

# Maximizing Your Week

# at WOC



The contractor's guide to World of Concrete 2009. **BY KATE HAMILTON**

**O**pportunities are available to you at this year's World of Concrete (WOC). Taking place Feb. 2–6, 2009 at the Las Vegas Convention Center, Las Vegas, WOC 2009 offers a lineup geared to prepare you for the coming year.

This year WOC is celebrating 35 years of bringing you the best WOC has to offer—including educational seminars, a variety of exhibitors, state-of-the-art products, and networking events. Make sure to check out the January issue of *CONCRETE CONSTRUCTION*, as well as [www.concreteconstruction.net](http://www.concreteconstruction.net) for an exclusive in-depth history of WOC over the years.

#### Outdoor events

Taking up the entire convention center, it's hard to imagine there could be more—but don't forget the outdoor exhibits and events.

**Liebherr's Operators' Precision Challenge.** This event, presented by *CONCRETE CONSTRUCTION*, allows contractors to prove their skills at operating excavators in a series of challenges where precision is key. Spon-

sored by Liebherr, contestants try their hands at the R924 Compact Swing equipped with the LIKUFIX quick coupler system. *Gold Lot.*

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#### Artistry in Decorative Concrete.

In its seventh year, the Artistry demos will yet again push the envelope of artistic expression with concrete. The artists have a week to create their decorative concrete masterpieces as well as showcase some of the latest techniques, including stamping, polishing, etching, staining, and more. Last year, the Artistry demos saw vertical rockwork, a Rat Pack montage, a waterfall, a concrete sink, an engraved rose, microtoppings, and more. See what's in store this year. *Outdoor Exhibits & Events Area.*

#### Luncheons and forums

WOC 2009 also is a great opportunity to learn from the industry experts in an intimate setting. This year, three luncheon and forums provide in-depth



**Come out to see the artists create their one-of-a-kind masterpieces at the Artistry demos.**

focus on the following topics: women in the concrete industry, the concrete polishing market, and sustainable construction practices.

**Women in Concrete Luncheon & Forum.** Taking place Wednesday, Feb. 4, the fourth annual Women in Concrete Luncheon & Forum will highlight issues of particular interest to women working in various segments of the concrete industry. This year the theme is 'A Women's Look at the Hot Topics in the Industry.' *South Hall.*

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**The Women in Concrete Luncheon & Forum is a great opportunity to learn about hot topics.**

WOC also features seven educational sessions geared toward luncheon attendees that cover time management, accounting and finance, thriving in a male-dominated industry, female entrepreneurs, Spanish for concrete construction, certification, and family businesses. These events are a great opportunities for women to network with fellow colleagues and learn how to expand their career. *North Hall.*

**GREENSITE Luncheon & Forum.** On Thursday, join the editors of CONCRETE CONSTRUCTION, THE CONCRETE PRODUCER, and MASONRY CONSTRUCTION in this two-hour forum. Attendees will learn from industry professionals with experience in combining concrete construction and sustainable building practices. The event also will feature a brief presentation of the 2008 GREENSITE Project of the Year award-winning projects, brought to you by CONCRETE CONSTRUCTION and THE CONCRETE PRODUCER. Don't miss the 90-minute seminar track Green Building, focused on sustainable and environmental-friendly construction. Sessions cover masonry design, impacts and challenges of sustainable design, pervious concrete, polished concrete, carbon dioxide reducing

concrete, finish floors with fly ash, and sustainable homes. *South Hall.*

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**Concrete Polishing Luncheon & Forum.** Discover how concrete polished floors can be LEED-certified from a panel of industry experts. Presented by CONCRETE SURFACES magazine, this two-hour luncheon and forum is an opportunity for concrete polishing professionals to learn the steps for LEED certification in ground and polished concrete floors. *South Hall.*

**On the show floor**

The WOC show floor has a lot to offer this year's attendee. When planning your to-do list, be sure to make time for the number of special areas designed specifically with you in mind.

**GREENSITE.** This area on the show floor showcases dozens of exhibitors displaying green build

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**Don't miss the unique chance to see the Hoover Dam project.**

technologies. Video presentations and limitless information will be on hand to help you prepare for this growing area in concrete construction. *South Hall.*

**Most Innovative Products.** Products will be displayed at each company's booth, as well as the MIP display. You can vote for your favorite products at [www.mip2009.com](http://www.mip2009.com). *Grand Concourse.*

**New Product Showcase.** The New Product Showcase gathers the newest products on the market on

the show floor. This exciting array of equipment includes the newest products for construction and masonry professionals. *South Hall.*

**Other events**

In between watching the outdoor competitions, walking the show floor, and interacting with manufacturers, be sure to participate in a number of other events available to you at WOC.

**Hoover Dam Bypass Tour.** Join the editors of CONCRETE CONSTRUCTION and THE CONCRETE PRODUCER to see the revolutionary work on the Hoover Dam Bypass. Find out how concrete is helping this project break new ground and learn more about the historical importance of the dam. Industry experts will be on hand to answer your questions about the project. The tour includes a visit to the Hoover Dam

Visitor's Center, box lunch, and bus transportation.

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**CIM Annual Auction.** Make sure to bid on a number of concrete-related items at this unreserved auction. Proceeds will benefit the Concrete Industry Management (CIM) Program, which helps to educate tomorrow's concrete construction leaders in business methods with real-world experience. Visit [www.concretedegree.com](http://www.concretedegree.com) for more information. *North Hall.*

**Register today**

This year, WOC kicks off Super Bowl weekend so make sure to book your hotel and airfare early. Also a number of events fill up quickly, even before the show opens, so visit [www.worldofconcrete.com](http://www.worldofconcrete.com) for more information and to register. ■

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