



Concrete Products Newsletter

Northeast Concrete
Products Association

Volume 3, Issue 4
December, 2002

Winter Meeting, January 14, 2003

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Please join us for the 4th Annual Winter Meeting, January 14, 2003.

If you haven't yet signed up for the meeting, fax the form below to: 413-566-0109

Where: Sheraton Harborside Resort Hotel,
Exit 7, off I-95 (last exit in NH)
Portsmouth, NH

When: January 14, 2003

Time: 9AM- 3 PM

What: Guest Speakers discussing topics, such as
plant safety and Credit and Collections
Vendor Literature and new product table

Agenda:

8 AM- 9 AM Coffee and Danish

9 AM- 12 PM Speakers

12PM- 1 PM Buffet Lunch

1PM-3 PM Speakers

Marketing Discussion

Officer Elections

Door Prize Drawings

(\$10. charge per Attendee to help defray meeting costs)

SIGN UP FORM

Company _____

Address _____

Phone (_____) _____

List names of Attendees

Name _____

attending (_____)

X \$10. Charge _____

Check Attached ? Pay at Door ?

Please respond by January 4, 2003

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Winter Meeting 2003 Featured Speakers

Dr. Gerald Thorndell, Ph.D Director of health & safety- CSI Group Has trained over 20,000 employees across the country, stressing training to create a secure and healthy work environment Developed programs which have a direct relationship on how companies are rated by Ins. Cos. And OSHA

Jim McGann- Product Specialist, Grace Construction Products - 28 years of industry experience-

Previously with Lehigh Cement, Northeast Solite- Speaking on self- consolidating concrete, in a precast environment

Alex Morales- NPCA Technical Service engineer, B.S. Civil Engineering from Clarkson University. Speaking on Storm Water run-off in the precast/ cement environment Staff liaison to safety, Health and Environmental Committees-American Society of Civil Engineers, studying for NPDES Stormwater Permit Compliance

Correction

We neglected to give credit to Meadow- Burke for their generous contribution to our Summer Open House at Rotondo Precast in June. Once again, thanks Ken!

There's Trouble at the Tap

**“WATER
MAINS
BREAK
OVER
237,000
PER YEAR”**

NECSA Marketing Partners

- Ciment Quebec
- Dragon Products
- Essroc Cement
- Federal White Cement
- Glens Falls
- Lehigh Cement
- Lafarge Corp.
- St. Lawrence Cement

The tap water was so dark in Atlanta some days this summer that you can't always see the bottom of the tub. Advisories are issued on a regular basis for "boil water" reminders to protect against water-borne pathogens. Some people think that taking a bath in dirty water is normal.

In a nation where abundant, clear, and cheap drinking water has been taken for granted for generations, it's hard to imagine residents of a major city adjusting to life without it.

In the years ahead the problems mentioned above will be played out across the country as long neglected mains and pipes fail on a regular basis.

Failing pipes cause a pressure drop that sucks dirt, debris and often bacteria into the mains that deliver water to our houses. All too often the band-aid being applied is to treat each incident as isolated, resulting

in a quick flush of the contaminants and applying more chlorine— a short term solution at best.

Add to decaying pipes, the following: old methods of purification are often inadequate as new pollutants emerge, shortages emerge as populations increase, and drought (although cyclical) put pressure on insufficient resources.

In March, 2002, the EPA Administrator, Christie Whitman, called water quality and quantity, "the biggest environmental issue that we face in the 21st century."

Currently, there are over 700,000 miles of pipe in the ground delivering water to U. S. homes and businesses. Three generations of pipe are at risk: cast iron pipe from the 1800's, thinner conduits from the 1930's and even less sturdy pipe from the post WW11 era. Replacement costs by some estimates approach \$1 Trillion: as high as \$6900 per household in some towns.

A number of trends are emerging:

Privatization

A number of large cities have privatized their systems with the hope of reducing costs, Atlanta being the largest to privatize in 1999. However, the city is reviewing whether to rescind the 20 year contract with United Water, a subsidiary of Suez, a French Company, as results have been less than satisfactory.

Health Risks

Water mains break over 237,000 times each year. In trench water inspections at repair sites, significant levels of pathogens and "fecal Indicator" bacteria were found to be present, according to an industry study. Of the 619 waterborne disease outbreaks recorded between 1971 and 1998 by the Centers for Disease Control and Prevention, 18% were due to germs in the distribution system. However, low-level infections that don't rise to a level of "significant" outbreaks, keep many Americans home for the day with an upset stomach or a stomach flu. These minor things, may, according to many researchers, be the result of poor water quality.

Quality Concerns

New regulations will be showing up with increasing frequency, as new science questions old methods of purification, and new levels of contaminants are implemented. Witness the recent up-roar over arsenic. A new study released by the National Academy of Science, indicates that the arsenic level should be

reduced still further to 3PPB, which still carries a far higher bladder and lung cancer risk at that level.

Nearly 200 women are suing the Chesapeake, VA Water System, because purifying water with chlorine may lead to miscarriages as the murky river water used in the region may cause a chemical reaction and produce trihalomethanes. The pregnancy risk is being hotly debated, but the EPA has ordered reductions in chlorine risk. Percolate, a rocket fuel component, has shown up in drinking water from Bourne, MA to Southern California. MTBE, a gasoline additive, appears to be a significant ground water pollutant, even though The original intention was to reduce air pollution.

(Continued on Page 3)

NEW MEMBERS

Please welcome the following new members that have joined us since the first of the year:

Producer Members

| | |
|------------------------|--------------|
| Durastone | Lincoln, RI |
| George Roberts Co. | Alfred, ME |
| L&L Concrete Products | Oxford, MA |
| Scituate Concrete Pipe | Scituate, MA |
| Superior Concrete Co. | Auburn, ME |

Associate Members

| | |
|-------------------------|-----------------|
| Advanced Concrete Tech. | Portsmouth, NH |
| A-Lok Products, | Tullytown, NJ |
| Cableworks | Putnam, Ct |
| Connection Specialties | Omaha, NE |
| I&I Sling | Canton, MA |
| Pennsylvania Insert | Spring City, PA |

Developing a Service Strategy– Who needs one?

You may ask how much strategy do you need to adjust a billing error, or patch a damaged casting? Probably not much, except that all service activities need to fit into an overall strategy that determines:

Who your customers are– Segmentation

How much each customer values the services you offer

How much you will have to spend to satisfy their needs

How big the payoffs will be

With a clear service strategy you can choose the mix and level of services for different customers. Too little service or the wrong kind, and your customers will leave; provide too much, even of the wrong kind, and your company will either go broke or price itself out of the market.

Segmentation

Identify groups of customers who share similar characteristics and make a tailored service strategy possible. Service strategies focus on what customers expect

While marketing strategies focus on what individuals and companies need.

Determining effectiveness of marketing strategies is straight forward– the sale is made or it isn't. With service, the measurement isn't as easy. You can't store service on the shelf. You can't copy another company's service, unless you have the structure to integrate into your operation. (Ex. Your competitor delivers on Sunday morning, and you don't)

Service usually involves personnel, who can't be easily added or subtracted.

What customer segments do you want to service?

After segmenting your customer list, you now need to look at what each segment costs to service.

Is your price to all customers are the same, regardless of their payment history? Is your delivery to your best customers who plan ahead, the same as to those who always wait to the last minute, or aren't ready when the delivery arrives?

How much do you have to spend to deliver requested service?

Many companies out source certain bookkeeping functions, such as payroll preparation, where the cost is easy to measure, but do you also measure the cost of communicating with customers? Are you advising certain customers on design and fabrication, (and seldom get the sale) while your best customers always know what they need? Do you charge certain customers more for delivery, because of their payment history?

Where's the payoff?

Determine the segment you feel will be the most profitable, learn what they expect for service, and then deliver. You probably can't afford to be all things to all people, so service the pants off the segments you select.

Amusing Facts

- The number one cause of rabies in the U.S. is bats
- Polar bears can smell seals who are 20 miles away
- The IRS employees tax manual has instructions for collecting taxes after a nuclear war
- The average person spends two weeks of their life kissing
- The first ever "World Summit on Toilets" was held in Singapore, 11/2001 (Amusingfacts.com)

"The public is becoming aware that pure water is a man-made product"

Trouble at the Tap (from page 2)

Population increase

Shrinking supplies coupled with weather shortages has strained already meager resources. Some cities, particularly in the Southwest, have seen populations rise, resulting in water use restrictions. Denver has a strong conservation campaign, with one message being "save water, shower in groups".

Increased Federal Funding

Some in Congress are calling for increased Federal funding, but the Bush administration encourages privatization, saying that water systems cannot look to Washington for all the money it needs. One success story in privatization is **Leominster, MA**. Since signing a 20 year deal with US Filter in 1996, their 60 year old filtration plant, seriously corroded and updated, has been replaced with the money saved.

Conclusion

It all adds up to a significant opportunity for those in the water business, and those who make the products that business needs. We know that water will be more expensive in the future, and today's clean water standards will not be acceptable. There is a revolution building in how we view drinking quality water. Slowly the public is coming to the realization, that pure water is a man-made product.

(U.S. News, 8/12/02)

Internet Facts

- **30%** of time spent on e-mail goes to reading gossip, jokes, and non-work related items
- **80%** of online users will abandon a site if the search function doesn't work well.
- **50%** and more of users, communicate in a language other than English
- **10%** of all U.S. households have signed up for broadband internet access.
- (Entrepreneur, 9/02)

**Northeast Concrete
Products Association**

P.O. Box 366
Hampden, MA 01036

Phone: 413-566-8832

President:

Kurt Burkhart , Arrow Conc.

Vice- President:

Robert Flores, Shea Conc.

Clerk:

Rick Terrill, USF Corp.

Treasurer:

Donald Moberg , Pembroke Conc.

Executive Director:

Frank Kotomski

WE'RE ON THE WEB
Ncpaonline>org

Association Facts

The Northeast Concrete Products

Association, Inc. was founded January 27,
1998.

The purpose of the Association is:

- To provide a forum for mutual concerns and issues confronting the Concrete Products Industry
- To encourage the use of Concrete Products through the continued education of specifiers and engineers
- To promote the welfare of it's member through fraternal cooperation

Membership List, December, 2002

Producer Members

Acme Precast
American Concrete Industries.
Arrow Concrete
Atlas Concrete
Benson Enterprises
Camp Precast
Chase Precast/Div.Oldcastle
Durastone
Concrete Products
Concrete Systems, Inc.
Flore Concrete Products, Inc.,
Gagne Precast
George Roberts Co.
J&R Precast
Jolley Precast
William N. Lamarre Conc. Prod.
MBO Precast, Inc.
Michie Corp.
New England Concrete Products
Pembroke Concrete Products
Phoenix Precast Products
Rinker Materials/ Hydro Conduit
Rotondo Precast/ Oldcastle
Sani Tank, Inc.
Scituate Ray Precast
Shea Concrete
Shorey Manufacturing
Superior Concrete Co.
Underground Supply
United Concrete Products
Utility Precast
Wachusett Precast, Inc.
Wiggin Precast

E. Falmouth, MA
Bangor, ME
Granby, CT
Durham, CT
North Easton, MA
Milton, VT
N.Brookfield, MA
Lincoln, RI
Chepachet, RI
Hudson, NH
Peace Dale, RI
Bangor, ME
Alfred, ME
Berkley, MA
Danielson, CT
Greenville, NH
Plymouth, MA
Henniker, NH
Amesbury, MA
Pembroke, MA
Concord, NH
Div. Wauregan, CT
Rehobeth, MA
Leominster, MA
Marshfield, MA
Wilmington, MA
Harwich, MA
Auburn, ME
Whately, MA
Wallingford, CT
W. Wareham, MA
Sterling, MA
Pocasset, MA

Associate Members

Advanced Concrete Tech.
A-Lok, Inc
D. C. Bates Equipment Co.
The Bilco/Permentry Company
BOWCO Industries
Cableworks, Inc.
Capco Crane and Hoist
Cargotec New England
Cleco Mfg., Co.
Concrete Results
Concrete Sealants
Cougar Vibrators
Connecticut Steel
Dayton-Richmond
Down to Earth Products
Dragon Products
Eastern States Steel Corp.
Engineered Wire Products
General Foundries
Glens Falls Cement
Grace Construction Products
I&I Sling
Insteel Wire Products
International Precast Supply
The James Company
LeBaron Foundry
M. A. Industries
Master Builders
Meadow- Burke
Myers Associates
Mixer Systems
NACIP, Inc
NECSA
Portsmouth, NH
Tullytown, PA
Hopedale, MA
West Haven, CT
Portland, OR
Putnam, CT
Woburn, MA
Hudson, NH
Cleveland, OH
New Carlisle, OH
Peru, IL
Wallingford, CT
Canton, CT
Charlestown, MA
Portland, ME
Upper Saddle River, NJ
Upper Sandusky, OH
Perth Amboy, NJ
Glens Falls, NY
Contoocook, NH
Canton, MA
Blairstown, NJ
Haverhill, MA
Guilford, CT
Brockton, MA
Peachtree City, GA
Boston, MA
Magnolia, NJ
Scarborough, ME
Pewaukee, WI
Princeton Junct, NJ
Castleton
Hudson, NY

New Hampton Metal Fabrication New Hampton, IA
NPC, Inc
NPCA
A.L. Patterson
Pennsylvania Insert
Polylok, Inc
Press Seal Gasket Corp.
OMC
RBF Sales
Rissy Plastics, LLC
SI Concrete Systems,
Fibermesh Div.
Statewide Industries
Tuf-Tite Inc.
USF Fabrication,
Whaling City Iron
Williamson Electrical
Milford, NH
Indianapolis, IN
Levittown, PA
Spring Valley, PA
Yalesville, CT
Ft. Wayne, IN
Fountain Valley, CA
Weare, NH
Canton, CT
Wakefield, MA
Toronto, ONT
New Fairfield, CT
Meriden, CT
New Bedford, MA
Needham Heights

Professional Members

Delta Engineering
Binghamton, NY

| Members | |
|----------------------|-----------|
| Producer Members | 33 |
| Associate members | 49 |
| Professional Members | 1 |
| Total | 83 |