



## SPEC MIX BRICKLAYER 500® REGIONAL PRESS RELEASE

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### 2011 SPEC MIX BRICKLAYER 500® Regional Schedule

**FOR IMMEDIATE RELEASE:**

FROM: SPEC MIX®, Inc.

CONTACT: Jeff Farmakes, 888-773-2649 - for more information regarding this event.

### SPEC MIX, Inc. releases 2011 SPEC MIX BRICKLAYER 500® Regional Schedule

MENDOTA HEIGHTS, MN — SPEC MIX®, Inc., has released the 2011 SPEC MIX BRICKLAYER 500® Regional Schedule. The schedule includes regional host contact information for all masonry competitors interested in applying to the competition. The SPEC MIX BRICKLAYER 500 program is the leading bricklaying competition with the world's largest prize package. The SPEC MIX BRICKLAYER 500 Regional's are the qualifying competitions held throughout the US and Canada. The winners of these regional competitions go on to compete at the SPEC MIX BRICKLAYER 500 National competition in Las Vegas, Nevada. This event, held at the World of Concrete/World of Masonry trade show crowns the "World's Best Bricklayer," and SPEC MIX TOP CRAFTSMAN award. These competitors from the Regional's to the National vie for thousands of dollars in cash and prizes, with the top awards given out in Las Vegas, Nevada.

Established to showcase the skill and craftsmanship of professional masons, the general description of the bricklaying competition is as follows: Each team consists of a mason and a mason tender, and a defined work area. The contest requires all masons to meet the quality standards of the event [www.specmixbricklayer500.com/documents/2010\\_bl500\\_rules.pdf](http://www.specmixbricklayer500.com/documents/2010_bl500_rules.pdf) They have 60 minutes to complete their 26 foot, double wythe brick wall [http://www.specmixbricklayer500.com/documents/2010\\_wall\\_drawing.pdf](http://www.specmixbricklayer500.com/documents/2010_wall_drawing.pdf) Each regional competition has the first place winner going on to the National. Award places are based on the highest brick counts meeting the quality standards and competition rules. The SPEC MIX TOP CRAFTSMAN award is judged the most sellable wall meeting a qualifying brick count. This award is the second most coveted award at the event, yet for some winning the SPEC MIX TOP CRAFTSMAN award is their main goal, and has the second highest award purse.

The 2012 SPEC MIX BRICKLAYER 500 National will be held at the Masonry Construction's Challenge arena during the 2012 World of Concrete/ World of Masonry trade show and is tentatively scheduled for Wednesday, January, 25, 2012.

## 2011 SPEC MIX BRICKLAYER 500® Regional Schedule

### 1. SPEC MIX BRICKLAYER 500 Regional — Ohio

- Date: August 6, 2011
- Location: QUIKRETE Cleveland – 2693 Lake Rockwell– Ravenna, OH 44266
- Prize Ship to Location: QUIKRETE Cleveland – Attn: Patrick O'Toole – 2693 Lake Rockwell– Ravenna, OH 44266
- Contact: Brian Tillett (513) 615-4986 or Patrick O'Toole (216) 513-9502
- Time: 10:00 AM
- SPEC MIX Manager: Nick Blohowiak (920) 737-3856

### 2. SPEC MIX BRICKLAYER 500 Regional — Washington

- Date: August 12, 2011
- Location: International Masonry Institute – Washington - 6737 Corson Ave S, Seattle - WA 98108
- Prize Ship to Location: QUIKRETE Seattle – Attn: Don Dodroe – 1420 Port of Tacoma Rd - Tacoma, WA 98421
- Contact: Don Dodroe (206) 718-2632
- Time: 11:00 AM
- SPEC MIX Manager: Tom Peterson (612) 750-8653

### 3. SPEC MIX BRICKLAYER 500 Regional — Chicago

- Date: August 26, 2011
- Location: Packaged Concrete Inc. – 1S950 South Lorang Rd. – Elburn, IL 60119
- Prize Ship to Location: Packaged Concrete Inc. – Attn: Brian Petty – 1S950 South Lorang Rd. – Elburn, IL 60119
- Contact: Brian Petty (630) 557-8252
- Time: 11 am
- SPEC MIX Manager: Nick Blohowiak (920) 737-3856

### 4. SPEC MIX BRICKLAYER 500 Regional — Utah

- Date: August 26, 2011
- Location: QUIKRETE Utah - 550 West 33<sup>rd</sup> South, Salt Lake City, UT 84115
- Prize Ship to Location: QUIKRETE Utah – Attn: Tyler Clark - 550 West 33<sup>rd</sup> South - Salt Lake City, UT 84115
- Contact: Tyler Clark (801) 809-9506
- Time: 11:00 AM
- SPEC MIX Manager: Tom Peterson (612) 750-8653

### 5. SPEC MIX BRICKLAYER 500 Regional – Tennessee

- Date: September 17, 2011
- Location: Gray Tennessee Fairgrounds – 100 Lakeview St. – Gray, TN 37615
- Prize Ship to Location: QUIKRETE Tennessee – Attn: Jason Stutts – 269 Rocktown Road – Jefferson City, TN 37760
- Contact: Jason Stutts (704) 287-8551
- Time: 11:00 AM
- SPEC MIX Manager: Nick Blohowiak (920) 737-3856

### 6. SPEC MIX BRICKLAYER 500 Regional — Colorado

- Date: September 17, 2011
- Location: QUIKRETE Denver – 2660 West 64<sup>th</sup> Ave. – Denver, CO 80221
- Prize Ship to Location: QUIKRETE Denver – Attn: Brian Harms - 2660 West 64<sup>th</sup> Ave. – Denver, CO 80221
- Contact: Riley Allen 303-819-7459 or Brian Harms 303-819-7458
- Time: 11:00 AM
- SPEC MIX Manager: Tom Peterson (612) 750-8653

#### **7. SPEC MIX BRICKLAYER 500 Regional — Wisconsin**

- Date: September 23, 2011
- Location: United Brick and Tile, 5402 Lien Road – Madison, WI 53218-3606
- Prize Ship to Location: QUIKRETE Wisconsin – Attn: Roy Greenwood - W225 N6236 Village Drive – Sussex, WI 53089
- Contact: Roy Greenwood (262) 246-4501 or Mike Rolf (414) 640-1373
- Time: 12:00 PM
- SPEC MIX Manager: Nick Blohowiak (920) 737-3856

#### **8. SPEC MIX BRICKLAYER 500 Regional – Iowa**

- Date: September 30, 2011
- Location: Kirkwood Community College – 6301 Kirkwood Boulevard – Cedar Rapids, IA 52406
- Prize Ship to Location: TCC Materials – Attn: Scott Ellingson - 1610 West D Street - Vinton, IA 52349
- Contact: Arlen Beck (563) 506-1152 or Scott Ellingson (515) 360-2319
- Time: 11:00 AM
- SPEC MIX Manager: Nick Blohowiak (920) 737-3856

#### **9. SPEC MIX BRICKLAYER 500 Regional — Arizona**

- Date: October 8, 2011
- Location: Phoenix Brick - 1814 South 7<sup>th</sup> Ave., Phoenix, AZ 85007
- Prize Ship to Location: QUIKRETE Phoenix – Attn: Kip Bretting - 26807 W Baseline Rd – Buckeye, AZ 85326
- Contact: Kip Bretting (623) 764-8369
- Time: 11:00 AM
- SPEC MIX Manager: Tom Peterson (612) 750-8653

#### **10. SPEC MIX BRICKLAYER 500 Regional — North & South Carolina**

- Date: October 8, 2011
- Location: QUIKRETE North Carolina – Highway 74 West – Peachland, NC 28133
- Prize Ship to Location: QUIKRETE North Carolina – Attn: Jason Stutts - Highway 74 West – Peachland, NC 28133
- Contact: Jason Stutts (704) 287-8551 or Jeff Kranock (704) 796-9118
- Time: 11:00 AM
- SPEC MIX Manager: Nick Blohowiak (920) 737-3856

#### **11. SPEC MIX BRICKLAYER 500 Regional – Tulsa, Oklahoma**

- Date: October 13, 2011
- Location: Tulsa Technology Center – 3420 South Memorial Drive – Tulsa, OK 74147
- Prize Ship to Location: QUIKRETE Tulsa – Attn: Carson Wann – 6204 E. 11<sup>th</sup> Street – Tulsa, OK 74112
- Contact: Carson Wann – (918) 230-6124 or Cleo Nunley (918) 576-4736
- Time: 11:00 AM
- SPEC MIX Manager: Nick Blohowiak (920) 737-3856

#### **12. SPEC MIX BRICKLAYER 500 Regional – Florida**

- Date: October 21, 2011
- Location: QUIKRETE Lakeland – 4230 Maine Avenue– Lakeland, FL 33801
- Prize Ship to Location: QUIKRETE Lakeland – Attn: Jeff Russell - 4230 Maine Avenue– Lakeland, FL 33801
- Contact: Jeff Russell (863) 399-2422 or Bryan Pinder (305) 684-0967
- Time: 11:00 AM
- SPEC MIX Manager: Nick Blohowiak (920) 737-3856

### 13. SPEC MIX BRICKLAYER 500 Regional — Northern California

- Date: October 22, 2011
- Location: QUIKRETE Sacramento – 7705 Wilbur Way - Sacramento, CA 95828
- Prize Ship to Location: QUIKRETE Sacramento – Attn: Rob Dyer - 7705 Wilbur Way - Sacramento, CA 95828
- Contact: Rob Dyer – (916) 919-0463
- Time: 11:00 AM
- SPEC MIX Manager: Tom Peterson (612) 750-8653

### 14. SPEC MIX BRICKLAYER 500 Regional – Kitchener, Ontario

- Date: November 1, 2011
- Location: Conestoga College – 108 University Avenue East – Waterloo, Ontario N2J 2W2
- Prize Ship to Location: QUIKRETE Toronto - Attn: Dean Garbutt -1501 Whistlebare Road - Cambridge, Ontario N1R 5S3
- Contact: Dean Garbutt (519) 240-7265
- Time: 5:00 PM
- SPEC MIX Manager: Nick Blohowiak (920) 737-3856

### 15. SPEC MIX BRICKLAYER 500 Regional – Calgary, Alberta

- Date: November 4, 2011
- Location: Southern Alberta Institute of Technology - 1301 16<sup>th</sup> Ave. NW - Calgary, AB T2M OL4
- Prize Ship to Location: QUIKRETE / Target Alberta - Attn: Tom Bartley – 9, 7635 44<sup>th</sup> St. SE – Calgary, AB T2C 2K6
- Contact: Tom Bartley (403) 651-0650
- Time: 11:00 AM
- SPEC MIX Manager: Tom Peterson (612) 750-8653

### 16. SPEC MIX BRICKLAYER 500 Regional – Alabama

- Date: November 4<sup>th</sup>, 2011
- Location: Wilcutt Block & Supply Co., Inc. – Kicker Rd. - Tuscaloosa, AL 35404
- Prize Ship to Location: QUIKRETE Birmingham - Attn: Ryan Coyne – 301 Citation Court West – Birmingham, AL 35211
- Contact: Ryan Coyne (404) 702-5944 or Henry Barnett (205) 215-9759
- Time: 11:00 AM
- SPEC MIX Manager: Nick Blohowiak (920) 737-3856

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This 2011 SPEC MIX BRICKLAYER 500 Regional schedule content is subject to change without notice at the discretion of SPEC MIX, Inc. Additional Regional's may be added to the schedule. For the most current schedule information go to:

[www.specmixbricklayer500.com](http://www.specmixbricklayer500.com)

To view a promotion video of the 2011 SPEC MIX BRICKLAYER 500 National competition go to:

<http://www.smb1500.com/smb1promo/>

SPEC MIX® is a national source for high quality, factory produced cementitious products for the construction industry. With more than 54 licensed manufacturers located in major markets across the U.S., and Canada, the SPEC MIX team utilizes computerized batching equipment and the finest materials to ensure total quality control throughout any masonry project. We also offer various patented silo systems to maximize a contractor's proficiency and safety rating. Our purpose is to keep a masonry crew going, moving and working.

## **NOTE USE OF TERMS:**

### **For trade news**

Please respect all legal trademarks for trade use. In print, the correct way to refer to the competition event is the 2011 SPEC MIX BRICKLAYER 500® Regional — Location, case use as shown. The award title for SPEC MIX TOP CRAFTSMAN®, should be in all caps followed by the word, "award." When writing about our corporation the correct way to write our corporate name is SPEC MIX®, Inc. if referring to our brand the correct way is SPEC MIX®. The ® mark should always be used on the 2011 SPEC MIX BRICKLAYER 500®, and SPEC MIX®, Inc. the first time either term is used in body copy and always used when either term is in a headline or sub-headline.

### **For general news and mass media**

If this information is being used for general news or mass media follow your own editorial polices. We do ask that the full term of the event be used at least once at the beginning of the article, thereafter, "event or competition" would be acceptable terms. Please do not cut, rename or edit the legal trademark title of the event so as to maintain the legal brand name and its integrity. If you have any questions regarding this event, need images, video footage or logos, please contact me.

Regards,

**Jeff Farmakes**

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