

## **AMERICAN SHOTCRETE ASSOCIATION**

### **Minutes**

#### **ASA Marketing Committee Meeting**

Marriot Tampa Waterside - Tampa, FL

April 2, 2011 2:00 PM - 4:00 PM

**Room:** M-Meeting Room 6

**Committee Members Attending:** Chair Joe Hutter, Patrick Bridger, Marcus von der Hofen, Ryan Poole, Tom Norman, Ray Schallom, Chris Darnell (Staff)

**Visitors:** Cathy Burkert, Ed Brady, Bill Drakeley, John Zhang, Scott Rand, Charles Hanskat, Andrea Scott, Chris Zynda, Oscar Duckworth, James Scott, Mason Guarino, Russ Ringler, Tom Reardon, Paul Ampey, Larry Totten

#### **1. Call to order and acknowledgment of American Shotcrete Association Antitrust Policy**

Chair Joe Hutter called the meeting to order and directed the committee to the ASA Antitrust Policy included with the agenda.

#### **2. Approval of Minutes from Las Vegas**

The minutes were unanimously approved as presented

#### **3. Current membership totals**

##### **3.1. Update by Staff**

Staff reviewed the stats on ASA membership as of the end of February. Corporate membership has remained at the same level and paid memberships are up 5%.

#### **4. ASA Outstanding Project Awards**

##### **4.1. Update & change of format**

Staff updated the committee on efforts underway to streamline the application process using an on-line form on the ASA web site. The work is expected to be complete and the form on-line for the opening of the award submission period late this spring.

The committee discussed the need for an increase in the number of projects submitted. The streamlined on-line process should help.

After much discussion, the committee created a task group to help increase the number of projects submitted. Each member of the group will focus on project submissions on a different award category. The members of the task group and the area of focus is as follows: Paul Ampey – Architectural; Scott Rand – Infrastructure; James Scott – Pool & Recreational; Dennis Bitner - Repair; Joe Hutter – Underground.

Staff was asked to look into possible promotion of the program in ASCE & ENR.

#### **5. ASA Website Statistics – Report by staff**

##### **5.1. Sustainability Page**

###### **5.1.1. New Sustainability brochure product**

###### **5.1.2. JSI Link**

Staff reviewed the new Sustainability page on the ASA web site which includes information/links to both the JSI link and the ASA Sustainability brochure. A copy of the Sustainability brochure was mailed to each ASA member and orders have begun to come in.

## **5.2. Buyers Guide**

### **5.2.1. Accuracy of specialties info on Buyers Guide**

Staff updated the committee on efforts underway through a task group of this committee to improve the accuracy of the listings in the guide.

### **5.2.2. Results list format change**

Staff demonstrated the new layout of the result list from a search in the on-line buyers guide. The results are displayed in three columns and all are on one page.

### **5.2.3. Alpha listing of all Corp Members option**

Staff demonstrated the new option in the buyers guide to show an alphabetical listing of all ASA Corporate members.

### **5.2.4. Option of highlighting current magazine sponsors**

#### **5.2.4.1. All sponsors or certain level**

After discussion, the committee unanimously approved the following motion:

**MOTION: The ASA Corporate Members that are advertisers in the current version of Shotcrete magazine will have their listing in the ASA Buyers Guide altered to include their company logo.**

Staff will begin working on adding this new option to the on-line guide

## **6. Trade Show Exhibitions**

### **6.1. World of Concrete Update – Staff**

Staff updated the committee on the WOC show results and the many sustainability focused efforts of ASA.

### **6.2. 2011 IBC Show**

#### **6.2.1. On-floor presentation – Potential topics include: DOT case studies, sustainability, specification, repair**

The committee formed a task group to work on developing a plan/schedule for the four on-floor presentations. The task group consists of Ted Sofis, Ray Schallom, Joe Hutter & Tom Norman.

## **7. Underground USB Product**

### **7.1. Final Review from Charles Hanskat**

Charles submitted his review comments to staff at the meeting and these will be worked into the final USB product. The product is targeted for release in mid 2011.

## **8. Next USB Product – Structural Shotcrete**

Due to time constraints, this item was not discussed.

## **9. ASA as an AIA Registered Provider – Task group: Rand, Hanskat, Cotter, Sofis**

Scott Rand will work with staff to finalize the paper work to complete the application. The estimated \$800 fee will come from the marketing budget. An on-line meeting will be scheduled with the task group prior to official submission.

## **10. ASA Informational Presentations**

Due to time constraints, this item was not discussed.

## **11. TSP2 - Work to establish a relationship with this group and its 4 regional bridge preservation groups for future presentations at their meetings**

Staff walked the committee through the TSP2 web site and the opportunities this organization presents to ASA. After much discussion the committee unanimously approved the following motion:

**MOTION: ASA is to pursue membership in TSP2 at a cost of \$3,500 to come from the marketing budget.**

The committee formed a task group to plan and coordinate activities with TSP2. The task group will be chaired by Scott Rand with members including Cathy Burkert, Tom Norman, Marcus Von der Hofen, Charles Hanskat & Ted Sofis.

**12. Other business**

The committee reviewed the contractor qualification slides that have been added to all USB presentations. The committee was happy with the slides but asked that the last slide on point #6 be removed until 506G completes its work on wording.

**13. Adjournment**

A motion was passed to adjourn