
Spring Training 2002

February 4th and 5th marked the dates of the 6th Annual Lehigh **"Spring Training"**. This year was another success with over 80 customers attending the two-day event.

Lehigh Spring Training began originally as a technical training session for customers. Over the years it has grown into a business development program that is very well respected and desired by Lehigh customers. Programs such as these are one of the methods the Sales and Marketing group use to gain customer loyalty and retention.



Helmut Erhard opened this year's event as he addressed the crowd with a presentation about Lehigh and the Heidelberg Cement Group. Helmut's presentation was well received and gave customers an appreciation for the company, its guiding principles and the size of the organization.

Following Helmut, well-known speaker, Jeff Mowatt, entertained and educated customers. Jeff captured everyone's attention discussing "The Art of Client Services". Jeff has an uncanny ability to bring together a series of stories about his life's travels and relate them to service as seen through the eyes of the customer.

BCRMCA Concrete Workshop

The British Columbia Ready Mix Concrete Association (BCRMCA) started the year with their annual "Concrete Technology Workshop". Brad Pope and Jim Caruth were two of the speakers at this two day seminar. The seminar is a traditional training program that Lehigh employees have been active in for many years. The workshop was well attended with over 40 people from around the industry.

Political Lobbying Update

Jim Caruth visited Victoria to meet with Mr. Mike Oliver (Chief Geotechnical Materials and Pavement Engineer for the Ministry of Highways for the Province of BC) to lobby for the use of concrete roads as an option for future infrastructure in British Columbia. Mr. Oliver's position on concrete roads is negative as he is relying on inaccurate data. The Paving Committee of the BCRMCA will be supplying him with accurate information and try to turn his opinion around.

BCRMCA hires new Director

The BCRMCA is pleased to announce that they have hired Carolyn Campbell for the position of Executive Director. Ms. Campbell brings over 15 years of industry experience in communications and marketing and she will be a valuable asset as the organization moves into a promotional regime. Ms. Campbell most recently worked for the Cement Association of Canada in Ottawa as the Marketing Director of Transportation and Public Works.

Interior ICF Plans Lead the Way!

Rob Asquith (Chair of the BC Interior Housing Committee) is working with a local builder on a condominium project to be constructed out of ICF (Insulated Concrete Forms). The project is a continuation of an existing complex which was constructed using ICF only for the foundation walls.

The builder was so impressed with ICF construction in the first phase that he wanted to construct the entire building using this technology. The next phase will consist of 26 units constructed using concrete walls going from the footings right up to the roof trusses. Heating of the basement level is by radiant hot water heating in the concrete floor.

This is a major step forward in the promotion of ICF's in use for multi-family housing. As a promotional tool the show homes will be left on display until the last unit is sold. These show homes will be able to demonstrate the benefits of constructing with concrete and building ***"A Home with a Difference"***. You may view the project by contacting their website at www.terraces.ca.

Trade Show Talk

As spring arrives, people begin cleaning their homes and making plans for the new year. For a large number of people renovations or a new home may be in the forecast. The trade shows are a great avenue to display new products to thousands of people in a very short period of time. The Lehigh Sales & Marketing group is out in full force talking to homeowners and promoting the positive attributes of our products.

Jim Caruth spent an evening down at GM place in February helping Rempel man their booth at the Vancouver Home show. The booth is an incredible display of what you can use concrete for around

your home. Lots of stamped concrete patterns as well as an ICF display.

Roger Nissen and the BCMCA hosted a booth at the Buildex seminar at the Vancouver Convention center promoting the use of ICF's for residential construction.

Steve Ashley has been active on Vancouver Island working with the BCMCA at the Victoria Home Show in March.

Many other trade shows are in the planning for the remainder of the year.

CAC Low-Rise Demonstration

The Cement Association of Canada (CAC) along with the BCMCA hosted an open house to promote the new 3 story concrete condominium located in Point Grey. A presentation was made on a recent consumer survey, pointing out that new condo buyers are looking for homes with solid construction and a worthy investment. Over 40 people were in attendance from the concrete construction industry.



This concrete structure was constructed by Marcon Construction and features many benefits over a non-concrete building. Long life expectancy, low noise transmission and higher resale values are just some of the enhanced features obtained when purchasing a concrete home.

CAC and CHBA Form Alliance

The CAC and the Canadian Home Builders Association (CHBA) have formed an alliance in an effort to promote residential concrete construction incorporating energy efficiency and design excellence. The award winning home for 2001 achieved an energy consumption efficiency rating of 61% below that of a typical new home built in Canada.



Larry Baloun and Jim Caruth were invited to make a presentation on Concrete paving at the City of Coquitlam council meeting. The presentation was well received and the Mayor instructed the Engineering Division to review a current project that is underway and include concrete as an option. Further work by Jim Caruth and Gerry Roberts of the CAC has assisted the review committee to make accurate decisions when comparing concrete to the more traditional asphalt.

The BCRMCA Paving committee members are active in visiting the local municipal engineering branches to promote concrete paving.

ECO-Smart Concrete

Tom Gibson along with Jim Caruth are on the Steering committee for the Eco-Smart Concrete Group and have been actively working with this organization. This organization has been covertly promoting “Green Building Processes” in an unorthodox fashion. Misleading statements about effluents and geography are some of the techniques that the Eco-Smart group are using to cast a black cloud on the cement industry in British Columbia. Both Tom’s and Jim’s efforts are needed to ensure that the cement industry is fairly treated on environmental issues.

Lehigh advises UBC on Fly Ash in Concrete

Larry Baloun and Jim Caruth have met with Dr. Allen Russell and Dr. Sid Mendez of The University of British Columbia, Engineering Department. The renowned professors were seeking advise on the use of high volume fly ash in the use of concrete.

Fly ash has been used for many years in concrete at a range of 25%. However, due to political and environmental pressures, the proportion of fly ash is being pushed into territories that have not been properly tested.

Lehigh Supplies Airport Paving

Steve Ashley was successful in winning the contract to supply cement to the Comox Air force base runway project. Concrete paving specialist, Borland Construction out of Winnipeg is the General contractor on the +10,000 m³ project.



The project is starting in April and will be completed by the end of June.

The Northwest News is published by the Marketing Department of Lehigh Northwest Cement Limited. If you have a story of interest, contact Brad Pope at bpope@lehighcement.com.