

GET YOUR HANDS DIRTY

There's more than meets the eye in the outdoor exhibits area. These manufacturer booths feature hands-on demos that let you get your hands dirty and try out new tools in jobsite applications. While you're at WOC, walk through the Silver Lot to take advantage of the unique opportunity to find the right tool for you.

In **Makita USA Inc.'s Booth O31836**, attendees are trying out the company's 27-lb. AVT Demolition Hammer, as well as its complete line of rotary hammers. Test these products out on concrete slabs right in the booth.

Then head over to **Lura Enterprises (Booth O30746)** to try out the Lightning Strike Screed—a concrete placement system that strikes exposed aggregate, uphill and downhill placements, circular pours, precast, pervious, flatwork, and crowns and cambers.

The new TE3000 breaker from **Hilti Inc. (Booths O30871 and O31070)** is ready for action, with attendees breaking up concrete blocks all week. Concrete saws, dustless grinding systems, and the company's cordless tool line also are available.

Set up as a working jobsite, **Wacker Neuson Corp.'s (Booth O30239)** outdoor booth features sawcutting tools, rebar tiers and cutters, and compaction equipment. Work your way through all of the tool demonstrations. While you're there, sign up for the Trowel Challenge and test your accuracy, speed, and skill at navigating a trowel through an obstacle course.

A number of cordless tools can be found at **DeWalt (Booth O30901)**. Stop by to get a chance at competing against a fellow attendee in a concrete tool challenge. Available products include hammers and concrete drilling tools, handheld concrete drills, and other cordless products.

Looking for compaction equipment? Try out **Stone Construction Equipment's (Booths C4213 and O31465)** rammer and plate compactors on simulated granular soil or cohesive soil. Also available for testing are the company's power trowels and screeds.

Rebar cutters, hammers, jacks, grinders, and dustless tools are all on display at **Bosch Power Tools & Accessories**

(Booth O31663). Walk up to a display to test out these tools. Also in the Artistry area, visitors can try out the tools used by decorative contractors, including ones for handheld diamond polishing and curved engraving work, aftermarket coring bits for kitchen countertop work, and lithium-ion tools for installing wood forms.

Onfloor Technologies (Booth O731256) is featuring multisurface edgers, maintenance auto scrubbers, diamond brush grinders for resurfacing and maintenance, and mastic coating removal machines. Ranging in size for any application, try out all of the equipment to find what works for you.

No matter what you're looking for, find the product you need in the Outdoor Exhibits area. With so many exhibitors with onsite demos, you'll find it hard to pull yourself away.

Charlee Myers of Mountain & Mesa Construction, Tres Piedras, N.M., compared Hilti's demolition hammer to Makita's Tuesday, Feb. 2.



Photo: Kate Hamilton

PCA: EXPECT A 10-YEAR RECOVERY

“Our outlook is not rosy,” **Portland Cement Association's (PCA) (Booth C4113)** chief economist Ed Sullivan told attendees at PCA's “Cement Outlook: 2010–2014” press conference yesterday. According to Sullivan's economic forecast, even though cement consumption is expected to increase by 5.2% this year, this is merely a small shuffle up from an extremely depressed level.

“We're riding that bottom line,” he said. As the U.S. economy enters its fourth year of decline, cement consumption is down 54,000 metric tons—second only to the Great Depression. Even though the industry will show slight gains each year, Sullivan warns that it will be a long 10-year recovery.

Those who were expecting to see relief last year with the American Recovery and Reinvestment Act (AARA) were disappointed. Bureaucratic delays in releasing funds coupled with long lags between outlays and construction activity for ARRA projects led to very little stimulatory impact on cement consumption in 2009.

But gains should come later this year as more projects go out to bid; Sullivan expects \$22 billion in stimulus funds to be

used in 2010/11.

“Look at the stimulus as a bridge,” explained Sullivan. “Congress and the Obama administration knew that \$800 billion wasn't enough—it was to bridge over economic uncertainties until we get to a time of job creation.”

Unfortunately, the jobs aren't here yet. Typically, a recession goes on about 18 months before jobs appear again. This recession began in 2007. “We don't expect a job recovery like we did in 2001,” said Sullivan. “We've cut too many jobs; we've cut into the bone. At the end of 2012, we still won't be at 2007 levels.”

Sullivan reminded attendees that every cyclical downturn is temporary. “We'll come out of this.”

In the meantime, it would be wise to keep an eye on regulatory efforts. Passing a new highway bill was put on hold in 2009 so Congress could focus on health care legislation. But Sullivan said that could be a good thing. The bill, which could be the size of \$500 billion, said

Sullivan, can be talked about in terms of the unemployment rate.”

When we are finally back on our feet, said Sullivan, we'll have a whole new dynamic that's facing us. Changing demographics may force a dramatic increase in cement production, while at the same time emerging regulatory impacts may threaten to cut capacity: “Where are we going to get the supply for longevity?”



Photo: Bryan Haraway/Getty Images

PCA chief economist Ed Sullivan delivers the PCA's “Cement Outlook: 2010–2014” forecast, reminding attendees that every cyclical downturn is temporary.

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POLISH UP ON YOUR LEARNING

Education and communication were major themes that were repeated at the Concrete Polishing Luncheon & Forum at World of Concrete on Tuesday, Feb. 2.

These were key ideas mainly because of the speed at which the concrete polishing industry has grown. "There is a need to

always educate, especially since the industry is only starting its second decade and is evolving in a real-time basis," said Peter Wagner, of Portland, and one of the first concrete polishers in the Northwest U.S.

About 170 people attended the event, which was sponsored by organizers of the International Concrete Polishing & Staining Conference.

"Honest communication and fair dealings are good ideas," added Lendall Mains, an architect with 3W Studio in Las Vegas. Mains added that concrete floor polishers should seek to learn from all of their work. "No matter how good you are, you can learn from every project. You're not done when you're through," he said.

Mains added that all involved in the process, including polishing contractors, architects, designers, and specifiers, should work together. "You have to get out there and educate people," he said. "As a designer, I don't know it all."

The polished concrete industry's strong growth the last decade has taken on a

life of its own. "If we don't self-police ourselves, our major clients are going to go away," said Rick Smith, senior consultant and vice president of operations at Structural Services Inc., Richardson, Texas.

The speakers also urged the audience to thoroughly understand the concrete they are about to polish, including the material's mix design and flatness characteristics.

The industry's growth has caused a lot of confusion, prompting Smith to suggest, "make sure requirements are clearly specified."

EXHIBIT UPDATE

BOOTH CHANGES

Reliable Diamond Tool (C6799) is incorrectly listed in the Program Guide.
C.I.M. Industries Inc. moved to S12340.



About 170 people attended the Concrete Polishing Luncheon & Forum, Tuesday, Feb. 2. Rick Smith, senior consultant and vice president of operations, Structural Services Inc., Richardson, Texas, was one of the speakers at the event.

Photo: Bryan Haraway/Getty Images

BOOKS, APPAREL, COLLECTIBLES, AND MORE

Located in the Grand Concourse between the North and Central Halls, the World of Concrete Bookstore provides attendees a chance to shop the nation's largest collection of concrete and masonry industry-related books, media, and training



100 titles focused on the challenges of managing a successful contracting business. Additionally, design engineers and architects can review titles on design trends.

Along with the technical data, World of Concrete Bookstore attendees can purchase WOC-imprinted hats, T-shirts,

1300 different products in inventory. This includes collectibles from brands such as John Deere, Case IH, CAT, Ford, New Holland, and Mack. Attendees are invited to bring pictures of their own collection to share, and speak with one of the toy world's experts on valuation. For a pre-

view of some of the collectibles that will be on display, visit www.agfarmtoys.com.

This year, all books on sale in the Bookstore are available at www.wocbookstore.com. The Web site recently has been updated to include more than 300 concrete and construction related books, DVDs, and CDs for purchase.

The online store offers items in 22 categories: Concrete Basics, Contracting Business, Construction, Decorative Concrete, Design, Estimating/Reference, Floors, Forming, Green/Sustainable Construction, Inspection/Testing, Kids, Masonry, Material & Mix Design, Multimedia, Placing, Precast/Prestressed, Production, Repair, Safety/Training, Spanish, WOC Speakers' Corner, and WOC Gear.

Visit the WORLD OF CONCRETE Bookstore at www.wocbookstore.com. While you are there, be sure to sign up on the Bookstore Twitter account @WOCBookstore to receive updates on new titles and special sales.

SPEAKERS' CORNER

This year, the World of Concrete Bookstore hosts the Speakers' Corner. A number of presenters from World of Concrete Seminars are scheduled to meet attendees, offer insights, and autograph copies of the books and publications offered in the Bookstore. The Speakers' Corner is located in the WOC Bookstore in the Grand Concourse, in between the North and Central Halls.



Photo: Bryan Haraway/Getty Images

materials. With materials selected by the editorial staff of CONCRETE CONSTRUCTION, MASONRY CONSTRUCTION, and THE CONCRETE PRODUCER, the Bookstore offers information on current industry-related topics.

Flatwork contractors who want to learn more about decorative concrete can look through the more than 30 titles and multimedia products covering stamping, overlays, staining, and polishing. For owners and estimators, the bookstore offers nearly

denim shirts, and other specialty items. There's even a special kids' section featuring toys, books, and WOC gear sure to spur the next generation's interest in our construction market.

New to the Bookstore is a special model truck collector's corner. Representatives from Ag Farm Toys, one of the largest dealers of die-cast collectibles in the U.S., will be on hand showcasing industry-specific items from the

IN CASE OF EMERGENCY

If a situation arises, **DO NOT DIAL 911**. Instead, dial extension 7400 from any house phone in the Convention Center, or dial 702-892-7400 from a cellular or pay phone. When the operator answers, state your situation and your location. Also, there are three First Aid stations throughout the Convention Center:

- In the Central Lobby, by the security office, across from the Hall C3 entrance
- In the North Lobby, across from the Hall N3 entrance
- In the South Lobby under the escalator

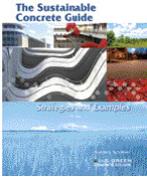
If you cannot reach or locate a First Aid station, call one of the emergency numbers above.

BREAKING NEWS

USGCC LAUNCHES RESOURCE BOOK

U.S. Green Concrete Council (USGCC) unveiled its new book, "The Sustainable Concrete Guide—Strategies and Examples," yesterday during its press conference. This comprehensive resource on concrete and sustainability provides insight on specific best-use strategies for concrete in high-performance, long-lasting green buildings.

The text includes case studies, technical data and references, and numerous practices. It makes calcula-



tions, detailed descriptions of materials and applications, and other types of hands-on knowledge easily accessible for architects, engineers, and designers.

The book's list price is \$75, but an early-bird discount is being offered to WORLD OF CONCRETE attendees who preorder at **American Concrete Institute (Booth S10338)**, bringing the price down to \$63. Visit www.concrete.org for more information.

TCA-SPONSORED EVENTS

This week at WOC, the **Tilt-Up**

Concrete Association (Booth C4637) sponsors a number of events. On Wednesday, Feb. 3, 8 a.m.–11 a.m., Laurence Smith, PE, of J.W. Lindsay Enterprises Ltd., Dartmouth, Nova Scotia, will explain how the popularity and continued growth of tilt-up dictates a more in-depth explanation of the system to contractors in the seminar **Tilt-Up: It's a System (WE06)**.

The TCA/ACI Tilt-Up Technician/Supervisor Training seminar, held Thursday, Feb. 4, 1 p.m.–4 p.m., will cover all areas in which a tilt-up supervisor is

expected to know, including safety, plan reading, site preparation, scheduling, and more. Shawn Hickey, SiteCast Inc., Ottawa, Ontario, will conduct the presentation.

Interested in becoming a certified tilt-up technician? Take the ACI Tilt-Up Certification Exam (THTUS) on Thursday, Feb. 4, 4 p.m.–6 p.m.

Lastly, the TCA Annual Meeting and Awards Breakfast, scheduled for Friday, Feb. 5, 8 a.m.–11 a.m., in South Hall, Room 235, will feature the dramatic changes TCA has made this past year and also highlight the 2010 Tilt-Up Achievement and Professional Awards. Go to www.tilt-up.org to learn more.

MAPEI SUPPORTS THE VANCOUVER GAMES

Mapei Corp. (Booth S10439) supplied 41 different products to aid concrete restoration, surface preparation, waterproofing, and flooring installation in six Vancouver venues in preparation for the Vancouver 2010 Olympics. Venues include the Vancouver Olympic Headquarters (Campus 2010), Richmond Speed Skating Oval, Olympic/Paralympic Centre, Canada Hockey Place (GM Place), Olympic and Paralympic Village Vancouver, and the East and West buildings of the Main Media Centre at the Vancouver Convention and Exhibition Centre. Products also are being used for the upcoming 2012 Summer Olympics in London and the 2014 Winter Olympics in Sochi, Byelorussia. Learn more at www.mapei.com.



CONCRETE SUSTAINABILITY HUB LAUNCHED AT MIT

To address the sustainability and environmental implications of the use of concrete as the backbone of buildings and infrastructure, The Massachusetts Institute of Technology, in collaboration with the **Portland Cement Association (PCA) (Booth C4113)** and Ready Mixed Concrete (RMC) Research & Education Foundation, recently established the Concrete Sustainability Hub (CSH) research center.

The goal of the research center is to accelerate emerging breakthroughs in concrete science and engineering and transfer that science into practice. For example, at a World of Concrete luncheon yesterday, MIT visiting professor Rolan J.-M. Pellenq explained that CSH plans to create a green concrete that reduces carbon emissions in concrete, provides more strength with less material, lowers energy usage in processing, and has chemical stability. (Pellenq is also director of research of the French Government Research Agency CNRS.) They then want to see how this concrete can be used to improve the world's carbon footprint and help create jobs.

The research center will provide \$10 million of sponsored research funding during the next five years.

Two projects are already underway: "Green Concrete Science," and "The Edge of Concrete: A Life-Cycle Investigation of Concrete and Concrete Structures."

All research currently is organized around three focus areas: concrete materials

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Are you interested in sustainable building practices and don't know where to go for information? Visit the GREENSITE Pavilion, conveniently located in the Central Hall. With product displays from companies offering sustainable construction solutions, this area hosts presentations on sustainability throughout the week and more!

GREENSITE LUNCHEON AND FORUM

Thursday, Feb. 4, 12 p.m.–2 p.m.

With the growing demand for sustainable construction techniques the GREENSITE Luncheon & Forum provides contractors, producers, and architects a place to share ideas on sustainable building. This luncheon, hosted by the editors of CONCRETE CONSTRUCTION and THE CONCRETE PRODUCER magazines, connects interested contractors with experienced green professionals who have surpassed these challenges.

This year, speakers will discuss current trends in sustainable design, new developments in sustainable contractor certification, and real-life examples of how to market the benefits of going green. Speakers include Michael D. Lepech, PhD, MBA, assistant professor, department of civil and environmental engineering fellow, Center for Sustainable Development

and Global Competitiveness, Stanford University, Stanford, Calif.; and Phil Williams, vice president, technical services and sustainability, Webcor Builders, San Mateo, Calif.

A panel of contractors and architects will answer questions about the practical elements of concrete-related innovations and how they contribute to green construction. Panelists include Sarah Mojzer, Associate AIA, LEED AP, SH Architecture, and Kevin A. MacDonald, vice president, engineering services, Cemstone Concrete Products, Mendota Heights, Minn.

The program also will recognize the 2009 GreenSite Award winners, in con-

junction with the GREENSITE exhibit in the Central Hall.

Learn More in Technical Sessions

World of Concrete's 90-Minute Green Building seminars will cover sustainability and environmentally friendly construction practices.

Wednesday, Feb. 3, 1:30 p.m.–3 p.m., Estimating & Constructing Pervious Pavements, Bruce Glaspey and Charles Vander Kooi

Thursday, Feb. 4, 1:30 p.m.–3 p.m., Understanding Authentic Green Messaging: Products and Practices for the Concrete Industry, Shawn Draper

LIVE PRESENTATIONS SCHEDULE



Plan to attend one of the many expert presentations on sustainability. Speakers include representatives from the industry's Concrete Joint Sustainability Initiative (CJSI). Under the CJSI, leading organizations have agreed to align their resources and activities for sustainable development. The group includes the Portland Cement Association, National Ready Mixed Concrete Association, American Concrete Institute, Concrete Reinforcing Steel Institute, National Concrete Masonry Association, and Precast/Prestressed Concrete Institute. This is the group's first public event to promote its collaborative effort.

Wednesday, Feb. 3

- 10 a.m.–10:30 a.m., **Permeable Pavers/Sustainable Design Solutions**, David Smith, Interlocking Concrete Pavement Institute
- 10:30 a.m.–11 a.m., **Permeable Pavers/Sustainable Construction Expertise**, David Smith, Interlocking Concrete Pavement Institute
- 11 a.m.–11:30 a.m., **Practical Contractor Tips for LEED Projects**, Julie Buffenbarger, LEED AP, Lafarge NA
- 11:30 a.m.–12 p.m., **Precast Possibilities for Green Projects**, Larry Rowland, LEED AP, Architectural Precast Association
- 12 p.m.–12:30 p.m., **Getting Greener on the Jobsite**, Paulette Salisbury, California Nevada Cement Association
- 12:30 p.m.–1 p.m., **Selling More Concrete in a Sustainable World**, Julie Buffenbarger, LEED AP, Lafarge NA

Thursday, Feb. 4

- 10 a.m.–10:30 a.m., **Practical Contractor Tips for LEED Projects**, Julie Buffenbarger, LEED AP, Lafarge NA
- 10:30 a.m.–11 a.m., **Using More Concrete on LEED Projects**, Donn Thompson, AIA, LEED AP, Portland Cement Association
- 11 a.m.–11:30 a.m., **Beyond LEED: Leveraging the Qualities of Reinforced Concrete**, Tony Johnson, Concrete Reinforcing Steel Institute
- 11:30 a.m.–12 p.m., **Selling More Concrete in a Sustainable World**, Julie Buffenbarger, LEED AP, Lafarge NA
- 12 p.m.–12:30 p.m., **What's So Special about Pervious Concrete**, Paulette Salisbury, California Nevada Cement Association
- 12:30 p.m.–1 p.m., **How Precast Concrete Can Help You Save Time & Money While Being GREEN**, Brian Miller, PE, LEED AP Precast/Prestressed Concrete Institute

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Booth O30239



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amount of pounds of force needed to operate the unit by as much as 75% compared to previous models. All three models in the series feature the new steering system plus offer blade speeds ranging from 20 to 165 rpm.

www.wackerneuson.com

MIP DEWALT

Booth O30901



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who use their worksite charger/radios daily. Contractors can charge either Ni-Cd and Li-ion battery packs quickly. A heavy-duty roll cage is designed to withstand tough environments. Three AC outlets, auxiliary input, and iPod dock offer versatility.

www.dewalt.com

BUTTERFIELD COLOR

Booth O40857

Elements Transparent Concrete Stain is a penetrating, nonfilm forming stain that produces translucent color variations for existing concrete surfaces. It is breathable, UV and freeze/thaw resistant, water based, and environmentally and user friendly. It has almost no odor, low VOC (15 to 45 g/L depending on color

selection), and is acidless. It can be used on interior concrete floors and exterior concrete hardscapes, pavers, and cementitious overlays. Available in 18 standard colors, with optional custom colors at no additional cost.

www.butterfieldcolor.com



BREAKING NEWS

continued from page 4

science, building technology, and the econometrics of sustainable development.

CSDA REACHES TO NEXT GENERATION

The Concrete Sawing & Drilling Association (Booth S11131) (CSDA) has created a new association group—NextGen—that's geared toward getting younger cutters involved in networking and sharing ideas. Although there is no set age limit, CSDA is encouraging that participants be under the age of 45.

The idea came from a meeting of CSDA Past Presidents, many of whom now have sons and daughters taking an active role in their businesses or see promising young people developing in the association. "There is a general feeling that the younger concrete cutting generation is aware of associations and what they can offer, but with new generations come new ideas," says Richard Long, a past president of CSDA. "The aim is to have a group led by younger members of CSDA, that's for younger members, to find out what they feel is important about being a member of the association and what they can offer through their involvement."

Next Gen held its inaugural meeting yesterday at World of Concrete.

WOC'S BRAND-NEW ARTISTRY EVENTS

Attendees visiting the Decorative Pavilion in the Silver Lot have more demos and hands-on opportunities than ever before:

If you are flooring contractor, you are probably aware that many big box owners now require their concrete floors to have gloss-meter readings of 40 or more to save electricity on lighting and to enhance the customers' experience. On Wednesday in the Silver Lot, Rick Smith from Structural Services Inc., Richardson, Texas, will demonstrate how to accomplish this technique. Starting with a gloss reading of 9, Smith will increase the concrete finish to 45 in less than 1 hour.

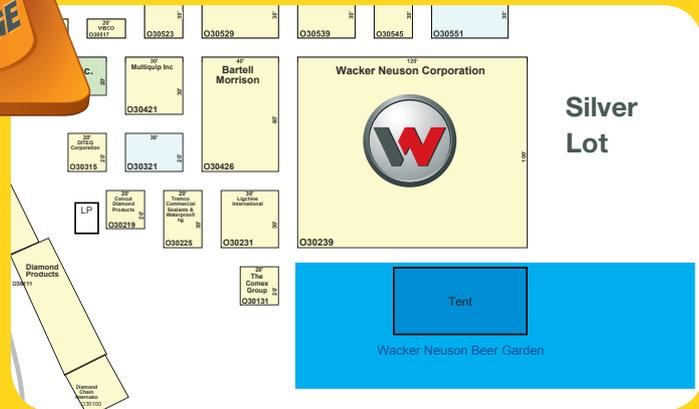
There also will be a slab demonstrating how to measure moisture content in concrete. For the past several years, a number of methods have been developed to provide some indication of moisture in concrete. These methods will be displayed, including measuring relative humidity, which is the most accurate method developed to date.

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U.S. COMMERCIAL SERVICE HERE TO HELP

More than 70% of the world's purchasing power is outside of the U.S., and as a result, more and more U.S. companies are looking to increase their international sales with help from the Commerce Department's U.S. Commercial Service and other federal agencies. At WOC 2010, the Commercial Service is offering programs to assist in export and partnering efforts.

INTERNATIONAL BUYER PROGRAM

WOC 2010 has been selected by the U.S. Department of Commerce to participate in the International Buyer Program (IBP)—a service that significantly enhances the ability to make WOC a truly global marketplace. Through this program, the U.S. Commercial Service offers a number of services to help international attendees make the most of their experience at the show.

Through the IBP program and its globally integrated network, the U.S. Commercial Service provides a three-pronged approach that assists small- and medium-sized U.S. businesses export their products and services.

To do this, Commercial Service's overseas staffs, located at U.S. embassies and consulates throughout the world, work to recruit and bring to the show foreign

buyer delegations, and help organize their plans for doing business at the show. Even if a delegation cannot be formed in a country, Commercial Service specialists advertise WOC 2010 through various media outlets and encourage buyers to register and come on their own. Several official DOC delegations from all over the world have been recruited to attend WOC 2010, including Albania, Algeria, Austria, Brazil, Bulgaria, Chile, Costa Rica, Czech Republic, Ecuador, El Salvador, France, Guatemala, Iraq, Kazakhstan, Latvia, Mongolia, Morocco, Philippines, Russia, Serbia, South Korea, Tajikistan, and Thailand, among others.

During the show, trade specialists from the Commercial Service will be managing the International Business Center (IBC) located near the general registration area in the Central Hall of the Las Vegas Convention Center. In the IBC, buyers can negotiate with sellers, use the meeting rooms provided free of charge on a first-come-first-serve basis, and take advantage of the facility to plan their visits to the exhibit floor. Exhibitors also are encouraged to visit the IBC to



take advantage of interpreter services and export counseling from the Commercial Service.

With its network of offices across the U.S. and in more than 80 countries, the U.S. Commercial Service of the U.S. Department of Commerce uses its global presence and international marketing expertise to help U.S. companies sell their products and services worldwide. This assistance includes export counseling, market research, match-making, pre-arranged business appointments abroad through its Gold Key Service, advocacy, video-conferencing, international partner searches, trade events, and more. For more information please visit www.export.gov.

Exhibitors also can take advantage of other export programs at the show.

SHOWTIME PROGRAM

Through the Showtime program, exhibitors have several opportunities to talk with Commercial Specialists from the U.S. Commercial Service's international network. Together, they will explore

export opportunities and discuss the latest market information on their respective countries. At past IBP shows, these efforts have led to numerous export successes and tens of thousands of dollars in U.S. export sales. For more information, visit the U.S. Commercial Service at the IBC.

U.S. EXPORT PAVILION

Looking for new customers? The U.S. Export Pavilion helps U.S. companies increase international sales by offering the latest information about U.S. government export services. From market research to financing international buyers, the U.S. Export Pavilion's agencies give American businesses the information and assistance they need to succeed in the global marketplace. Stop by booth C6223 to speak with trade specialists from the U.S. Commercial Service of the U.S. Department of Commerce, Census Bureau, Export Import Bank, Bureau of Industrial Security, and other groups are available to discuss trade challenges and opportunities with exhibitors and attendees. If you would like to arrange a meeting with one of the trade experts at the show, contact Terry Shavatt at 202-482-0821 or at terry.shavatt@mail.doc.gov.

LAS VEGAS CITYCENTER

Right here in Las Vegas is a concrete construction marvel. Opening in December 2009, the Las Vegas CityCenter boasts the 4004-room ARIA Resort & Casino, Mandarin Oriental Las Vegas, Crystals retail and entertainment district, Vdara Hotel & Spa, The Harmon Hotel, and Veer Towers. This \$8 billion "city-within-a-city" also includes a \$40 million public fine arts center.

More than 1 million cubic yards of concrete was placed to construct the 17 structures and infrastructure on the site. More than 60 mixes were developed—all but a few including fly ash—with 5000, 6000, and 7500 psi compressive strengths for the decks, and 7000, 8000, and 10,000 psi

compressive strengths for vertical applications, all depending on location.

As a LEED project, CityCenter features an irrigation system that helps conserve water, construction that minimizes VOC emissions, and energy conservation with an onsite power generator. Excess heat from the generator will be used to heat water.

Visit the CityCenter while you're in Vegas or go to www.citycenter.com to learn more.

CityCenter, Las Vegas, open this past December, features hotels, casinos, and retail/entertainment space. This LEED project features innovative concrete mix design and other sustainable building practices.



Photo: City Center Land LLC

CONCRETE SURFACES' CONTRACTOR CLINICS

Come and learn new techniques on how to treat, protect, and decorate concrete. Produced by the editors of CONCRETE CONSTRUCTION and CONCRETE SURFACES, these 45-minute interactive working labs offer contractors insights on how new materials and processes can expand their business in this fastest-growing segment of concrete construction. To participate in this new WOC offering, just go to the Artistry in Decorative Concrete demo area in the northwest corner and learn. No preregistration necessary.

Wednesday, Feb. 3

10 a.m.–11 a.m., *Old World Concrete Countertops and Fireplaces Made Easy and Inexpensive*

Learn how to create Old World and natural stone looking countertops and concrete artistry. Concrete Solutions presents THE ASHBY SYSTEM: an alternative to all the systems and methods available. Cut time and costs when creating Old World and natural looking concrete countertops, fireplaces, and artistry. No polish necessary to achieve results. Discussion will be led by

system creator and artist Ben Ashby. Presented by Concrete Solutions.

11 a.m.–12 p.m., *Flat Out Countertop Mix*

Butterfield Color presents Flat Out Counter Top Mix, a fast-setting, glass-fiber reinforced and self-consolidating mix designed for quick production of pan-molded countertops, tabletops, concrete panels, and other architectural precast items. This short contractor clinic will include pouring and stripping of several concrete countertops and other architectural items. A variety of forming, coloring, staining, and polishing options will be discussed and demonstrated. Presented by Butterfield Color Inc.

3 p.m.–4 p.m., *Decorative Concrete Council Awards*

The American Society of Concrete Contractors presents its Decorative

Concrete Council Awards.

Presented by the American Society of Concrete Contractors.

Thursday, Feb. 4

12 p.m.–1 p.m., *Using Glass-Fiber Reinforcement in Decorative Concrete*

Glass-fiber reinforced concrete is not just a "spray on" process. Learn about different techniques using glass fibers to make decorative concrete projects lighter, stronger, and thinner, without necessarily spraying, always wet-casting, or buying new equipment. Buddy Rhodes artisan Nick Relampagos, of It's Concrete, will demonstrate and discuss how he uses glass fiber reinforcement with pressed surface techniques and Buddy Rhodes Concrete Mix to form decorative concrete projects. Presented by Buddy Rhodes.

2 p.m.–3 p.m., *HP Spartacote Polyaspartics*

Come see the next generation of HP Spartacote's patented line of rapid curing concrete coatings, sealers, and stains. If you have ever wanted to learn more about polyaspartics or decorative concrete in general, this demonstration is not to be missed. Facilitated by HP Spartacote's most senior technical managers, this is a great opportunity to be one of the first to witness firsthand the revolutionary capabilities of our products. This demonstration will cover all aspects of the HP Spartacote offering, including its new translucent concrete stain, gloss, and matte clear sealers designed specifically for decorative concrete and never before seen products that are certain to open up new opportunities for your business. One-day installation with next-day return to service, four times more abrasion-resistant than epoxy, and excellent UV and chemical resistance. Come and learn about the benefits of the only patented formulation of polyaspartics available on the market today. Presented by HP Spartacote.