative National Seminar Series on "Responsible Use of Supplementary Cementing Materials in Performance-Based Specifications."** This seminar series, co-sponsored by CIRCA, APRMCA/CRMCA and ICON/CANMET, will be held at venues across Canada, including an Atlantic stop in Moncton, N.B. Presentations will address the priorities and technical issues specific to the regions on the technical and performance benefits of SCMs in concrete, new industry guidelines (Best Practices) and standards (CSA and NMS). Ready mix industry representatives, specifiers, project owners and professionals will present material on their experiences with SCM concrete. Look for detailed registration info in early 2005.

- **March 4, 2005 - Agricultural Concreting Workshop**, about farm-specific concrete technology and construction techniques and will be part of an Agricultural Trade Fair in Moncton. Details and location TBA.

- **March 15-19, 2005 - The CONEXPO-CON/AGG International Construction and Construction Materials Exposition**, Las Vegas, Nevada. See full program details at [www.conexpoconagg.com](http://www.conexpoconagg.com).

- **March 18-19, 2005 - CRMCA Semi-Annual Meeting**, Las Vegas, Nevada.

- **Spring 2005 - APRMCA 2005 Memorial Scholarships**, two at \$1,000 each, open to the family of APRMCA members and staff. Details will be available from the managers of every APRMCA member, from the APRMCA office, or our Web site at [www.aprmca.com](http://www.aprmca.com).

- **June 2-3, 2005 - APRMCA's 10th Annual Industry Golf Tournament** at the Amherst Golf and County Club. Reception and draw at Amherst Wandlyn Inn, 8 p.m., June 2; shot-gun start, followed by barbecue and prizes, 7:30 a.m., June 3. The 10-year anniversary promises to add some special features to this milestone event. Look for details in Spring 2005.

- **August 5-6, 2005 - APRMCA Summer Family Weekend and Board of Directors Meeting**, Fairmont Algonquin Hotel, St.-Andrews-By-The-Sea, N.B. Registration details will be available in Spring 2005.

• **Congratulations and best wishes from APRMCA to:**

- **Glen Doncaster**, president, **Citadel Contractors**, Raleigh, N.C., part of **The Stevens Group**, Dartmouth, N.S., on being appointed to the board of the Tilt-Up Concrete Association at TCA's 18th Annual meeting last winter in Orlando, Fla.

- **B. D. Stevens Limited**, Dartmouth, N.S., for winning the Tilt-Up Concrete Association Tilt-Up Achievement Award, Religious Structure category, for the extension to the Bedford Baptist Church. Further details can be seen in the story in this issue and on TCA's Web site, [www.tilt-up.org](http://www.tilt-up.org).

- **Laurence Smith**, senior design engineer for **J. W. Lindsay Enterprises**, who continues his term on the TCA board, and contributed an interesting tilt-up article to at least one national publication, the July 2004 issue of **Construction Canada** magazine.

- **John Lindsay**, founder of **J. W. Lindsay Enterprises**, on being inducted into the Junior Achievement Business Hall of Fame, Halifax, N.S., on June 1, 2004.

- **Bert Frizzell**, president and chief operating officer of **The Shaw Group**, who was appointed to this position by

Continued on page 4

# Concrete only part of a sustainable future

To all of you, as folks with some interest in the ready mixed concrete industry, I write these few lines to make you mindful of an important issue to Canada's construction industry, and, indeed, to ready mix producers everywhere.

Concrete, that grey mass that flows down the chutes of ready mix trucks, is really a green product. I ask you to think about this fact, especially in this era of global environmental awareness, the dawning of sustainability as a way of life and a time when we really are seeing the impacts we have on our environment and the effects of our environment on us.

I hate to sound like a broken record on the environment front, but one cannot repeat the message often enough. The basic concrete mix — water, aggregates and cement powder — is a simple product. Concrete is further engineered to provide ever-increasing levels of service through the expertise of suppliers by varying proportions and characteristics of the raw materials and the addition of other materials, such as supplementary cementing materials and chemical admixtures. As a manufactured product, it requires a certain level of labour and energy to make, but, essentially, the environmental impacts are limited.

Concrete in its flowable (plastic) state is a mobile series of chemical reactions. Once it achieves its hardened state, it is an inert mass, solid as a rock, and durable as the ages. The finished product is engineered not only for its characteristics when being placed, but, more importantly, for its long service life. The technology to manufacture concrete that is easy to use, esthetically pleasing, functional and durable, is now commonplace. All that is left is for the correct choices of design and application to be decided and delivered.

So, back to green...

First, the raw materials are readily available, abundant and naturally occurring. Obviously, there is a consumption of energy to acquire these materials, transform them into finished products and deliver them where they are needed. Concrete, by definition, incorporates cement powder, which uses considerable energy

attributes that concrete offers, and all at limited environmental expense.

Now what of these environmental benefits, the greenness of concrete, the premise of this message?

"Sustainability" is the buzzword today. Have you heard it? My fear is that not enough of you have! Meanwhile, the word

sense.

Sustainable construction is, to my understanding, the better use of materials, construction techniques and efficiencies, and design by making the environment — light, Earth's energy, nearby abundant raw materials and the elements — work in concert with the function, appearance and lifecycle of our built environment.

Environmental Design & Construction Magazine defines sustainable construction as "a description of the application of sustainable development principles, such as maintaining a high and stable level of economic growth and employment, prudent use of natural resources, effective protection of the environment, social progress that meets the needs of everyone (by the construction industry.)"

Concrete is the most commonly used building material in the world, and it's plain to see why. It has an important role, a green role, to play in the goals for sustainability of our developing infrastructure.

It, therefore, may be concluded that "sustainability" is edging its way into the collective conscience at an increased pace, and you need to be aware, you need to ask how you fit into the paradigm. However you view it, it is a very tall order!

By failing to take action towards a more environmentally-friendly scheme of living, and of conscientious development of the amenities we desire, the heavy weight of the world's population will inevitably continue to diminish the quality of life on this planet.

Yes, there are many bad places on this earth, and the vast majority of the six billion folks here do not enjoy the luxury of sitting by a flowing stream, communing with nature and contemplating life. Life is difficult for most, but imagine when it gets worse, when we suffer life in a never-ending series of natural disasters — hurricanes, famines, droughts and the many other consequences of global warming. The consequences are grave; the big picture solutions are fairly straightforward.

It's the details that need to be handled ... or else. The way we live, the way we build, the way we use our resources, these are the details, the issues with consequences that we need to figure out ... and soon!

Pass the message along by your words and actions. The message is multifaceted. There are many layers, many points of view, many perceptions and misconceptions that must be addressed. Listen for the message from different sources, be skeptical, be analytical and be open.

Yes, concrete is green, but it is only a tiny part of the puzzle.



## Connely's Dura-Notes

By John Connely

APRMCA Marketing Director

and emits significant quantities of greenhouse gas (GHG) in its production. Concrete also consumes waste materials such as fly ash, silica fume and slag. However, the net environmental footprint of concrete is relatively small, a positive impact after utilizing some environmentally less-friendly raw materials.

It is doubtful that any construction product can claim the history and longevity of concrete. Consider that the ancient Romans built the Colosseum and Pantheon with concrete, structures that have stood the test of time for nearly 2,000 years. The Romans also used a simple mortar mix for the concrete they used in the construction of aqueducts and roadways over 2,000 years ago.

So the point is surely made. Using today's building science and construction techniques, concrete lasts without much effort, it can provide many structural advantages, and it can be molded into beautiful forms. These are just a few of the many

is becoming part of everyday language. It is being incorporated into projects under the banner of "sustainable construction." It is essential that you develop an understanding. My apologies, I hope I don't seem to be patronizing. It's just that in my travels over the past few years, the word "sustainability," and the concept(s) it represents, are rising in prevalence. Unfortunately, at this time, our industry only seems to be talking about it within limited, select circles of influence. It's really a bigger issue than many of us realize.

Tapping into some of the guiding principles of sustainability, we hear phrases such as:

- design and build for minimum waste;
- minimum energy for both construction and end use;
- minimize pollution; and
- conserve water and other resources.

There are others. Most of them make good economic and business sense. They certainly make very good environmental

## the atlantic CONSTRUCTION **C&T** TRANSPORTATION Journal

Return undeliverable addresses to:

Transcontinental Specialty Publications/Holiday Media  
1888 Brunswick Street, Suite 609, Halifax, NS, B3J 3J8

Group Publisher - Maritimes: Don Brander  
Editor: Shirley McLaughlin ([smcloughlin@hfxnews.ca](mailto:smcloughlin@hfxnews.ca))  
Sales Executive: Naster Tracz ([ntracz@hfxnews.ca](mailto:ntracz@hfxnews.ca))

Publications Mail Reg # 7145

General Manager: Jeff Nearing  
Sales Manager: Mike Hancox  
Graphic Designer: Grant Fawcett

Subscriptions: 4 issues — \$18 plus taxes (NS, NB, NL — \$20.70; PEI & Rest of Canada — \$19.26; Outside Canada — \$25.68)

*The Atlantic Construction & Transportation Journal is published quarterly by Transcontinental Specialty Publications/Holiday Media (Atlantic Region), a division of Transcontinental Media Inc. The opinions expressed in the Atlantic Construction & Transportation Journal are those of the authors and do not represent the official views of Transcontinental Specialty Publications/Holiday Media or its management. The Atlantic Construction & Transportation Journal and its contributors can accept no legal responsibility for loss through any error in information contained herein. Contents of the Atlantic Construction & Transportation Journal may not be reproduced without written consent of the publisher, who accepts no responsibility for unsolicited manuscripts, transparencies and other material.*

Mailed under Canada Post Publications Mail Agreement No. 40064924

The Atlantic Construction & Transportation Journal  
1888 Brunswick Street, Suite 609, Halifax, NS, B3J 3J8  
Phone: (902) 468-8027 Fax: (902) 468-2425

[www.transcontinental-media.com](http://www.transcontinental-media.com)