

Marshalltown invests in future masons

Investing in long-term gains has become a unique business practice in these days of quick profits, but that's exactly what Marshalltown Company does — invest in long-term gains. Putting a premium on quality in their product line, Marshalltown says they won't introduce a product into their line until it has passed rigorous testing and quality control standards, even if putting an inferior product means gaining short-term market share. It's this principle that has grown the company from a small Iowa tool maker to an international manufacturer. And they take it one step further by investing in the future of their customer base.

One of Marshalltown's major efforts is focused on the masonry training programs. At a time when vocational training is being cut from school curricula, many masonry training programs wouldn't survive without industry support. Marshalltown has three initiatives to aid training programs:

- The Student Award Program recognizes outstanding secondary, post-secondary and apprenticeship students for exemplary work.
- Tools for School Program matches tool orders up to \$400 per year.
- Direct Order Program provides discounts for tools for training programs.

"These school programs are important because vocational training is being cut in schools," says Kellie Shollenbarger, Marshalltown marketing representative. "Supporting current programs as well as start-up programs keeps them from dying off. The training programs infuse skilled labor into the field and ensure a stable industry for the future."

Shollenbarger says it's been good for Marshalltown because they also get a return on their efforts. "It's a great way to get feedback about new product lines or for ways to improve current products. And once an apprentice becomes a journeyman mason, he will likely continue using our products because he has learned to appreciate the handling of a good quality tool."

Marshalltown contributes to the masonry industry in a variety of arenas. Shollenbarger sits on the technical committee for the SkillsUSA masonry competition, which Marshalltown has been a part of since the early 1990s.

They are a member of the MCAA and are a sponsor of the annual International Skills Competition, which is part of the Masonry Showcase. Marshalltown also supports the seasoned professionals as a gold level sponsor of SPEC MIX Bricklayer 500® national and regional events. And at the local level, they are a member and active participant of the Iowa Masonry Institute.

For more information about Marshalltown's products and school programs, visit their website at www.marshalltown.com.

SPEC MIX® thanks Marshalltown for their expansive contributions to the masonry industry. Their leadership and vision ensures a strong masonry industry today and well into the future.



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www.MARSHALLTOWN.com**

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UPCOMING EVENTS

**SPEC MIX Bricklayer 500[®]
Wisconsin Regional**
September 10
Sussex, WI

**SPEC MIX Bricklayer 500[®]
Chicago Regional**
September 17
Elburn, IL

**SPEC MIX Bricklayer 500[®]
Michigan Regional**
September 24
Detroit, MI

TMS Annual Meeting
October 13-16
Cincinnati, OH

**SPEC MIX Bricklayer 500[®] Regional
at Omaha, Nebraska**
October 15
Omaha, NE

BIA Councils and Board Meeting
October 15-18
White Sulfur Springs, WV

ASCE Annual Conference
October 27-29
Los Angeles, CA

International Pool & Spa Expo
November 1-3
Orlando, FL

ACI Fall 2005 Convention
November 6-10
New Orleans, LA

Retail Construction Expo
November 10-11
Long Beach, CA

PCA Fall Meeting
November 13-15
Washington, DC

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North Carolina sweeps National Masonry Contest

Vocational students from North Carolina won both divisions of the National Masonry Competition held in Kansas City, Mo., June 22 through June 24, in conjunction with the SkillsUSA National Leadership and Skills Conference. This was the 41st year of the masonry competitions.

The 2005 winner of the post-secondary competition was Josh Morrison, 19, from Central Cabarrus High School in Concord, NC. The 2005 winner of the high school competition was Dallas Caudle, 18, also from Central Cabarrus High School in Concord, N.C. Caudle placed second in the secondary competition last year. Both are instructed by Todd B. Hartsell.

Student interest in masonry vocational training continues to be strong. This year, 54 high school and post-secondary contestants from 37 states and the Virgin Islands competed in the two classes. Each student had been a winner of their own state or regional event. The contest consists of a written test and the construction of a brick and block composite project. Trade professionals from Bricklayers Local No. 15 and selected vocational instructors judged the projects.

Technical Committee Chairman Bryan Light of the Southern Brick Institute, said, "I am pleased to report that industry support for this annual trade competition was greater than ever before."

Again this year, Light gave special recognition to his Educational Team, a group of instructors who assist in set-up, the conduct of the contest and the judging. "Billy Madkins, Todd Larsen and Jack Wentz literally spent the week here with me," Light said. "We couldn't have done it without them."

The 54 contestants were supported in their efforts by donations of materials from SPEC MIX®, ACME Brick and Midwest Block & Brick. SPEC MIX "Mudslingers" from



The winners of the 2005 National Masonry Contest at the SkillsUSA National Leadership Conference took the state at Kemper Arena in Kansas City, Mo. On the platform, they are (from left to right) third-place winners Paul Shuey and Joshua Moser, first-place winners Dallas Caudle and Josh Morrison, and second-place winners Jerry Miller and Fidencio Suarez. To the left of the winners is Todd Larsen, instructor at Wisconsin Indianhead Technical College and a member of the National Education Team. To the right are Bryan Light, director of the Southern Brick Institute and chairman of the Technical Committee; and Billy Madkins, a member of the National Education Team.

around the country were "slingin' mud" throughout the day in support of the aspiring masons. SPEC MIX also contributes two \$1,500 scholarships, which are awarded to the masonry programs represented by the winning apprentice of each division. This year, since both first-place finishers are from the same school, Central Cabarrus High School's masonry program will receive \$3,000 to be used toward equipment, materials or other needs in making improvements to its program.

The Masonry Technical Committee's sustaining members and sponsors of the contest included Bon Tool Co., Brick Industry Association, Hanley-Wood, Marshalltown Trowel Co., Masonry Contractors Association of America,

(Continued on next page)

North Carolina sweeps National Masonry Contest

(continued)

National Concrete Masonry Association, Portland Cement Association, Brick Southeast and SPEC MIX. Prize sponsors also included Crick Levels.

Other highlights of the three-day conclave included a field trip to a local block plant. This was followed by a luncheon in honor of the contestants and their instructors.

At the luncheon, Butch Wyatt of Masonry Affiliates Southeast, pointed out the value of working in a trade “where you work anywhere and have the satisfaction of seeing a visible representation of your work last for years and years.” Rick Yelton, editor in chief for Hanley-Wood LLC, followed Wyatt and presented Masonry Contractor’s 2005 Project of the Year awards.

During the SkillsUSA event, more than 4,700 outstanding vocational students, all state champions, competed in more than 80 different trade, technical and leadership competitions. The contestants effectively demonstrated their expertise in the occupational skills required for such trades as electronics, technical drafting, precision machining, carpentry and brick masonry.

2005 National Brick Masonry Contest Winners

Post-Secondary Competition

- First Place: Josh Morrison, 19, Central Cabarrus High School, Concord, N.C.
- Second Place: Fidencio Suarez, 24, PTEC Saint Petersburg Campus, Saint Petersburg, Fla.

- Third Place: Paul Shuey, 21, The Williamson Free School of Mechanical Trades, Media, Penn.

High School (Secondary) Competition

- First Place: Dallas Caudle, 18, Central Cabarrus High School, Concord, N.C.
- Second Place: Jerry Miller, 18, Earnest Pruett Center of Technology, Hollywood, Ala.
- Third Place: Joshua Moser, 17, Maplewood Career Center, Ravenna, Ohio.



First-place winners Dallas Caudle and Josh Morrison each earned a \$1,500 scholarship from SPEC MIX. The funds will go to the masonry program of Central Cabarrus High School, which was represented by both winners.



Josh Morrison, 19, of Central Cabarrus High School in Concord, N.C., won first-place honors in the post-secondary division of the 41st annual National Masonry Contest.



Fourteen SPEC MIX Mudslingers from across the nation came to Kansas City, Mo., to support the apprentice masons participating in the National Masonry Contest held in conjunction with the SkillsUSA Leadership and Skills Conference. Thanks guys for your time and hard work.

SPEC MIX® system takes the bite out of Bulldogs' arena schedule

After reaching the NCAA spotlight, Gonzaga University, Spokane, Wash., wanted a place to accommodate the growing fan base for their men's basketball team. The proposed 6,000 seat McCarthy Arena would do just that. Additionally, Mark Few, head men's basketball coach, hoped that a new arena would give the university an edge in recruiting to help them maintain their status as a top 25 program. Besides men's and women's basketball games, the state-of-the-art, \$25-million McCarthy Arena would also be used to house educational and entertainment events for the university and community.

Yet, the construction of the arena posed several challenges. The McCarthy Arena and adjoining fitness center for Gonzaga University had to be completed by October 2004, in time for the first game of the 2004-2005 basketball season. It was a big job — a 146,000-square-foot structure — with a definitive deadline. “We were on a very aggressive schedule,” says Tim Spilker of Spilker Masonry. In addition to the brick and concrete block exterior, the design required much interior masonry work to be done. In total, the project called for 63,000 bricks and 72,000 concrete masonry blocks. The site also had limited space. “There wasn't much storage around the project ... or room for mixing,” Spilker recalls.

Efficiency at the mixing station was key to accommodate the building deadline and for operating in a tight work area.

In order to meet the demanding deadline and capitalize the limited working space, Spilker utilized 3,000-pound bags of SPEC MIX® PCL Sand Mortar and two G7000 silos. Using the SPEC MIX preblended system, Spilker kept the jobsite free from massive sand piles and pallets of bagged



Project:	McCarthy Arena, Gonzaga University
Location:	Spokane, Washington
SPEC MIX Licensee:	Central Pre Mix
Mason contractor:	Spilker Masonry
Architect:	ALSC Architects

portland cement and lime. By setting up two mixing stations, with a silo at each, Spilker kept two masonry crews working and doubled productivity. He also was able to increase the crew's efficiency with the bulk bag and silo system. Able to make mortar in only five minutes, Spilker cut his mixing time in half and reduced downtime. One

hundred and sixty eight bulk bags later, the masonry crew met their deadline. Spilker was very pleased with the results. “SPEC MIX performed great ... We've been using it for years. It's pretty much all we use.” With the McCarthy Arena complete, the Bulldogs enjoyed their first season in their new home with an impressive 26-5 record.

USING THE SPEC MIX PREBLENDED SYSTEM, [TIM] SPILKER KEPT THE JOBSITE FREE FROM MASSIVE SAND PILES AND PALLETS OF BAGGED PORTLAND CEMENT AND LIME. BY SETTING UP TWO MIXING STATIONS, WITH A [G7000] SILO AT EACH, SPILKER KEPT TWO MASONRY CREWS WORKING AND DOUBLED PRODUCTIVITY.

Upcoming SPEC MIX Bricklayer 500® regional events

It's the countdown to the fourth annual SPEC MIX Bricklayer 500 in Las Vegas, Nev. on Jan. 18. Four regional events are currently scheduled.

If you are a mason in one of these areas, call to enter. Or just come to see the event and cheer on the competing bricklayers.



SPEC MIX Bricklayer 500® Wisconsin Regional

September 10
QUIKRETE Wisconsin
W225N6236 Village Dr., Sussex, WI
(800) 657-0789

SPEC MIX Bricklayer 500® Chicago Regional

September 17
Packaged Concrete, Inc.
1S950 S. Lorang Rd., Elburn, IL
(800) 466-4303

SPEC MIX Bricklayer 500® Michigan Regional

September 24
Gibraltar National
8951 Schaefer Hwy., Bldg. #4, Detroit, MI
(800) 442-7258

SPEC MIX Bricklayer 500® Regional at Omaha, Nebraska

October 15
Twin City Concrete Products
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