



MUST-SEE EVENTS



CIM Annual Auction
The Concrete Industry Management (CIM) National Steering Committee (NSC) is once again hosting an unreserved auction during the World of Concrete. Attendees can bid on concrete industry related items, the proceeds from which will benefit the CIM Program, an educational program dedicated to developing a workforce that will assume future leadership roles in the concrete industry. [LEARN MORE](#)



GREENSITE Luncheon & Forum
When 20 of the country's best bricklayer/tender teams compete for the title of "World's Best Bricklayer," the fans go wild. Watch the teams build a 26-foot double-wythe wall in an hour. [LEARN MORE](#)



Concrete Construction's Field Test Breakfast
Join us for the start of something big! **Concrete Construction** and Scurto Cement Construction Ltd., Elgin, Ill., are currently conducting a field test to learn more about shrinkage and curling in warehouse floors. [LEARN MORE](#)



MCAA's Fastest Trowel on the Block
Twenty journeyman masons, accompanied by two tenders, will compete against one another in a show of both speed and craftsmanship. [LEARN MORE](#)

[>> Learn more about these EVENTS](#)

HOT OFF THE PRESSES



Bricklayer Winners Cash In
Garrett Hood of McGee Brothers Co., Monroe, N.C., took first place after laying 911 bricks in one hour in the SPEC MIX Bricklayer 500 competition. [LEARN MORE](#)



Sharing Stories, Giving Back
Three industry influencers presented their experiences within the concrete industry at the fifth annual Women in Concrete Breakfast & Forum, Wednesday, Feb. 3. Each shared the road they traveled that brought them to an industry they love. [LEARN MORE](#)



GREENSITE Showcases Sustainability
GREENSITE is celebrating its third year at WOC and continues to highlight the latest and greatest in sustainable technology and techniques. By touring the displays in the GREENSITE area or taking in one of the live presentations, attendees can learn real-world, practical ways to make concrete an integral part of their green-building projects. [CONTINUE READING](#)

[>> Read more from this issue of the World of Concrete DAILY NEWS](#)

BREAKING NEWS

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). [CONTINUE READING](#)

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) and Ready Mixed Concrete (RMC) Research & Education Foundation, recently established the Concrete Sustainability Hub (CSH) research center. [CONTINUE READING](#)

CSDA Reaches to Next Generation
The Concrete Sawing & Drilling Association has created a new association group—NextGen—that's geared toward getting younger cutters involved in networking and sharing ideas. While there is no set age limit, CSDA is encouraging that participants be under the age of 45. [CONTINUE READING](#)

PRODUCTS FROM THE SHOW FLOOR

[DeWalt](#) [Command Alkon](#) [GOMACO Corp.](#)

SCHEDULE AT A GLANCE

Attendee & Exhibitor Registration
7 a.m.-5 p.m.
Central Hall

Seminars, 3-Hour Sessions
8 a.m.-11 a.m.
90-Minute Sessions
8:30 a.m.-10 a.m.,
1:30 p.m.-3 p.m.,
North Hall Rooms,
Level 1 & 2

Concrete Construction's Field Test Breakfast
8 a.m.-10 a.m.
South Hall, Room S219

CIM Auction
Bid Registration: 11 a.m.
Silent Auction: 11 a.m.-1 p.m.
Live Auction: 1 p.m.-2 p.m.
North Hall, Room N262

MCAA Fastest Trowel on the Block Competition
12 p.m.-1:30 p.m.
Gold Lot, front of North Hall

GREENSITE Luncheon & Forum
12 p.m.-2 p.m.
South Hall, Room S222

OUTDOOR EVENTS & CHALLENGES
9:30 a.m.-5 p.m.

Artistry in Decorative Concrete
Silver Lot, front of South Hall

"My Skills Are No Bull" Bosch Power Tool Challenge
Gold Lot, front of North Hall

John Deere Load America and Skid Steer Competition
Gold Lot, front of North Hall

Mack Truck Safety Skills Competition
Silver Lot 4, next to South Hall

MCAA Masonry Action Stations
Booth S13600

SHOW INFORMATION

Location:
Las Vegas Convention Center, Las Vegas

Registration Hours:
Feb. 1-4, 7 a.m.-5 p.m.
Feb. 5, 7 a.m.-12 p.m.

Exhibit Hall Opens:
Feb. 2-4, 9:30 a.m.-5 p.m.
Feb. 5, 9:30 a.m.-1 p.m.

Restaurant Reservations:
www.alistyvegascorporate.com

Show Tickets:
www.showtickets.com

MANAGE YOUR SCHEDULE



Login into [Connection Point](#) to view your personalized WOC schedule.



MIP

Booth O30901
Worm Drive

Circular Saw DW535 features Toughcord cord retention and protection system, a magnesium shoe, rugged control levers and handles, and a true worm drive mechanism for longer life and high torque.

[COMPLETE DETAILS](#)

Booth N737

The COMMANDOptimize dispatch tool creates and adjusts an operational plan for all current and next-dispatch day operations. Driving down the cost of delivery and maintaining desired service levels, COMMANDOptimize allows you to lower the total number of trucks used.

[COMPLETE DETAILS](#)

Booth C5168

Slipform all profiles of curb and gutter without the use of stringline with the GT-3600 curb and gutter machine with Leica PavSmart 3D. Not just limited to straight sections, the machine can handle slipform radii as tight as 18 in.

[COMPLETE DETAILS](#)

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Rental & Inventory Control Software

You can now efficiently track rental operations or in-house activities with real-time equipment location, preventive maintenance management, utilization statistics, multi-site management, and much more. Obtain your Show Special Coupon at www.orion-soft.com/eng/WOC-2010-super-special.html and visit us at booth C4763.

Don't have a schedule? [Create](#) one today.

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MORE FROM WOC

All of the resources and materials you need to develop your skills and enhance your WOC training are available in the [World of Concrete Bookstore](#). Shop for books, training materials, videos, apparel, and more. The WOC Bookstore is located in the Grand Concourse and in the South Hall, outside of registration.



The [GREENSITE](#) area showcases exhibitors with greenbuild technologies, along with displays, video presentations, and limitless information. Located in the South Hall, Level 2, you'll also find live presentations from some of the industry's leading experts.



The eighth annual [Most Innovative Products Contest](#), sponsored by [Concrete Construction](#), [Masonry Construction](#), and [The Concrete Producer](#) magazines, is a cutting-edge competition that presents the most ingenious items at the show and lets you decide who wins. See and compare product entries at participating exhibitors' booths, and cast your vote at the show or online. Awards include the Expert's Choice and Attendees' Choice.



THE #1 REASON TO ATTEND
WORLD OF CONCRETE®

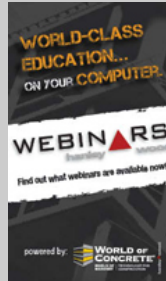
Your No. 1 reason for attending

WOC—to see all the newest products to keep your business running strong! World of Concrete's [New Product Showcase](#) brings an exciting array of this year's newest products together in one area for a quick look at what's new for construction and masonry professionals.



In its eighth year, [Artistry in Decorative Concrete](#) pushes the envelope of artistic expression. Watch leading artisans demonstrate the most innovative decorative concrete applications and techniques in integral color, stains, color hardeners, stamping, polishing, stenciling, overlays, sculpting, and more!

WEBINARS POWERED BY WORLD OF CONCRETE



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Prepared by the official show magazines



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