

Board of Directors approves market-category requirement in annual sales declarations

With marketing taking a high-priority position in PCI activities and based on the recommendation of the PCI Board Task Group on Funding and Reform, the Board of Directors unanimously approved the requirement that future sales declarations be reported in market categories at its meeting on October 15, 2016. Established by the Marketing Council, the categories under Market Segment Sales are parking structures, mixed use, commercial, multifamily residential, schools (K–12), industrial/manufacturing, higher education/universities, medical, transportation (bridges), transportation (sound walls, pavement, etc.), and other. The Sales in Product category includes architectural (A1, C1A–C4A), structural—buildings (except hollow-core), structural—transportation, hollow-core, glass-fiber-reinforced concrete, and other.

For more information about any board action, contact Bob Risser at brisser@pci.org.

Freedman retires from PCI after 43 years of service



Sidney Freedman

Sidney Freedman, PCI director of Architectural systems, industrial operations, and safety, retired from full-time duties December 16, 2016, after 43 years. His responsibilities included implementing marketing, technical, and educational programs to respond to the needs and interests of architectural precast and glass-fiber-reinforced concrete producers. Freedman will still work as a consultant for PCI.

Freedman started at PCI in 1973 when W. Burr Bennet hired him as the manager of the architectural precast division. Best known for his decades of work with PCI, Freedman was the principal author of the fourth edition of the *Manual for Quality Control for Plants and Production of Architectural Precast Concrete Products* and the third edition of *Architectural Precast Concrete*. He was also the coeditor and chair of the committee that prepared the second edition of *Architectural*

Precast Concrete. Freedman was actively involved with the *PCI Manual for Structural Design of Architectural Precast Concrete* and the *PCI Drafting Handbook: Precast and Prestressed Concrete*, PCI's *Recommended Practice for Erection of Precast Concrete*, PCI's *Erection Safety Manual for Precast and Prestressed Concrete*, and PCI's *Erectors' Manual: Standards and Guidelines for the Erection of Precast Concrete Products*. The *Erectors' Manual* and *Erection Safety Manual* are the basis for the PCI erectors certification program. Also, Freedman wrote a chapter in the *Handbook of Concrete Engineering* titled "Properties of Materials for Reinforced Concrete."

He is a former contributing editor of *Modern Concrete* magazine and has written *PCI Journal* articles on clay-faced precast concrete, total-precast concrete, aesthetics, and stone-faced precast concrete, for which he won the Charles C. Zollman Award. He has also written thirty Designer's Notebooks, published in *Ascent* magazine on a variety of subjects.

In 1974, Freedman was instrumental in establishing the PCI Erectors Committee and served as staff liaison until his retirement. He was also staff liaison to the Management Activities Committees.

His professional affiliations include the American Concrete Institute, the American Society of Civil Engineers, and ASTM International. He also represents the interests of the precast concrete industry about erection practices and the safety aspects of precast concrete construction to the Occupational Safety and Health Administration (OSHA). He was actively involved with OSHA on the revision to subpart M, Fall Protection, and presented workshops on the revision with OSHA personnel across the United States. He also has developed and implemented workshops and seminars covering production, management, productivity/process improvement, financial activities, and programs oriented to designers and users.

Freedman received his BS in civil engineering in 1957 from Northeastern University in Boston, Mass., and his MBA from Loyola University in Chicago, Ill., in 1969. He worked for the U.S. Army Corps of Engineers after finishing his bachelor's degree. After that, Freedman took a job as a sales engineer in the Washington, D.C., and Baltimore, Md., area for Zonolite Co., which was later purchased and became W. R. Grace. Following his time at Zonolite, he ran the National Concrete Masonry Association's new research lab until 1965, when he accepted a Structural Bureau job at the Portland Cement Association (PCA) under the guidance of Bennet. Freedman stayed with PCA for seven and a half years, ultimately becoming manager of the concrete technology section.

In 1994, ACI named Freedman a Fellow for outstanding contributions to the production or use of concrete materials, products, and structures in the areas of education, research, development, design, construction, or management. *Concrete Producer* magazine named Freedman one of five 2007 Influencers of the Year, for being a champion of initiatives that have and continue to fundamentally transform the concrete industry. In 2012, the Sidney Freedman Craftsmanship Award was created to recognize PCI-certified plants for excellence in manufacturing and craftsmanship of architectural precast concrete and glass-fiber-reinforced concrete (GFRC) structures and individual components. He was named a PCI Titan of the Industry in 2014.

PCI will host a retirement reception for Freedman at the 2017 PCI Convention and National Bridge Conference in Cleveland, Ohio.

Scacco joins PCI as publications manager



Lisa Scacco

Lisa Scacco started as PCI's new publications manager September 29, 2016, supporting the production of PCI's periodicals, assisting committee members with the publication of their manuals, and working with staff to produce materials and collateral for events and programs.

In this newly created position, Scacco will be managing and executing periodicals, direct mail, event promotions and brochures, and print and digital advertisements and production plans. She will also be coordinating, communicating, and maintaining PCI's production department workflow.

Previously, Scacco worked in printing, client services, and publishing. Most recently she was an account executive for Engineered Efficiency Inc., supporting its Wareflex platform (an e-learning tool for the architecture, engineering, and construction industry).

Scacco graduated from the University of Illinois at Urbana-Champaign with a BA in English. She also studied abroad for a year at Warwick University in Coventry, England. Scacco completed the Stanford Professional Publishing Course and the certificate from the Chicago Conservation Corps' Green Tech U, a City of Chicago sustainability program that covered engineering, architecture, building and construction management, green business, interior design, and green homes and gardens.

Exceptional Precast Practice Program participants recognized at Committee Days

At the 2016 PCI Committee Days and Member Conference, PCI recognized participants in the 2016 PCI Exceptional Precast Practices Program. The following PCI producer members were commended for taking steps to measure and improve their operations based on a comprehensive list of industry best practices:

- Atlanta Structural Concrete, Buchanan, Ga.
- Clark Pacific, Woodland, Calif.
- Conwego Precast, Hanover, Pa.
- Coreslab, Perris, Calif.
- Mid-States Concrete Industries, South Beloit, Ill.
- Nitterhouse, Chambersburg, Pa.
- Prestressed Casting Co., Springfield, Mo.
- Spancrete, Newnan, Ga.
- Tindall Corp., Conley, Ga.
- Tindall Corp., Mosspoint, Miss.
- Tindall Corp., Spartanburg, S.C.
- Tindall Corp., San Antonio, Tex.
- Tindall Corp., Petersburg, Va.
- Tpac, an EnCon company, Phoenix, Ariz.

For more information on the Exceptional Precast Practice Program, contact QualityPrograms@pci.org.

PCI FOUNDATION NUMBERS GOING UP



Marty McIntyre

PCI Foundation
Executive Director

10 years. 15 schools. 27 professors. 98 industry partners. 1102 students. \$1 million.

The numbers are growing.

With each year, the PCI Foundation program reaches more students in schools of architecture, engineering, and construction management where precast concrete had

never been taught. At the end of 2016, the PCI Foundation will have completed its 10th year of sponsoring precast concrete education programs. For the first two years, we sponsored just one studio at the Illinois Institute of Technology in the College of Architecture. With the success of that program, more schools followed. In 2016, we sponsored 10 studios and reached classrooms in schools of architecture, engineering, and construction management in every region of the United States. The key to getting the program off the ground 10 years ago was the foresight of the early donors who understood the benefits our industry would see through educating our future customers.

Time and again, I hear from the professors whom the PCI Foundation works with that before they had our program on the campus, students got little or no precast concrete education in school. Even some of the best people in our industry today tell me that within their construction management or engineering programs, precast concrete was just a side note in a materi-

als class or a reinforced concrete course. For the past 10 years, the PCI Foundation has worked to change the scope of precast concrete education. Now, in addition to full-year programs that incorporate precast concrete design or semesterlong programs that include multiple classes, precast concrete is being added to the curriculum for materials and methods classes at the schools we serve.

The PCI Foundation is only limited by the dollars available to expand our programs.

The need for that expansion is why the PCI Foundation Trustees is launching the sustainable donor campaign in 2017. To keep growing and expanding precast concrete programs at universities across the United States, we need to consistently receive funding from the industry we are working to grow. Consistency and reliability of donations will give the PCI Foundation the ability to work toward a greater success and spread our programs to more schools.

Starting at the end of 2016, PCI members will receive a voluntary invoice, asking for a donation to the PCI Foundation based on the company's precast concrete-related revenue. Unlike in previous campaigns, we are asking for an annual commitment rather than a short-term donation.

When we reach our 20th anniversary, I hope to see our numbers expand off the charts. With the help of our whole industry giving every year at consistent levels, we can help make precast concrete a part of every engineer, architect, and construction manager's education.

North Carolina State to start new precast concrete program

Jointly, the North Carolina State University School of Architecture and Department of Civil, Construction, and Environmental Engineering recently received multiyear funding from the PCI Foundation to introduce architecture and civil engineering students to precast concrete systems and solutions. The program, Creations in Concrete: An Integrated Architecture and Civil Engineering Instruction Project in Precast Concrete, begins the spring 2017 semester.

The new program will include three core courses that will be supported by earlier courses that include varying levels of precast/prestressed concrete instruction. The core program will be taught by Dana K. Gulling, assistant professor, and David B. Hill, associate professor of the School of Architecture and research assistant professor of the engineering department. The three main courses are Advanced Architecture Design, Civil Engineering Projects, and Digital Materials Translations.

"I am excited for the opportunity that this project, with support of the PCI Foundation, will have for our students, our courses, our faculty, and the college. We believe Professor Dana Gulling's interest in manufacturing, building technology, and design paired with Professor Greg Lucier's knowledge in building structures, material strengths, and full-scale testing and Professor David Hill's experience with computer programs and computer numeric controlled equipment will make these courses a success," says Arthur R. Rice, professor and associate dean of the College of Design.

Local partners for the program are members of the Georgia/Carolinas PCI. This program is the 15th to be sponsored by the PCI Foundation.

Holmes named new executive director of Mid-Atlantic Precast Association



Tom Holmes

Tom Holmes has been named the new executive director of the Mid-Atlantic Precast Association (MAPA).

Holmes is not new to the precast/prestressed concrete industry, having spent more than 30 years with precast concrete producers in roles from vice president of marketing to general manager. His experience spans the technical, business, and marketing sides of the industry. In his new role, Holmes will represent the precast/prestressed concrete industry in the Mid-Atlantic states, acting as a liaison to construction managers, architects, transportation department officials, engineers, general contractors, and academics.

Holmes has a degree in marketing from Bowling Green State University in Bowling Green, Ohio, and has received several awards for distinguished sales and marketing. He has also served as a member of the board of directors for both MAPA and PCI in the past.

King joins PCI in marketing



Becky King

Becky King started October 17, 2016, as PCI's new marketing assistant as the former marketing assistant, Brenda Banks, shifts to communications manager. King will mainly support Dawn Parker, PCI's managing director of market development.

As marketing assistant, King is responsible for ensuring PCI's compliance with regional marketing contracts and assisting with the coordination of all external advertising, the coordination and publication of *Ascent* magazine, and the annual PCI Design Awards. She is also responsible for coordinating and promoting the monthly marketing webinar produced for the design community, as well as adding it to the e-learning center and website. She will be supporting all marketing committees with their rosters, agendas, minutes, and other documents and assisting PCI regional directors with their marketing needs.

King previously worked for Zones Inc. as a federal account manager, managing all high-demand federal accounts. She has a bachelor of science degree in business management from Elmhurst College in Elmhurst, Ill.



From left, Tom D'Arcy, Bob Vitelli, Jim Voss, Ted Coons, and Dick Taylor get ready to greet the guests at the Concrete Chefs dinner at JVI headquarters in Lincolnwood, Ill., during the 2016 PCI Committee Days and Membership Conference. Courtesy of Marty McIntyre.

Concrete Chefs entertain Committee Days attendees, raise cash for PCI Foundation

A great tradition of culinary excellence and industry camaraderie continued in October 2016 when the Concrete Chefs prepared dinner for the attendees of the PCI Committee Days and Membership Conference. This year, the program was a fundraiser for the PCI Foundation and brought in about \$9000 in donations. The dinner, hosted by Jim Voss of JVI, capped off one of the best-attended Committee Days events in several years. This year's cooks included Tom D'Arcy, Bob Vitelli, Jim Voss, Ted Coons, and Dick Taylor. PCI committee members were bussed to the dinner at JVI's offices in Lincolnwood, Ill.

PCI Board of Directors terms shifted for convention

The PCI Board of Directors changed the PCI bylaws so that their terms coincide with the new timing of PCI's Convention and National Bridge Conference. The new board members will start in March 2017, meaning that the current board will stay on two extra months.



Chuck Magnesio, left, and Gary Wildung, right, presented Jim Voss, founder of the PCI Foundation and current trustee, with a check to the PCI Foundation in his honor during the 2016 PCI Committee Days and Membership Conference. Courtesy of Trice Turner.

Voss honored by friends with PCI Foundation donation

When Jim Voss, founder of the PCI Foundation and current trustee, received his Medal of Honor in early 2016, some of his friends decided that the best way to recognize his achievement would be to raise funds for the PCI Foundation. Chuck Magnesio of JVI, Greg Gibbons of Gibbons Erection, and Gary Wildung of FDG sent the word to Voss's friends about a donation to the PCI Foundation in his honor. Fifty-three individuals and companies donated to the fund to recognize Voss's years of achievement in the precast concrete industry.

The work of his friends came together during the welcome reception of the PCI Committee Days, when the three friends presented Voss with a check for \$31,382.50. These funds will be used to support PCI Foundation programs, such as the Professors Seminar; professor and student convention travel; and the star program of the PCI Foundation, precast concrete education programs in schools of architecture, engineering, and construction management.

"There are few people in our industry who have done more to advance our work than Jim Voss," says PCI Foundation chairman Dean Gwin. "Since he founded JVI in 1981, he has not only promoted his company but also worked to enlarge and improve the entire precast industry. One of his crowning achievements came in 2001 when he worked to establish the PCI Foundation."

Blue Ribbon Review Team for *Design Handbook* meets

The Industry Handbook Committee continues to make progress on the eighth edition of the *PCI Design Handbook: Precast and Prestressed Concrete*. A Blue Ribbon Review Team, made up of industry experts who have not been involved in the process, reviews and comments on material before publication. A two-day meeting of the Blue Ribbon Review Team and Industry Handbook Committee members took place in Chicago, Ill., at the end of August 2016 to resolve 115 comments of the more than 850 comments made by the Blue Ribbon Review Team. Publication of the eighth edition of the *PCI Design Handbook* is expected in the second quarter of 2017.



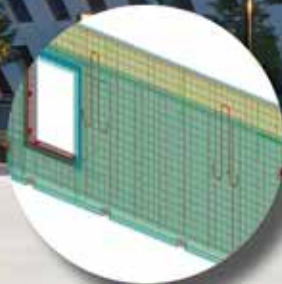
The Blue Ribbon Review Team for the eighth edition of the *PCI Design Handbook: Precast and Prestressed Concrete* is shown from left in the front row: Andy Osborn, Parisha Chanodia, Mary Ann Griggas Smith, Catherine Warfel, Tim Cullen, and Charles Pizzano. From left in the back row are Sergio Breña, Sameh El Ashri, Mark Cerminara, Matt Cooper, Jason Lien, Jim Sirko, Joe Tuttle, Harry Nash, and Gregory Lucier. Not pictured are Chris Pfeil and Nathan Niebauer.



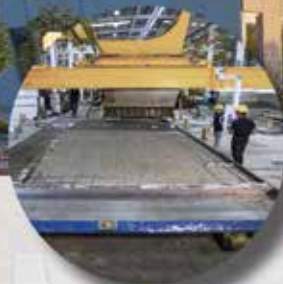
March 2-4, 2017
Huntington Convention Center
Cleveland, OH
Booth #551



Estimate



Detail



Produce



Plan and Coordinate

Tekla software boosts the entire precast workflow from bidding to delivery. 3D visualizations and presenting alternative solutions help precast producers win more successful and profitable bids.

1200 Intrepid by High Concrete Group, LLC,
Tekla North America BIM Awards 2016

Read more about this project:
tekla/highconcrete



APPLY NOW FOR JENNY RESEARCH FELLOWSHIP

Several \$35,000 awards for the 2017–2018 academic year will be offered under the Daniel P. Jenny Fellowship program. These fellowships are intended primarily to support candidates in their master's degree-level research related to precast/prestressed concrete. Doctoral candidates will also be considered. Details of the program and the application requirements can be found at http://www.pci.org/design_resources/research_and_development/daniel_p_jenny_research_fellowship_program/. If a qualified application is available, one fellowship will be awarded to a student with an untenured advising professor.

The PCI Foundation will award one \$4000 graduate scholarship in memory of Alan Mattock. The student will be selected from the group of fellowship awardees to enhance the benefit provided with the fellowship. Students interested in this award must provide additional information as outlined in the fellowship application solicitation.

Candidates are invited to submit one or more applications for these fellowships. If part of a larger research program, the work to be covered by the PCI fellowship must be clearly delineated. The PCI fellowship cannot be contingent upon the subsequent approval of funding for related research.

The proposal submittal should include the following information:

1. Title page with the names of the university and the research team, including all contact information and signatures of the advising professor and department chair.
2. Description of the proposed research program (three pages maximum).
3. Time and cost schedule, including any additional support.
4. Brief resume of the faculty advisor (two pages maximum).

5. A minimum of a brief statement by student candidate describing personal objectives and interest in the subject of the proposed research (one page maximum). Additional submittal requirements are described in the fellowship application solicitation if the student is interested in competing for the Alan Mattock Graduate Scholarship.
6. Evidence of precast concrete industry support.

Please note the weighting of the five evaluation criteria. Of significance is the relevancy of the proposed research to improving the state of the art of precast/prestressed concrete design and/or construction. In parallel is the potential for market impact as a result of the research. Innovative ideas are viewed especially positively.

Please note the supplemental support criterion. The intent is that the proposer will solicit support from one or more PCI precast concrete producer members. Although this consideration is not weighted the highest, final award deliberations will be significantly influenced by it.

If any assistance is required in locating a potential industry partner, please contact Roger Becker at rbecker@pci.org.

The Research and Development page on PCI's website contains a link to a list of research topics of interest to the industry. This list is provided only for guidance on topics, and proposals need not be limited to these topics.

Proposals are due at PCI headquarters no later than January 30, 2017. The PCI Research and Development Council will meet in early March 2017 to decide on the awards. Results will be available by March 31, 2017. Please submit electronically to Roger Becker, vice president of technical services, at rbecker@pci.org.

Noble, Kensek key in facade tectonics conference, studios

The facade tectonics conferences that University of Southern California (USC) professors Douglas E. Noble and Karen M. Kensek started 10 years ago at USC and which PCI West and its members have supported for the past five years have evolved into the Facade Tectonics Institute. The institute held the Facade Tectonics World Congress in Los Angeles, Calif., October 10–11, 2016. The conference had about 100 presentations spread over five tracks and more than 500 attendees. Each track represented a certain aspect of facade tectonics, from recent research and facade applications to the design and maintenance of various envelope systems.

PCI West was again a part of the Facade Tectonics World Congress program, and Doug Mooradian, regional director of PCI West, presented a paper on the three precast concrete cladding systems recognized by PCI, with an emphasis on their attributes and differences. Prior to PCI West's involvement in

the Facade Tectonics World Congress, the focus and presentations all centered around glass curtain wall systems.

The Facade Tectonics World Congress in Los Angeles was organized and administered by Noble and Kensek, the same professors responsible for the USC precast concrete design studios. In spring 2017, the USC precast studio will initiate a phase 2 hands-on studio where the students will both design and fabricate a precast concrete structure for installation and use at Joshua Tree State Park in southern California. Clark Pacific was the primary sponsor of the original studio, and it joined with PCI West to sponsor the new PCI Foundation precast concrete studio. Clark Pacific will make its Fontana, Calif., plant and personnel available for the project and students, and it is anticipated that delivery and installation of the precast concrete may extend into summer 2017.

The PCI Foundation's precast concrete design studios are changing and expanding within their California universities as more professors and students become aware of and interested in precast concrete and its applications.

The Facade Tectonics Institute is an international member organization with the mission of carrying out progressive and broad-based research in building facade technology.



MSE

**Midwest
Structure
Engineering, Inc.**

414.546.9284

midweststructure.com

Design-build consultant • Total precast • Architectural precast

Malsom and Kerkstra named PCI Foundation Trustees



Mike Malsom



Greg Kerkstra

The PCI Foundation Board of Trustees has named Greg Kerkstra of Kerkstra Precast and Mike Malsom of The Consulting Engineers Group as trustees. They will replace retiring trustees Tom D'Arcy, Bob Konoske, Bill Simmons, and Doug Sutton.

Malsom was a principal at The Consulting Engineers Group, where he worked for 29 years until his retirement at the end of 2016. He has served PCI on the Building Code Committee, Professional Members Committee, Industry Handbook Committee, Erectors Committee, and Board of Directors.

Greg Kerkstra is the president and CEO of Kerkstra Precast, where he worked for 29 years. Kerkstra has served on the PCI Productivity Committee and is a member of the PCI Board of Directors and the PCI Central Board of Directors.

PCI Foundation's Join the Team promotion a success at Committee Days

PCI Foundation Trustees Todd Adams and Jim Voss of JVI and Marianne Methven of Hamilton Form coordinated the most successful donor campaign for individual donors in the history of the PCI Foundation. Working together they increased the number of sustaining donors. Prior to this program, the PCI Foundation had only a small number of sustaining donors.

The team wanted to appeal not only to companies in the precast concrete industry but also the people who work for those groups. "A few years ago at a regional meeting, Jim Voss reminded all of us that we owe our living to the success of this industry," Adams says. "And when I started thinking about it that way, it became more important for me to give back to the industry that has been so generous to me and my family. That is why I loved the idea of setting up a team of donors who would capture something of what it means to be part of the precast industry."

For the Join the Team program, those donors who signed up before and during Committee Days to make regular contributions became team members and received a PCI Foundation team jersey donated by JVI to wear to the Concrete Chefs dinner.

"I wanted to do something fun and something where we could enlist several of the people in our industry who represent some of the groups that benefit from the work of the PCI Foundation," Methven says. She, Adams, and Voss recruited team captains who helped lead the program during Committee Days. "We recruited a number of Team Captains who in turn promoted the campaign and encouraged friends to donate."

Most of the donors signed up with a credit card that will automatically be charged at intervals chosen by the donor. Thanks to this program, the PCI Foundation received 65 pledges for donors with a promise of \$28,554 annually. Of the 65 pledges received, 50 were people who had not previously given.

It is not too late to Join the Team! Visit the PCI Foundation website at pci-foundation.org and click on the "donate" button. Sign up for a regular contribution from your bank account or credit card, and you can receive a Team PCI Foundation football jersey.

PCI CALENDAR

Events

For the most current information on PCI events, visit <http://www.pci.org/events>. For industry events, visit <http://www.pci.org/news/events>.

PCI Zone 1-2 Meeting

Las Vegas, Nev.

January 18, 2017

PCI Technical Activities Council

Tucson, Ariz.

January 28-30, 2017

2017 PCI Convention and National Bridge Conference in partnership with the Precast Show

Cleveland, Ohio

February 28-March 4, 2017

PCI Summer Conference

Denver, Colo.

June 9-13, 2017

2017 PCI Committee Days and Membership Conference

Rosemont, Ill.

October 4-7, 2017

2018 PCI Convention and National Bridge Conference in partnership with the Precast Show

Denver, Colo.

January 20-24, 2018

2019 PCI Convention and National Bridge Conference in partnership with the Precast Show

Louisville, Ky.

February 26-March 2, 2019

PCI personnel training and certification schools

If you have any questions about the Quality Control School schedule or need help completing a registration form, please contact PCI's education manager, Sherrie Nauden, at snauden@pci.org or (312) 360-3215. Registration forms are available at <http://www.pci.org/schools>.

Level I/II	February 14-16, 2017	Mississauga, ON, Canada
	April 10-12, 2017	Austin, Tex.
	August 30-September 1, 2017	Chicago, Ill.
	December 5-7, 2017	Nashville, Tenn.
Level III	April 12-15, 2017	Austin, Tex.
	August 29-September 1, 2017	Chicago, Ill.
	December 7-10, 2017	Nashville, Tenn.
CFA	April 10-12, 2017	Austin, Tex.
	December 5-7, 2017	Nashville, Tenn.
CCA	April 13, 2017	Austin, Tex.
	December 8, 2017	Nashville, Tenn.

Compiled by K. Michelle Burgess (mburgess@pci.org)