

Seminar Topics

Join us for this concrete masonry & hardscape education event. Learn about the current state of the art products available while earning continuing education credits. For \$35 you can explore the trade-show floor and attend sessions that will help you to:

- ◆ Learn how Social Media works ... for you.
- ◆ Discover the secrets behind specifying mortars.
- ◆ Learn more about concrete masonry construction's energy performance and how ASTM C90 is being updated & what it means to the design community.
- ◆ See how using SRWs and pavers in hardscape design can contribute to points for your LEED project.
- ◆ Courses will also address Fire Safety and Mold & Water Penetration Prevention.
- ◆ **New this year — Information Technology 101.**

Seminar Presenters

LUNCHEON KEYNOTE ADDRESS

The Power of Engagement Marketing

Corissa St. Laurent, *Regional Development Director*
Constant Contact — New England

The New ASTM C90 Concrete Block & Energy Code Compliance
Maribeth Bradfield, P.E.
Bradfield Consulting

Sponsored by: Concrete Block Insulating Systems, Inc.

Specifying Mortar—Is it that Simple?
Brian Trimble, P.E., LEED AP, *Regional Vice President, Engineering Services & Architectural Outreach*
Brick Industry Association

The Future of Masonry Wall Systems
Kenneth Schmidt, *Tech. Representative*
Hohmann & Barnard, Inc.

Fire Safety with Concrete Masonry
NECMA Staff Trainer

Hardscape Design & LEED
Larry Nicolai, *Senior Vice President*
Pavers by Ideal

Geosynthetics & Soil Stabilization
TenCate Geosynthetics

Getting Paid: Collecting Construction Receivables in New England
Ryan D. Sullivan, *Attorney & Principal*
Sullivan Legal

Information Technology 101
Pam Viveiros, *Vice President*
ThinkTech

Sustainable CM Design — Mold Prevention & Moisture Penetration
NECMA Staff Trainer

Education Day Agenda

(subject to change)

7:30 am to 8:30 am	Continental Breakfast, Exhibits & Welcome		
8:30 am to 9:30 am	The Future of Masonry Wall Systems *	8:30 am to 9:00 am	Exhibits
9:30 am to 10:00 am		9:00 am to 10:00 am	Hardscape Design & LEED * †
10:00 am to 11:00 am		10:00 am to 10:30 am	Exhibits
11:00 am to 11:30 am		10:30 am to 11:30 am	Geosynthetics & Soil Stabilization *
11:30 am to 12:30 pm		11:30 am to 12:30 pm	Exhibits
12:00 noon to 1:00 pm		Lunch & Design Awards of Excellence Program <i>Sponsored by Park Ave. Cement Block Co., Inc.</i>	
1:00 pm to 1:30 pm	Keynote Address: The Power of Engagement Marketing Corissa St. Laurent, Constant Contact		
1:30 pm to 2:00 pm	Fire Safety with Concrete Masonry *	1:30 pm to 2:30 pm	Information Technology 101
2:00 pm to 3:00 pm		2:30 pm to 3:00 pm	Exhibits
3:00 pm to 3:15 pm		3:00 pm to 4:00 pm	Getting Paid: Collecting Construction Receivables in New England
3:15 pm to 4:15 pm		Sustainable Concrete Masonry Design Mold & Water Penetration Prevention * †	
4:15 pm		* AIA/CES Learning Units (HSW qualified) Exhibits Close † AIA/CES Learning Units (SD qualified)	



**NEW ENGLAND
CONCRETE
MASONRY
ASSOCIATION**

2nd Annual NECMA Education Day & Tradeshow Certified SRW Installer[®] Program

Oct. 25, 2011
Holiday Inn
Taunton
Taunton, MA



Event Benefits:

- Learn about designing with concrete masonry and hardscape products.
- Earn AIA / Professional Development Hours.
- Explore design opportunities & challenges.
- Affordable education — registration includes up to 5 credits as well as breakfast & lunch.
- Get answers to all your questions from the best sources available — our exhibitors.

Date & Location

Tuesday, October 25, 2011
The Holiday Inn Taunton
700 Myles Standish Blvd.
Taunton, MA 02780 508-823-0430

REGISTER EARLY. SPACE IS LIMITED.

CONCRETE MASONRY
THE PREFERRED BUILDING AND LANDSCAPING SYSTEM

\$35 Registration Fee (\$45 after 10/10/11) (includes continental breakfast, lunch & breaks.) Please make check payable to **NECMA**. Each attendee must complete and return a registration form. **Please mail or fax registration to 508/476-3467 by 10/14/2011.** Photocopy this form as needed.

Course Selections
(For space planning purposes only. Please check all you expect to attend.)

- The Future of Masonry Wall Systems
- New Concrete Block & Energy Code Compliance
- Specifying Mortar—Is it that Simple?
- Hardscape Design & LEED
- Geosynthetics & Soil Stabilization Information Technology 101
- Getting Paid: Collecting Construction Receivables
- Fire Safety with Concrete Masonry
- Sustainable Design Mold Prevention/Moisture Penetration

Please send NECMA membership info

I would like information on exhibiting

 **Mail or fax today! SPACE IS LIMITED**

Hotel may be contacted directly for overnight rooms. Rooms subject to availability. **Refund/Cancellation Policy:** Payment in full is required prior to seminar attendance. Substitutions are accepted at any time. No refunds will be given for cancellations less than 7 days in advance or for registrants that do not attend. Seminars will not be cancelled due to inclement weather. **Registration deadline is 10/14/2011. Mail to NECMA, P.O. Box 448, Manchaug, MA 01526-0448**

Name _____ Title _____

Company _____

Address _____ Phone _____

City, State, Zip _____ Fax _____

Email Address _____

Special Needs (please describe) _____

Certified SRW Installer[®] Program

NECMA Member (\$200) Non-member (\$250)

Check here for Presentation Handouts to be delivered on site. **Cost is \$30** which must be enclosed or paid by 10/14/11.

Register Today!

Benefits



Architects - Up to 5 AIA Continuing Education Units may be earned. *(All are Health, Safety & Welfare eligible).* The Mold/Moisture Prevention and Hardscape Design/LEED presentations also qualify for *Sustainable Design* credit. Certificates will be provided upon request.

Engineers and Building Officials - Up to 5 Professional Development Hours may be earned and documented by certificates which will be provided to attendees upon request.

NCMA/ICPI Certified Installers — Earn 2 Certified Installer continuing education credits by attending the *Hardscape Design & LEED* and *Geosynthetics & Soil Stabilization* sessions. If your NCMA SRW certification has expired, attend the **Certified Segmental Retaining Wall Installer[®] Program** being offered *(see details on facing panel)* to rejoin the ranks of Certified SWR Installers.

Design Awards of Excellence

Join us at lunch for announcement of the winner of the **10th Annual Design Awards of Excellence** jointly sponsored by NECMA, the National Concrete Masonry Association and the Interlocking Concrete Pavement Institute. Help us to honor this year's entries and congratulate our winner!

Sponsors

Park Ave. Cement Block Company
Concrete Block Insulating Systems Inc.
Lehigh Northeast Cement Company

A. Jandris & Sons, Inc. Hunter Panels

IMPORTANT NOTICE

Presentation Handouts

In an effort to be environmentally responsible, presentations will be made available for download prior to the event & accessible via Wi-Fi during it at www.necma.com *(if provided by speakers)*. Handouts will not be provided but may be purchased in advance with your registration. To ensure availability, orders must be received & paid in full no later than 10/14/11.

Satisfaction Guaranteed: If this seminar does not meet your expectations, send us your concerns in writing within 30 days for a refund of your registration fee.

Certified SRW Installer[™] Program

Registration Fee:
NECMA Members.... \$ 200
Non-Members \$ 250*

** includes 1 year Hardscape Installer membership*



Running separately but in conjunction with this year's Education Day & Tradeshow will be the **NCMA Certified Segmental Retaining Wall Installer[®] (CSRWI[®]) Program**. This program provides independent verification of an SRW installer's knowledge of fundamental SRW installation principals and practices. The certification exam will be administered as part of this session. **The instructor for this certification program is John Folts of TenCate Geosynthetics.** Mr. Folts has over 17 years of experience in the segmental retaining wall industry including positions as a consulting Civil Engineer, designing and inspecting retaining walls, as well as being a Regional Engineer for Keystone Retaining Wall Systems.

Those completing the course and achieving a passing grade on the exam are eligible to take advantage of a number of resources available from the National Concrete Masonry Association. Included in these are a CSRWI logo, program summary, a link to the NCMA CSRWI search engine (which potential customers can use to make contact with certified installers) and recent issues of *CM Design—Hardscape* magazine. This is a publication dedicated to concrete systems (including SRWs) used in earth retention, erosion control, and landscape applications. Completing the AIA quiz in each issue of *CM Designs — Hardscape* qualifies as one hour towards the continuing education recertification requirement. Certifications are valid for 2 years and can be recertified through participation in a variety of educational programs.

Participants in this day-long training class will have an opportunity to visit exhibitors during lunch. The program will begin at 8:00 AM and conclude not later than 6:00 PM. **SPACE IS LIMITED AND RESERVATIONS WILL BE ACCEPTED FIRST COME, FIRST SERVE. PAYMENT MUST BE MADE BEFORE A SPACE WILL BE RESERVED.**