



The SPEC MIX BRICKLAYER 500® National is Won by Mike Boll, "World's Best Bricklayer," for 2007.

LAS VEGAS, NEVADA — Las Vegas was host to an outstanding 2007 SPEC MIX BRICKLAYER 500® National on January 24, 2007. The dramatic competition saw a host of firsts achieved by the determined masonry competitors.

Mike Boll, a mason with G Porter & Company, from Oak Lawn, Illinois, and his tender Ken Huizenga topped a field of nineteen other national masonry teams. With a winning performance of 791 brick laid in just 60 minutes, Mike, age 32, won the grand prize, a loaded 2007 Ford F-250 XLT, SuperDuty, CrewCab, 4x4 Truck, with custom wheels and Baja tires. He also won \$5,000 in cash and thousands of dollars in sponsor prizes, such as a trophy, a one-of-kind custom winner's jacket, a Husqvarna saw, a custom Crick level and carrying case, and loaded tool bag from Marshalltown.

Having placed first in 2005 this was Mike's second time taking home the big prize in the nation's premier bricklaying competition which is held once a year at the WOC/WOM show. This bricklaying competition has grown to become the, "World Championship of Bricklaying," with the largest prize purse anywhere.

The competing masonry teams represent past national winners and winners from 2006 SPEC MIX BRICKLAYER 500® regional events held around the country. The bar was raised again this year for a record competition crowd of 4,500 arena attendees saw the masons compete for \$150,000 in cash and sponsor prizes. The WOC/WOM show itself saw a record 92,000 attendees.

For the first time the competition performances were captured with a multi-camera video broadcast. Also for the first time a LIVE web stream broadcast of the competition was shown. A DVD of that broadcast will be available to the masonry industry by the end of March. In addition, you can order the DVD for purchase or if you have DSL or higher



Mike Boll, First Place winner with 791 Brick laid, holding his trophy and standing in front of his new decked out Ford F-250, CrewCab, Super-Duty, 4 x 4 truck with custom wheels and Baja tires.



Jim O'Connor (left) and Mudslinger Tom Peterson, SPEC MIX West Coast Sales Manager, and judge crew look on the 17' x 11' color Jumbotron screen.

broadband speed you can view the video through the www.specmixbricklayer500.com web site. You will find system requirements on the web streaming set-up page.

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Photo Left: Bill Morrisette, winner of the SPEC MIX TOP CRAFTSMAN Award and Third Place overall sits on his new Polaris Limited Edition Sportster ATV with the, "World's Best Bricklayer," First Place winner Mike Boll (Photo Right) in his new loaded Ford F-250, CrewCab, Super-Duty, 4x4 truck with custom wheels and Baja tires.

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SPEC MIX BRICKLAYER 500

Jeff Burton, mason, with Miter Masonry Construction, from Cincinnati, Ohio, came in Second Place overall with 723 brick laid to win \$4,000 in cash and additional thousands in sponsor prizes. Jeff's tender was his son Raymond Burton.

In Third Place overall with a brick count of 683, was 62 year old Bill Morrisette, mason, with Morrisette Masonry, from Rock Spring, Georgia. The Third Place award was \$3,000 in cash and additional thousands in sponsor prizes. In addition, for the first time ever at the National, Bill won both Third Place overall and the SPEC MIX TOP CRAFTSMAN® Award by building the most sellable wall over 500 brick. The TOP CRAFTSMAN Award is second highest cash award at the competition with a choice of a new Polaris Limited Edition 500 X2 ATV Sportster or \$7,500 in cash, the donation of a \$6,000 EZ Grout Mixer to a training center of their choice, and additional thousands in sponsor prizes. Bill's tender was Alfredo Garcia, also from Rock Spring. Alfredo is Bill's son-in-law.

To keep it in the family it was Alfredo Garcia, who won the SPEC MIX TOUGHEST TENDER® Award worth \$2,500 and hundreds in sponsor prizes. Alfredo winning time was 20 minutes and 14 seconds to set-up the the predefined work area for his mason prior to the start of the bricklaying.

The 2007 SPEC MIX BRICKLAYER 500® National is a huge success in Las Vegas.

Each year this event continues to grow in popularity at the WOC/WOM show. It continues to display the skill of masonry in a competitive environment for enjoyment of other masons and those people in the masonry industry who want to watch the best masons in the world compete with each other.

The broadcast of the competition will be offered for sale on the new SPEC MIX BRICKLAYER 500 web site (see article in this edition). This video broadcast captures the event from start to finish, and is a great way to get the experience of the event if you could not catch the web broadcast or come to the show.

If you are interested in competing, the 2007 SPEC MIX BRICKLAYER 500 Regionals start in May in Iowa and continue throughout the country in various states over the rest of 2007. The top winners from those Regionals will go on to the National held in January 2008, in Las Vegas, Nevada. Check with your local SPEC MIX® Licensee for a Regional schedule end of April.



Photograph Directory

1. Alfredo Garcia, winner of the SPEC MIX-TOUGHEST TENDER Award.
2. 2006 overall winner Mason Patrick Baxter and his tender Bill Larsen in action.
3. The 2007 winners circle: Left to Right, Alfredo Garcia, Bill Morrisette, Mike Boll, and Jeff Burton.
4. 2007 SPEC MIX TOP CRAFTSMAN and Third Place winner overall, Bill Morrisette, surrounded by his son-in-law, Alfredo Garcia (Left), and his dad William (Right.)
5. A sweep of the Hydro Mobile arena stage and 17' x 11' Jumbotron screen.
6. A record crowd of 4,500 arena attendees.
7. 2004 overall winner, and world record holder Bill Boll laying brick.
8. The Foley brothers, the youngest competitors ever to compete at the National.
9. The top prize, a loaded Ford F-250, CrewCab, Super-Duty, 4x4 truck with custom wheels and Baja tires on the Hydro Mobile scaffold.
10. Jim O'Conner who with Tom Clark handled the MC duties at the event.
11. Judges checking the competition walls.

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industry highlights

SPEC MIX BRICKLAYER 500® National broadcast DVD available end of March.

LAS VEGAS, NV — A DVD of the 2007 SPEC MIX BRICKLAYER 500® National competition broadcast held at the WOC/WOM in Las Vegas, Nevada, will be available in late March. See the drama as the best bricklayers in the world compete for over \$150,000 in cash and prizes. At over 2 hours long this DVD gives you a great idea of what the SPEC MIX TOUGHEST TENDER® and the SPEC MIX BRICKLAYER 500 National events are about, you will feel the energy and excitement.

The DVD will be available for purchase through the web store at www.specmixbricklayer500.com as well as order it through your SPEC MIX® licensee or call 1-888-SPECMIX.



SPEC MIX BRICKLAYER 500® web site created.

MENDOTA HEIGHTS, MN — In response to a growing demand SPEC MIX®, Inc., has created a web site dedicated to the SPEC MIX BRICKLAYER 500® competition. The web site, www.specmixbricklayer500.com has the latest on information for both the SPEC MIX BRICKLAYER 500 National and Regional events.

On the web site you will find photographs, rules, forms, press releases, schedules, and contact information. In addition, there is a promotional merchandise store and a link to a web stream of the National. Lots of custom SPEC MIX BRICKLAYER 500 promotional merchandise such as jackets, hats, sweat shirts, t-shirts, and hard goods will be available for sale in the web store. In addition, you will find banner links to several of the SPEC MIX BRICKLAYER 500 sponsors.

DSL broadband speed and Pentium 4 processor speed is required to view the web stream video. The DVD will also be available for purchase through the web store at www.specmixbricklayer500.com as well as ordering it through your SPEC MIX® licensee or call 1-888-SPECMIX.



Photo Above: This is a sample of two of the web pages, the page in the background shows the SPEC MIX BRICKLAYER 500® web site home page. The image in the foreground is the store front page which features SPEC MIX BRICKLAYER 500 merchandise.

industry highlights

The National Concrete Masonry Association has completed its Phase II Research for SCG.

MENDOTA HEIGHTS, MN — Mark Lukkarila, SPEC MIX Technical Services Manager, has reported that the National Concrete Masonry Association has issued a Phase II Research Report for Making and Testing Prototype SCG Mix Designs. In addition to being one of the construction industry's foremost experts and developers of dry, preblended SCG products, Mark is also a member of the National Self Consolidating Grout Task Group for the NCMA.

As an extension of the NCMA Phase I research, which centered on the feasibility of using Self Consolidating Grout without mechanical consolidation or reconsolidation, Phase II research focused on mix design technology. Specifically, the research addressed components of SCG mixes and testing requirements.

SPEC MIX and Mark Lukkarila have helped to significantly advance the knowledge and science of Self Consolidating Grout and its use in masonry applications. In order to enhance your knowledge of Self Consolidating Grout and the many benefits it offers to Contractors, Designers and Engineers, please visit the SPEC MIX website at www.specmix.com or call 1-888-SPEC MIX to speak directly with one of the highly trained SPEC MIX staff.

To view a copy of the report go to
<http://www.ncma.org/research/reports/MR31.pdf>



Mark Lukkarila is a technical services manager at SPEC MIX, Inc., Mendota Heights, Minnesota. Mark is a geologist with extensive experience in petro-graphic analysis. He sits on the ASTM committees C12 and C12.09, is a voting member of C9, C9.43, C9.46, C9.65, and is a member of the task groups for C12.05 and C1324. He is also chairman of the ACI 221 Aggregate Committee, and is a voting member of the ACI 524, Plastering Committee. Mark is also a member of the Board of Directors for the American Shotcrete Association.

The SPEC MIX® SCG Demonstration Video is now available, to view on the SPEC MIX® web site, or as CDs for purchase.

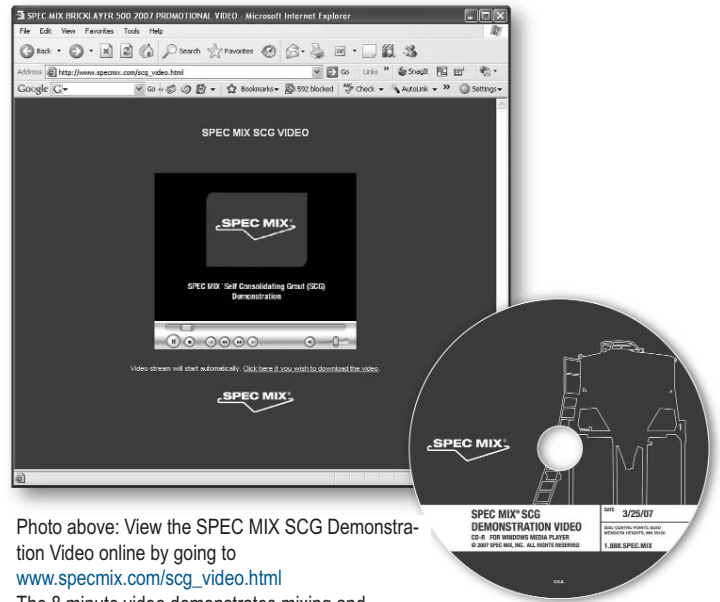


Photo above: View the SPEC MIX SCG Demonstration Video online by going to www.specmix.com/scg_video.html
The 8 minute video demonstrates mixing and testing procedures for SPEC MIX SCG.

MENDOTA HEIGHTS, MN — The SPEC MIX® SCG Demonstration Video is now available for viewing off the SPEC MIX® web site home page at www.specmix.com. Click on the SCG image located on the left hand side of the web page to view a web stream of the SPEC MIX SCG Demonstration Video, this 8 minute how-to demonstration video shows the mixing and testing procedures for SPEC MIX SCG.

You can go directly to the video web viewing page at www.specmix.com/scg_video.html. To view the web stream video online you should have at least a DSL broadband speed and Pentium 4 processor. The video is also available on a CD for purchase at the end of March. It will play on any PC system with Windows Media Player. To purchase this CD contact your SPEC MIX® Licensee or call 1-888-SPECMIX.

industry highlights

PCI teams with SPEC MIX® to bring new look to their local manufacturer show.

ELBURN, IL — Greater Chicago SPEC MIX® licensee Package Concrete, Inc., located in Elburn, Illinois, brought a new look to their local trade show, the 2007 Manufacture Showcase sponsored by the Illinois Brick Company. PCI teamed with their graphics vendor Skyline Displays and SPEC MIX, to create new free-standing, 4 color, fabric SPEC MIX® exhibit banners to give PCI a professional look at the local show. They make a strong presentation of the SPEC MIX® brand, with multiple products in several product categories, for smaller exhibit areas such as you often find with local shows.

Illinois Brick Company, owned by Prairie Materials, a very large Illinois redi-mix concrete company set up the show at Drury Lane Oakbrook Terrace, in Oakbrook, Illinois. The show was held on February 28, with a great turn out.



Over 40 manufactures were represented at this show, from stone veneer and brick manufactures to safety equipment suppliers, and brands like SPEC MIX, Lafarge, Ess-rock, and Prosoco. The show drew a solid crowd of local architects, engineers, mason contractors, general contractors from the area. Illinois Brick had the Brick Institute of America (BIA) present accredited seminars on masonry topics during the show.

The SkillsUSA National Convention Leadership and Skills Conference is set for June, 25 - 29.



KANSAS CITY, KANSAS — Final plans are in place for the 2007 SkillsUSA National Convention Leadership and Skills Conference held in Kansas City, Kansas, June 25 – 29. This national student conference, the largest in the country, expects more than 13,750 people—including students, teachers and business partners—are expected to participate in the week-long event.

The SPEC MIX® Mudslingers will be at the conference providing mortar for the student masons competing for top honors at the SkillsUSA Championships which are held during the conference. The masonry competition has the students building a defined masonry wall and has two levels of competition, Secondary and Post-Secondary. SPEC MIX licensee Midwest Block & Brick will be donating their efforts and materials to this great event training the future of masonry.



The SkillsUSA Championships will be held on Thursday, June 28 in the H. Roe Bartle Hall Convention and Conference Center. More than 4,500 outstanding career and technical education students—all state contest winners—will compete hands-on in 87 different trade, technical and leadership fields. **(continued on page 7)**

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For the 13th consecutive year, the SPEC MIX organization and licensees will be providing two \$1,500 "Commitment To Quality" scholarships to the training centers of winning masons in the Secondary and Post-Secondary divisions. Since cash awards can not be given directly to the students, the scholarships are dedicated in their honor to their school to help fund their masonry training program.

SkillsUSA is a national nonprofit organization serving teachers and high school and college students who are preparing for careers in trade, technical and skilled service occupations, including health occupations. It was formerly known as VICA (Vocational Industrial Clubs of America).

For more conference information go to www.skillsusa.org.

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AIA
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Masonry Industry Legislative Conference
May 14-15
Washington, D.C.

**SkillsUSA National Leadership and Skills Conference
Masonry Competition**
June 22
Kansas City, MO



BSI Fall Study Tour
Oct 3-13
Verona, Italy

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