



Sign up NOW — SPEC MIX® TrowelTales newsletter will be going electronic in the Fall of 2008.



MENDOTA HEIGHTS, MN — SPEC MIX®, Inc. has announced it will be converting its SPEC MIX TrowelTales newsletter into an electronic format in the Fall of 2008. Currently the printed SPEC MIX TrowelTales newsletter is distributed by traditional mail bi-monthly to over 11,500 mason contractors, general contractors, design professionals and industry members. The TrowelTales has served as a useful and effective way to promote masonry construction as well as the latest developments impacting the industry and its workforce.

The SPEC MIX TrowelTales will switch to the electronic format to gain the advantage of incorporating several new media communication vehicles available that will benefit the readers. By offering an electronic communiqué, E-TrowelTales will have built in hyperlinks allowing recipients to watch video footage of product and equipment demonstrations as well as special events. Project profiles and contractor spotlights that were limited in scope with black & white pictures in print will be replaced with more in-depth

articles and color images that highlight the aesthetic and structural integrity of masonry. Readers will have access to SPEC MIX product data information, silo system tech sheets, MSDS, and have the ability to respond in a timely manner to the SPEC MIX team with input, questions and requests.

HOW DO I SIGNUP FOR THE E-TROWELTALES?

If you are getting TrowelTales and want to continue receiving the information or want to add a person, SPEC MIX asks that you please fill out the attached subscription form that requests a person's email address and contact information—this information will NOT be distributed. Then, simply put the postage-paid subscription form in the mail (OR) fax it back to **888-FAXSPEC (329-7732)**. You can also sign up on the web, visit WWW.SPECMIX.COM and complete the on-line subscription form before October 1, 2008. The other option is to simply call **888-SPEC MIX (773-2649)** and give your information to Courtney in customer service.

SPEC MIX® Polymer Modified Stone Veneer Mortar delivers for dry stack project in Park City, Utah.

PARK CITY, UT — Construction activity in and around the Park City, Utah area remains vibrant. Visitors to the area testing the ski slopes will now have a new state of the art full-service hospital to mend bumps, bruises and broken bones incurred as a result of unforeseen encounters with the millions of Trees nestled in the peaks and valleys of the Wasatch Front. And when one thinks of architectural design in the mountains, beautiful natural stone comes to mind and there is no shortage of it in Park City for that matter, especially on the new IHC Hospital Building being built just outside of town.

In fact there is over 30,000 square feet of Adhered Thin Cut Natural Stone Veneer and the challenge of installing it has been put in the hands of Masonry Specialists Child Enterprises, Springville, Utah. Anyone who understands the careful approach needed in adhering natural thin stone can appreciate what Jeff King, foreman for Child Enterprises, has been up against. *"We have thousands and thousands of square feet of dry-stack natural stone to install. I knew regular traditional masonry mortar on its own would not cut it. We needed a better bond to the concrete."* Jeff called up Rick Shorter, the local SPEC MIX® Sales Representative with Ash Grove Packaging in Utah, to work on a solution. Rick suggested the SPEC MIX Polymer Modified Stone Veneer Mortar. Achieving over 300 psi shear bond strength, this mortar is specifically designed to significantly increase the bond strength of thin stone veneer, reduce sagging, and offer the contractor better workability and board life.

Jeff King explained how the drystack adhered stone application can be more susceptible to pop-outs because the water can have a tendency to migrate in and around the stone because there is no mortar joint between the stones. It took only one call to the architects from Jeff to convince them that SPEC MIX Polymer Modified Stone Veneer Mortar was the way to go. *"I can't believe how this new polymer modified mortar performs. I mentioned to the designers that the dry-stack application is not the best way to install thin stone unless there is added insurance it won't pop off"* King continued *"This is why I turned to the SPEC MIX Polymer Modified Stone Veneer Mortar"*.



A Child Enterprises stone mason carefully fabricates the thin veneer into position without affecting the aesthetics of the stone. Several heavy thin veneer stones hang in the balance with the SPEC MIX PMSVM on the extraordinary piers that line the front of the hospital

The mortar isn't the only amazing product on the job. The thin Natural Stone on the IHC Hospital Building is manufactured locally by Delta Stone. Located in Heber City, Utah, Delta uses a dual saw blade to cut both faces off of a 4" wide split stone. The end result is two pieces of natural thin stone veneer which get installed in the wall. The middle (cut) portion and other by-products are then used for other stone products. *"There is Zero Waste in our manufacturing process."* Bryce Harding of Delta Stone explains. The saws are also used to cut 90 degree corner pieces to ensure the masonry has a traditional and natural look to it. *"The actual stones used on the IHC Hospital in Park City are native to the Wasatch Front Region and are quarried less than five miles from the project site."* Harding added, *"People have been using the same stones for over 100 years now, but now that they have the thin veneer option, using them and realizing the beauty is a lot more affordable."* Bryce agrees that having better mortar available for installing thin veneer is a real benefit to masons, architects and owners everywhere.

industry highlights

SPEC MIX® Set Delayed Mortar Beats the Heat.

MENDOTA HEIGHTS, MN — SPEC MIX® now offers its new Set Delayed Mortar specially formulated to increase the boardlife or working time of masonry mortar in hot weather conditions. By increasing the workability of mortar while meeting all applicable ASTM standards, SPEC MIX Set Delayed Mortar provides masons with a product that reduces retempering times and the need for additional mixing water which can adversely affect mortar strength and color. More importantly, SPEC MIX Set Delayed Mortar slows the set time of a mortar which helps it achieve better mechanical bond to the unit. As for the mason contractor buying mortar materials, Set Delayed Mortar can greatly reduce the amount of material that is discarded due to rapid stiffening, a common problem on most any project during the summer.

Below is a table listing the performance properties:

Compressive Strength	Reference Mortar	Set Delay Mortar	ASTM 1384 Requirement
7 Day	1560 psi	1640 psi	70% min of reference
28 Day	1900 psi	1940 psi	80% min of reference

	Reference Mortar	Set Delay Mortar	ASTM 1384 Requirement
Water Retention	86%	86%	Report
Air Content	7.2%	6.4%	Report
Board Life	82min	104min	120% min of reference
Initial Set	4h 13 min	5h 19 min	At least 1:00h later than ref. Not more than 8:00h later than ref.
Final Set	7h 26 min	8h 9 min	Not more than 8:00h later than ref.



To ensure SPEC MIX Set Delayed Mortar meets all industry standards, the product has been thoroughly tested by the NCMA (National Concrete Masonry Association). The procedure entailed making two batches containing the delayed admixture, each at a different dosage rates, and two control batches that contained no admixtures and were used for comparison purposes. Tests on Set Delayed Mortar and the control mixes were performed at ambient room temperature of approximately 73° F (23° C) per ASTM C 403.

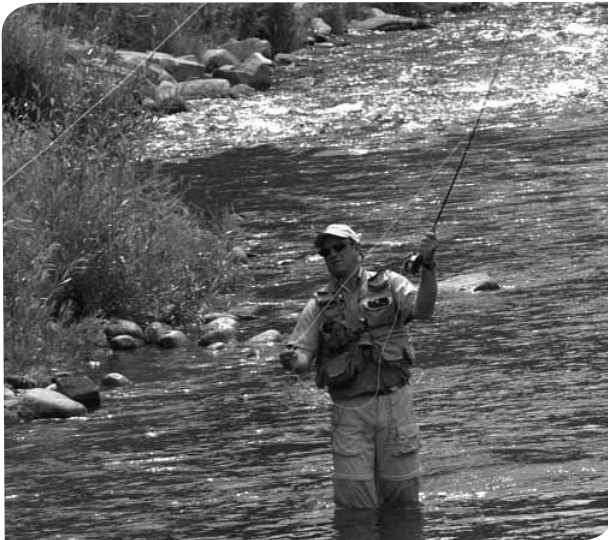
For technical information such as a Product Data Sheet and MSDS for SPEC MIX Set Delayed Mortar call SPEC MIX, Inc. at **1-888-SPECMIX** or view the Product Data Sheet and MSDS at www.specmix.com go to: http://www.specmix.com/pdf/product_datasheet/datashet_set_delayed_mortar.pdf

MCAA's Midyear Meeting to be held in Park City, Utah in September.

SCHAUMBURG, IL — If you're a mason contractor, you may want to jump on this opportunity! This year's Mason Contractors Association of America (MCAA) Midyear Meeting held September 14-16, is taking place at the Stein Eriksen Lodge in beautiful Park City, Utah. The phenomenal mountain retreat is located high in the Wasatch Mountains offering immediate access to winter ski trails that make for beautiful hikes and challenging mountain bike terrain. Also offered are world-class cultural experiences in Park City plus fantastic restaurants and year-round nightlife.



MCAA Meeting (continued from page 3)



In the United States great fishing rivers are referred to as "blue-ribbon" rivers and the Provo River which runs through the Wasatch range is one of them. The Park City area offers outstanding recreation activities with fly fishing along with canyon rafting, golfing, trail biking, all located in inspiring western mountain scenery.

The MCAA chose the resort because it offers an exclusive, more relaxed meeting location and wonderful scenery. It is the perfect opportunity for MCAA members to participate in the planning and future development of the organization. One new twist to this year's meeting will allow corporate associate members that sponsor the event the opportunity to host table-top exhibits to present new products and equipment. As a long time MCAA member, the SPEC MIX® team will be at the meeting to present our the new PA1000 & PA4000 auger systems and other new products being introduced to the market this year, as well as contribute to the planning meetings. In addition, the MCAA will be offering two educational programs; both of them offering certification credits.

Mason contractors that want to contribute to the future success of our industry will not want to miss this great meeting and the beauty of Utah's mountain scenery. It will be a memorable experience for all attending MCAA members. For more information on this meeting, registration, agenda and hotel information go to:

http://www.masoncontractors.org/newsandevents/midyea_rmeeting/index.php

The Mason Contractors Association of America is the national trade association representing masonry contractors and suppliers in national legislative and political affairs, codes and standards composition, workforce development, education, market promotion and general industry advocacy. SPEC MIX strongly supports this association and its national work to support the masonry industry. For more information on the MCAA go to: <http://www.masoncontractors.org/aboutus/aboutmcaa/index.php>

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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.

National Masonry Competition held at SkillsUSA Leadership Conference—Major talent showcased

KANSAS CITY, MO — The 44th annual SkillsUSA Leadership conference was held in Kansas City, Missouri, June 22 -26; the venue to determine the national champions for over 80 trades and vocations. Of the 5,000 students—all state champions—that competed in the country's largest vocational event, there were 45 masonry students from 35 states battling for 1st, 2nd and 3rd place in the secondary and post secondary masonry programs. Student interest in masonry vocational training continues to be strong. This year, 32 high school and 13 post-secondary/college contestants competed in two divisions. The competition project, consisting of brick, block and SPEC MIX® mortar, was tough enough to challenge many seasoned masons.

To continue to test the students and raise the level of competition, each year the degree of difficulty to complete the project is slightly increased. Bryan Light of BIA and chairman of the SkillsUSA National Masonry Technical Committee agrees they raise the bar every year, *"Several years ago we started designing projects for the national contest that were more challenging. Then, once the project was used for Nationals, we offered the blueprints from past contests to the masonry instructors, which helped them train their students on new, more advanced craftsmanship techniques used every day on job sites. The plan worked. The level of quality and quantity of skilled masonry students I see each year is rising dramatically—it's fantastic."*

SPEC MIX is proud to announce the 2008 SkillsUSA winners for the Secondary and Post-Secondary divisions:

Secondary: 1st place, Bradley Wright, Ernest Pruet Center of Technology, Hollywood, AL. 2nd place, Justin Wiley, West Stanly High School, Oakboro, NC. 3rd place, Darren Tobolt, Pioneer CTC, Shelby, OH.

Post-Secondary: 1st place, Alvaro Landaverde, Arizona Masonry Contractors Assoc., 2nd place, Travis Greenly, Central Cabarrus High School, Concord, NC., 3rd place, Keith McEaney, The Williamson Free School of Mechanical Trades, Media, PA.

For the 14th consecutive year, SPEC MIX, Inc. and its licensed manufacturers provided two \$1,500 *"Commitment To Quality Masonry"* scholarships to the training centers of the 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. During the event, SPEC MIX and their team of *"Mudslingers,"* who normally focus on contractor and architectural support for SPEC MIX products across the country, spent the day working the competition as mason tenders for the kids. To get the job done, SPEC MIX licensee Midwest Block & Brick of Kansas City, MO provided the SPEC MIX mortar and silo, whereas the Mudslingers supplied the muscle to get the materials to the bricklayers as they built their walls.

Joining SPEC MIX in the effort to build the masonry workforce is the SkillsUSA National Masonry Technical Committee's sustaining members and sponsors: Brick Industry Association, Inc.; Bon Tool Co.; EZ Grout Corp.; Hanley-Wood LLC; Lafarge NA; Marshalltown Co.; Mason Contractors Association of America; Masonry Institute of Tennessee; National Concrete Masonry Association; Portland Cement Association; the Southeast Region of the Brick Industry Association, Inc.; and Wasco, Inc., a leading mason contractor in the U.S. According to Harry Junk of the NCMA and committee member, *"NCMA members are honored to support the grass root efforts of SkillsUSA and the Masonry Technical Committee for the past 40 plus years. Each year these young contestants represent the finest young men and women from the states where they receive masonry training at schools that employ some of the best masonry instructors in the U.S. One of the best kept secrets in this country is SkillsUSA"*.

The SkillsUSA organization represents over 300,000 students and instructors in the 50 states, Puerto Rico, Guam and the Virgin Islands. The national conference and events are booked in Kansas City, Mo., through 2014. To learn more about the SkillsUSA Masonry Technical Committee, contact Bryan Light at **(770) 760-0728**. To learn more about SkillsUSA go to www.SkillsUSA.org



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UPCOMING EVENTS

IN THIS ISSUE

SPEC MIX BRICKLAYER 500
Regional — Ohio
Sept. 5
Harrison, OH



SPEC MIX BRICKLAYER 500
Regional — Utah
Oct. 3
Draper, UT



SPEC MIX BRICKLAYER 500
Regional — Northern California
Sept. 6
Sacramento, CA



STONEXPO
Oct.15-18
Las Vegas, NV

SPEC MIX BRICKLAYER 500
Regional — Mid Atlantic
Sept 13
Clinton, MD



SPEC MIX BRICKLAYER 500
Regional — Kitchener, Ontario
Oct. 22
Waterloo, ON



MCAA Midyear Meeting
Sept. 14-16
Park City, UT



SPEC MIX BRICKLAYER 500
Regional — Calgary, Alberta
Nov. 14
Calgary, AB



BSI Fall Study Tour
Sept. 14-17
Richmond, VA

**World of Concrete/
World of Masonry 2009**
February 3-6, 2009
Las Vegas, NV



SPEC MIX BRICKLAYER 500
Regional — Wisconsin, UP Michigan
Sept. 26
Sussex, WI



SPEC MIX BRICKLAYER 500
National
Feb. 4
Las Vegas, NV



SPEC MIX BRICKLAYER 500
Regional — Colorado
Sept. 27
Denver, CO



MCCA 2009 CONVENTION
February 2-6, 2009
Las Vegas, NV



SPEC MIX TrowelTales®
goes electronic in the Fall

Industry Highlights
SPEC MIX Polmer Modified Stone Veneer used in dry stack project in Park City, UT

Industry Highlights
SPEC MIX Set Delayed Mortar introduced to market

Industry Highlights
MCAA will hold 2008 Midyear Meeting in Park City, UT in September.

Industry Highlights
SkillsUSA 2008 Leadership Conference in Kansas City, MO is the site of Secondary and Post-Secondary National Masonry Championship.