



Target Products Ltd. and SPEC MIX® partner together in Western Canada

VANCOUVER, BC— SPEC MIX® Inc., recently announced that Target Products Ltd., will be the licensed manufacturer in the Western Canada marketplace. Target Products, a major producer of high quality specialty cement, aggregate, and construction products, is now the sole licensed manufacturer and supplier of SPEC MIX products and silo delivery systems in the Canadian provinces of British Columbia and Alberta.



Incorporated in 1961 with state-of-the-art plants throughout Canada and into the U.S. and South America, Target Products has evolved into a major international player supplying projects worldwide with the finest construction materials. “The commercial masonry market in Western Canada will greatly benefit from having access to both the SPEC MIX products and silo delivery systems with product produced and delivered locally from the world-class Target Products plants.” explained Richard Atkinson, Industrial Products Division Manager of Target’s Construction Products Group.

“We, SPEC MIX, are very excited about partnering with a company like Target,” said Brian Carney, vice president and general manager of SPEC MIX, Inc. “Target embodies the same philosophy for consistent high quality construction products that underpins what the SPEC MIX business is all about. We are very optimistic about the Western Canadian market; and, coupled with Target’s outstanding people assets and reputation, it’s the foundation for a very successful relationship.”



SPEC MIX/Target Staff show the Sun Valley Masonry crew the ease of loading a silo in New Westminster, BC.

Things are moving quickly in Western Canada with the recent partnership of SPEC MIX and Target Products. SPEC MIX silos are already starting to dot the masonry landscape in both Vancouver, British Columbia, and Calgary, Alberta. Sun Valley Masonry (Abbotsford, BC) started a new assisted living project in New Westminster, BC with approximately 80,000 brick and a brand new SPEC MIX G7000 mortar silo to boot. Target Products (Burnaby, BC) was on the spot delivering the first load of SPEC MIX mortar in Western Canada. Only a couple of days later, things were hopping in Calgary, AB with two G7000 silos making their debut on an IB Jensen Masonry project. IB Jensen needed two silos both for SPEC MIX mortar and grout. Growth for this dynamic and growing area of Canada seems certain to make this a very positive partnership for both companies.

For more information on this new addition to the SPEC MIX family go to: www.targetproducts.com

SPEC MIX® will conduct NCMA CMTT Course in Kansas City, Missouri, June 26–27

KANSAS CITY, MO— Each year new products, systems and applications continue to impact the Masonry Construction Industry. At SPEC MIX®, Inc., we promote continuing education to all our representatives to better serve our customers. As a result, SPEC MIX, Inc., in conjunction with the NCMA will be facilitating the NCMA instructed Concrete Masonry Testing Procedures Certification Course (CMTPC), formerly called the Certified Laboratory Technician course. In Kansas City, Missouri, on June 26-27 approximately 40 regional SPEC MIX representatives will get an education on the proper standards and testing procedures necessary to assist SPEC MIX customers and promote good masonry practices.

The ultimate goal is to help ensure that SPEC MIX products are fairly and accurately evaluated, and their compliance is properly documented throughout all regions of the country. In return, this benefits all parties associated with a project, especially the mason contractor. Attendees successfully completing the program earn the title of Concrete Masonry Testing Technician (CMTT), which is a valued credential in the construction industry. According to Nick Blohowiak, Central Region Manager of SPEC MIX, “Learning and understanding all the current ASTM standards undoubtedly plays a key role in the technical support and customer service so crucial to our business. Our contractors depend on us to stand behind them and our products.”

The course covers:

- **CMU Compression, Absorption, and Dimension Evaluation (ASTM C 140)**
- **CMU Drying Shrinkage Testing (ASTM C 426)**
- **C/M Freeze Thaw Durability Testing (ASTM C 1262)**
- **Mortar Testing (ASTM C 270 and C 780)**
- **Grout Testing (ASTM C 476 and C 1019)**
- **Unit Specifications (ASTM C 90, C 1372, C 936, C 55)**
- **Prism Testing (ASTM C 1314).**



The NCMA CMTT course is one of the most highly recommended courses in the industry.

In addition to reviewing testing procedures and requirements for conventional concrete masonry units, testing procedures for the following specialty units will also be discussed:

- **Concrete pavers**
- **Concrete brick**
- **Paving units**
- **Segmental retaining wall units**
- **Articulated concrete block**

Aimed at educating laboratory managers and field technicians, production quality control supervisors, and above all field sales personnel, this course reviews ASTM test procedures and specifications for masonry mortar, grout, and prisms as well as concrete masonry units, pavers, retaining wall units. Hands-on laboratory sessions complement classroom instruction and reinforce correct testing procedures for anyone responsible for the quality control, testing and sale of masonry materials. This is one of the most highly recommended courses in our industry.

Although this particular course is being held for SPEC MIX representatives, interested parties can contact the NCMA at **703-713-1900** or go to:

www.ncma.org/meet/edu.html to see a schedule for upcoming courses.

industry highlights

2007 SPEC MIX BRICKLAYER 500® Regional Schedule released



MENDOTA HEIGHTS, MN— The 2007 SPEC MIX BRICKLAYER 500® Regional Schedule has just been released. Masonry Construction Magazine and 2007-2008 sponsors will be supporting this schedule in the coming months. Look for the June issue of Masonry Construction Magazine to feature the 2007 SPEC MIX BRICKLAYER 500 National as the lead story coming into the summer and fall Regional competitions.



SPEC MIX BRICKLAYER 500 Regional competitions like this in Wisconsin give masons nationwide the opportunity to compete with the best.



This SPEC MIX BRICKLAYER 500 Regional drew a great crowd in Nebraska drawing masons from the tri-state area in 2006.

SPEC MIX®, with the vital support of each sponsor and local licensed manufacturer, is now boosting the SPEC MIX Bricklayer 500 Regional Schedule to include a record 16 Regional events for 2007. Each regional winner with the sponsorship of the local SPEC MIX licensed manufacturer is offered an exclusive spot in the 2008 SPEC MIX Bricklayer 500 National held at the World of Concrete/ World of Masonry Show in Las Vegas, NV, where they will compete for over \$150,000 in cash in prizes. Visit the exciting new www.specmixbricklayer500.com website where you can learn more details, download registration forms, view the regional schedule and locations, read the rules, and even order authentic BL500 merchandise online! You're invited to participate in and attend these great events that promote the masonry industry and offer lots of fun for all.

2007 SPEC MIX BRICKLAYER 500 Regional Schedule.

Location

Chicago, IL	Package Concrete, Inc. — May 19, 2007
Memphis, TN	Ash Grove Packaging — July 28, 2007
Detroit, MI	Quikrete Michigan — August, 2007 TBD
Dallas, TX	Texas Industries (TX) — August 11, 2007
Milwaukee, WI	Quikrete Wisconsin — August 17, 2007
Omaha, NE	TCC Materials — August 18, 2007
Cleveland, OH	Quikrete Ohio — August 25, 2007
Tulsa, OK	Precision Packaging — August 25, 2007
Denver, CO	Quikrete Denver — August 25, 2007
Quad Cities, IA	Great River/TCC IA — Sept. 8, 2007
Salt Lake City, UT	Ash Grove Packaging — Sept. 28, 2007
Baltimore, MD	Quikrete Baltimore — Sept. 29, 2007
St. Paul, MN	TCC Materials — Oct. 6, 2007
Charlotte, NC	Quikrete Carolinas — Oct. 6, 2007
Sacramento, CA	Quikrete Northern California — Oct. 13, 2007
Phoenix, AZ	Superlite Block — TBD

These are the SPEC MIX BRICKLAYER 500 Regional competitions currently scheduled. SPEC MIX, Inc., may add or change content to this list at any time.

Check with your local SPEC MIX Licensee to confirm the latest regional information in your local area or call **1-888-SPECMIX**. More detailed regional schedule information can be downloaded by going to www.specmixbricklayer500.com



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For information on advertising in Trowel Tales, contact Jeff Farmakes, editor, at (651) 905-8109 or via e-mail at jfarmakes@specmix.com.

If you wish someone to be added or removed from this mailing list please contact Courtney Meyer via e-mail at cmeyer@specmix.com

Stan Harwell, SPEC MIX Eastern Regional Sales Manager, takes new position

MENDOTA HEIGHTS, MN—After nearly 15 years as the Eastern Region Territory Manager, Stan Harwell has accepted a position with PROSOCO, Incorporated, a custom formulator of specialty cleaners and protective treatments for masonry and concrete. Stan started working in 1992 with SPEC MIX® in the eastern states to establish the SPEC MIX system and products while dedicating much of his time working as a member of the ASTM C12 Committee.

Certainly Stan will be missed by many in our organization as he is one of a kind and we wish him all the best. The SPEC MIX staff will continue to support the eastern territory and the initiatives created to promote masonry construction at all levels. Those who have questions about their SPEC MIX corporate representation should contact Brian Carney at **1-888-SPECMIX**.

SPEC MIX Mudslingers needed at SkillsUSA Masonry Championships in Kansas City, Missouri, June 28, 2007

KANSAS CITY, MO—This is the big one for our secondary and post secondary student masons when they join more than 13,750 people—including students, teachers and business partners—that are expected to participate in the week-long SkillsUSA Championships.

The masonry students from secondary and post-secondary divisions who have won their state competitions will compete on Thursday, June 28, 2007, at Kansas City, Missouri, in the H. Roe Bartle Hall and Municipal Auditorium. Masonry students work against the clock and each other, proving their expertise. This year approximately 50 or more aspiring masons from around the U.S. will vying for the Champion title.

This year is the 13th consecutive year SPEC MIX® will offer both the secondary and post-secondary division winners a \$1,500 check made out to their school's masonry program. Brian Carney, SPEC MIX VP General Manager, says "There is no question that the SkillsUSA program is the best and most effective grass-roots way to support masonry education for anyone learning the trade. It is very important to our industry's growth to provide a high level of quality education for young people entering a masonry career. We are proud to be a sponsoring member of the program and supporting the students at this event."



Here you see Jared Braveboy, Lake City High School, Lake City, SC who went on to win a medal in the secondary division in 2006.

SPEC MIX, Inc., and licensee Midwest Block and Brick will be supplying mortar for the masonry students with the help of our friends at EZ Grout and Marshalltown who will be providing the services of a EZ Grout Mixer and tools, respectively. With your help these companies will give these future masons some support for their big day.

The event is held just after the SPEC MIX NCMA CMTT course that SPEC MIX is hosting for our licensees. For an overview of the SkillsUSA National Convention Leadership and Skills Conference agenda go to:

<http://skillsusa.org/events/nlscagenda.shtml>



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UPCOMING EVENTS

SPEC MIX/ NCMA CMTT Course
June 26-27
Kansas City, MO



SPEC MIX BRICKLAYER 500 REGIONAL
TCC Materials-Omaha
August 18, 2007
Omaha, NE



SkillsUSA National Leadership and Skills Conference Masonry Competition
June 28
Kansas City, MO



SPEC MIX BRICKLAYER 500 REGIONAL
Quikrete Ohio (Cleveland)
August 25, 2007
Lake Revenna, OH



SPEC MIX BRICKLAYER 500 REGIONAL
Ash Grove Packaging - Memphis
July 28, 2007
Memphis, TN



SPEC MIX BRICKLAYER 500 REGIONAL
Precision Packaging - Oklahoma
August 25, 2007
Tulsa, OK



SPEC MIX BRICKLAYER 500 REGIONAL
Quikrete Michigan - Detroit
August, 2007 TBD
Detroit, MI



SPEC MIX BRICKLAYER 500 REGIONAL
Quikrete Denver
August 25, 2007
Denver, CO



SPEC MIX BRICKLAYER 500 REGIONAL
TXI-Dallas
August 11, 2007
Dallas, TX



BSI Fall Study Tour
Oct 3-13
Verona, Italy

SPEC MIX BRICKLAYER 500 REGIONAL
Quikrete Wisconsin
August 17, 2007
Waukesha, WI



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