



CONCRETE HOMES

December 2001

New Orleans Teamwork a Success



The Habitat for Humanity home is 1,100 square feet with a brick pattern incorporated into the exterior finish. Removable aluminum forms were used to build the home and achieve the desired finish.

Concrete Industry and Habitat teamwork provide a winning combination for concrete homes

Four families in the New Orleans area will soon discover the benefits of energy-efficient concrete home construction. The New Orleans Area Habitat for Humanity, in partnership with cement and concrete industry allies, recently constructed four 1,100-square-foot homes that feature above-grade exterior concrete walls. The walls for these homes were built using removable aluminum concrete forms that incorporate a layer of foam insulation. The benefits of concrete and foam wall construction were readily apparent to Jim Pate, Executive Director for the New Orleans Area Habitat for Humanity.

"New Orleans Habitat is especially pleased with the energy efficiency and durability of concrete homes," says Pate. "Every dollar saved in energy or maintenance costs by our Habitat homeowners is another dollar they can use for family emergencies, educational opportunities, or just a family dinner at a decent restaurant once in a while."

Some of these savings could be immediate, thanks to programs by the Louisiana Department of Natural Resources designed to promote energy-efficient building practices. These concrete homes qualify for HERO—Home Energy Rebate Options -

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Western Forms donated the aluminum forming system, which utilized Dow Chemical Corporation's Thermomass technology foam system.

which offer up to \$2,000 for highly efficient homes. To qualify, the homes must meet standards of the U.S. Environmental Protection Agency for Energy Star Homes: 30 % more energy efficient than the requirements of the 1995 model energy code. The concrete Habitat homes easily exceed this standard. Further energy monitoring of the homes will be conducted by Florida Solar Energy Center (FSEC). Florida Solar is a leading research institution working with the Department of Energy's "Building America" program and dedicated to increasing the energy efficiency of America's homes by a minimum of 50%.

In addition to the energy savings, concrete wall construction addresses two other major threats to the New Orleans area—hurricanes and Formosan termites. New Orleans' below sea level location and proximity to the Gulf Coast have made hurricanes a constant danger. The Formosan termites are a more recent threat, but no less serious. This breed of termite is far more voracious than other types found in North America and has caused billions of dollars in damage to the New Orleans area economy over the last two decades. The concrete walls of the Habitat homes will stand up well to either menace.

As with all Habitat projects, the construction of the New Orleans homes was accomplished through the efforts of many individuals and organizations that donated labor, expertise, and materials. LaFarge North America donated all of the concrete for the project, through their corporate Habitat program (a five-year, one-million-dollar commitment to support Habitat for Humanity nationwide). Western Forms provided the concrete forms and technical personnel to oversee the wall construction. Dow

Chemical Corporation provided their Thermomass technology foam system to help construct the insulated sandwich panels on the first home. Members of the Concrete & Aggregates Association of Louisiana (CAAL) volunteered their time, as did cement company personnel from Lonestar Industries, Holnam Cement, and LaFarge North America. Lonestar Industries personnel were particularly active, with over 30 volunteers putting in at least 300 hours of on-site labor. Rodney Hubble, of Force One Walls, contributed a significant amount of time to coordinating construction of the walls and providing technical assistance. Hubble also brought several interested concrete wall subcontractors from other cities to work on this innovative construction project. Brian Bock, PCA National Accounts Program Manager, was instrumental in bringing all of the project participants together and keeping things on track. Jenni Grover,

PCA Senior Media Relations Representative, issued press releases and alerts to keep the local New Orleans media informed of the project. In addition, a film crew from the *Jazz Brunch* television show was on hand during the construction process for show content. *Jazz Brunch* is a New Orleans based, community-oriented show that has for years touted concrete homebuilding as a solution to many of our nation's housing problems.

The homes built in New Orleans are part of a national effort by the concrete home industry to collaborate with Habitat affiliates and other affordable housing programs. The common goal is to construct high-quality, energy-efficient, safe, and durable homes for those Americans in greatest need. In recent years, a number of other Habitat homes have been built using concrete wall systems, including eight recently constructed in the Houston area (to be featured in the next issue of this newsletter), and several more to be built in Atlanta over the next month.

Western Forms, the aluminum form manufacturer that donated the forms for the New Orleans homes, is a primary sponsor of the Concrete Homes Council (CHC) of the Concrete Foundations Association (CFA). Although removable aluminum forms are typically associated with basement foundation walls and commercial construction, the CHC was formed earlier this year to promote the use of removable forms for above-grade residential applications. For more information about the CHC, visit www.concrete-homescouncil.org.

For more information about Habitat homes built with concrete, visit www.concretehomes.com, and look for the "latest news" section.

Special thanks to Jim Niehoff, Manager Residential Promotion at PCA, for contributing to this article.

Gemstone receives excellence in marketing award

Cemstone Products Company, the oldest and largest ready-mix producer in Minnesota, received the 2001 Excellence in Marketing Award for their promotion of concrete homes. The award, presented by the Aggregate and Ready Mix Association of Minnesota, is given to an organization that shows its ability to create an effective and integrated marketing campaign. The program must be significant and have a positive impact on the industry.

As Thor Becken, President of Cemstone, accepted the award on behalf of the company, he challenged the attendees to differentiate their products and services with innovative marketing ideas and programs. He explained, "If you always do what you always did, you'll always get what you always got."

Cemstone earned the award for their efforts to increase awareness of the benefits of concrete homes. The program is informing and educating the public and building credibility for this fast growing segment of the concrete industry. One component of Cemstone's integrated marketing program culminated in the actual display of a concrete home at the 2001 Home and Garden Show in Minneapolis.

For more information about the Excellence in Marketing Award, contact the Aggregate & Ready Mix Association of Minnesota at 1.888.733.4649, or visit their Web site at www.chooseconcrete.com.



R-L: Thor Becken, President of Cemstone Products Company receives the 2001 Excellence in Marketing Award from Tim Reagan, Director of the Aggregate & Ready Mix Association of Minnesota.

Lyman named ICFA Executive Director



The Insulating Concrete Form Association (ICFA), the leading trade association representing the insulating concrete form industry, has named Joseph Lyman as its new Executive Director. Prior to joining ICFA, Joe worked for the American Council of Engineering Companies (ACEC) as Executive Director of the Small Firm Council, as well as the Director of Publications and Business Programs.

In addition to his small business lobbying efforts with ACEC, Joe was an instrumental player in the Tax Relief Coalition, which was successful in passing the first significant tax relief for small businesses in over 20 years.

"Joe is a great fit for ICFA. He brings extensive business and association management experience in the architecture/engineering/construction Industry to ICFA and understands the industry," said ICFA Chairman Pat Murphy. "We are pleased with Joe's plans to represent and promote the industry, as well as his vision to propel ICFA."

Lyman is enthusiastic about the opportunities at ICFA and says, "I will concentrate on promoting the industry, as well as expanding the value-added products ICFA currently offers. The focus will really be to serve the business and advocacy needs of the members, while increasing their opportunities within the industry."

Prior to joining ACEC, Joe was a management consultant to the United States National Park Service, managing a pilot program to increase relations with businesses and communities. He also served as Political Director to Virginia House Delegate Jay Katzen's 1996 campaign for Lieutenant Governor.

Tools of our trade



The *Consumer Advertising Toolbox* kit gives you everything you need to promote the benefits of residential concrete homebuilding to a consumer audience. It includes a CD-ROM with print ads and their components; a cassette tape and digital audio tape with radio ads; and a VHS tape and Beta SP master tape with television ads. All ads are designed so that you can customize them for your local market by inserting your own message or "tagline." Each ad revolves around a specific benefit of concrete construction such as energy efficiency, soundproofing, and disaster resistance. Mention this ad and get a 20% discount. 1998.

Consumer Advertising Toolbox (SP333) \$159 (discounted price)

To place your order for this, or any item, call 1.800.868.6733, or visit our Web site at www.concretehomes.com.

Upcoming events

The **World of Concrete** will be held at the Morial Convention Center in New Orleans, Louisiana, **January 9–12, 2002**. For information and to register call 800.837.0870, ext. 2653, or www.WorldofConcrete.com.

The **National Concrete Masonry Association (NCMA)** will hold its convention and **Masonry Expo February 6–10, 2002**, in Kansas City, Missouri. For registration materials call 703.713.1900, or visit their Web site at www.ncma.org.

The **International Builder Show** presented by the **National Association of Home Builders** will be held at the Georgia World Congress Center in Atlanta, Georgia, **February 8–11, 2002**. For registration materials call 800.368.5242, ext. 8197, or by visit their Web site at www.BuildersShow.com.

The **Insulating Concrete Form Association (ICFA)** will hold their **Winter Meeting & Expo on February 21–23, 2002**, at the Clarion Hotel—Performing Arts Center, Fort Worth, Texas. For registration materials call ICFA at 888.864.4232, or visit their Web site at www.forms.org.

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Concrete Homes is a monthly newsletter published by the Residential department of the Portland Cement Association to communicate ideas for promoting the use of concrete in homebuilding. We are:

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The Portland Cement Association is an organization of cement companies to improve and extend the uses of portland cement and concrete through market development, engineering, research, education, and public affairs work.

