



“WHO IS THE WORLD’S BEST BRICKLAYER?” Find out Jan. 23, at the 2008 SPEC MIX BRICKLAYER 500® National Bricklaying Championship in Las Vegas

LAS VEGAS, NV — It’s coming, the world’s premier bricklaying competition, the SPEC MIX BRICKLAYER 500® National is set for Wednesday, January 23, 2008. The event is held at the 2008 World of Concrete / World of Masonry trade show in Las Vegas. This is the largest annual construction trade show in the world with 92,000 attendees in 2007.

The competition is being held in the Masonry Construction’s Challenge Arena, in the Gold Lot, located at the Las Vegas Convention Center. A record crowd of bricklaying fans is expected to view the toughest group of competitors yet. This year masons from Canada and Great Britain will join the list of bricklayers competing \$150,000 in cash and prizes.

“The SPEC MIX BRICKLAYER 500 competition is something innovative and unique in our industry. Masons from around the world follow this competition and many want to test their skill against the best. We look forward to working with this select group of masons to put on a great competition. This year, we have masons from Canada and Great Britain joining us, and we really look forward to their contribution. It has been a pleasure to hold our event at the Masonry Construction’s Challenge and we at SPEC MIX, and all our Mudslingers and sponsors are grateful for the opportunity to give something back to the masons with this event.”

— Brian Carney

Vice President, General Manager, SPEC MIX, Inc.

The preliminary SPEC MIX TOUGHEST TENDER will start off the event at 1:30 PM Central Time, as 20 tenders race to set up a pre-defined work area for a \$2,500 prize. Then the main event, the SPEC MIX BRICKLAYER 500 National, will have Twenty top masons compete to build a 26 foot, double wythe wall to exacting specifications. Last year’s winner Mike Boll, age 35, a mason with G Porter & Company, St Charles, Illinois, laid 791 brick to drive home a new Ford F250 XLT SuperCab Truck, \$5,000 in cash and thousands in sponsor prizes. A loaded 2008 Ford F250 XLT truck will again be the grand prize for the event capping the

largest bricklaying prize list in the world.

The interest in this competition now covers the globe as mason from as far away as Mongolia watch the event LIVE on webcast at www.specmixbricklayer500.com, the web site



A scene for the 2007 SPEC MIX BRICKLAYER 500 National, where 4000 attendees watched Mike Boll, G Porter & Company, of St. Charles, IL, lay 791 brick to win the 2007 title, “Wold’s Best Bricklayer.”

dedicated to the bricklaying program.

The National contest features winners of 15 Regionals held around the United States, pass National winners and mason challengers from other countries. This promises to be the toughest competition ever held for the event.

The SPEC MIX BRICKLAYER 500 was created for the promotion of the masonry trade. A unique bricklaying competition patterned more like a sports event. This competition has a 60 minute bricklaying time limit, highest brick count meeting the quality specifications wins. This makes for a condensed competition experience profiling the skill, speed, and stamina of the mason. It is an intense hour of laying brick, and is unlike anything else out there. It has really excited the large crowds of masons who have seen it. Many of them come to Las Vegas year after year just to see this event, and this year some have come from across the ocean. **(continued on next page)**

industry highlights

(continued from Page 1) This year show is supported by the top product and services providers in the masonry industry and they have put together a great program with generous live audience entertainment and giveaways to the crowd to enhance the experience for the spectator.

Widely recognized by the construction industry as the premiere event at the WOC/WOM, the success of the competition is largely attributed to the support of its sponsors. Working together to promote the masonry trade and its members, numerous companies pull together by making both cash and product contributions. Sponsorship levels are categorized as Platinum, Gold, Silver, and Contributor.

The generous sponsors of the the SPEC MIX BRICK-LAYER 500 National have all contributed to make this the leading event in the industry. They are:

Platinum Level Sponsors

- SPEC MIX®, Inc.
- Masonry Construction Magazine
- Ford Trucks
- Hydro Mobile
- EZ Grout Corporation
- Prism Pigments
- TXI
- Bobcat

Gold Level Sponsors

- Marshalltown Company
- Crick Levels
- STHIL
- Acme Brick
- Ash Grove
- MCAA
- Diamond Blade Warehouse
- Mortar Net USA Ltd.

Silver Level Sponsors

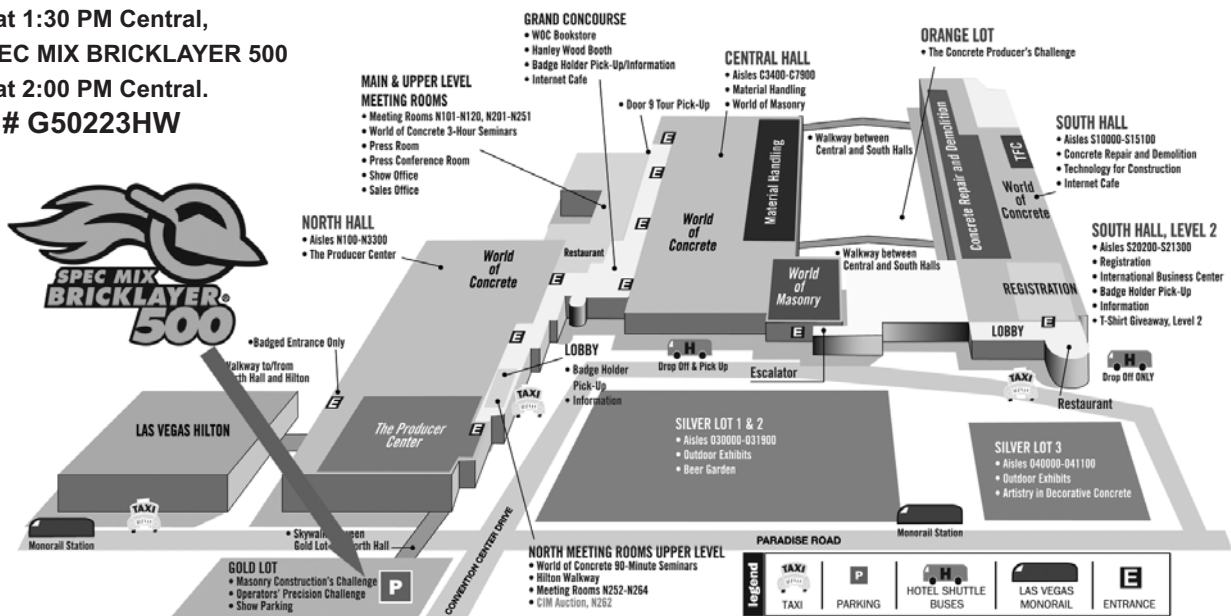
- Gatorback Mortarboards
- Blaklader Workwear
- Sterling Handling Equipment

Contributor Level Sponsors

- E-Z Mix Products
- Tri Delta Block
- Building Lime Group
- Safway Scaffolding

See the Best Masons in the World Compete FREE! Wednesday, January 23, 2008.

Broadcast Starts 1:00 PM Central,
the SPEC MIX TOUGHEST TENDER starts at 1:30 PM Central,
the SPEC MIX BRICKLAYER 500 starts at 2:00 PM Central.
Go to # G50223HW



New bi-lingual SPEC MIX® Silo Operation Videos available to view on the web

MENDOTA HEIGHTS, MN — SPEC MIX, Inc., has announced the addition of six new SPEC MIX Silo demonstration videos to the SPEC MIX web site. The demonstration videos provide a basic understanding of operating a SPEC MIX Silo on the jobsite. The videos are an informative primer for basic silo operation education and will be used to educate and provide basic information to the masonry industry. These videos, when used with the bi-lingual SPEC MIX Silo Operation & Safety manual, will give the viewer a working understanding of safe silo operation and the advantages of the SPEC MIX Silo Delivery System.

The videos are broken up into an overview, and five specific silo functions. The titles are:

- Silo Overview**
- Silo Transport**
- Silo Assembly**
- Silo Loading**
- Silo Mixing**
- Silo Relocation**

Viewers can find the demonstration videos located on the SPEC MIX home page at, www.specmix.com and in the



A screen of the SPEC MIX web site. The SPEC MIX Silo Operation videos are listed on the left hand side of the page. MediaPlayer is required to play the videos. They include an overview and specific subjects regarding silo operation.

web menu pull-down under Silo Systems. The video viewing times vary per subject, and run 3 to 9 minutes in length. In addition to English, Spanish versions of the SPEC MIX Silo operation videos are also available. The videos will also be available from your SPEC MIX licensee on disc in late in 2007. For specifics check with your local SPEC MIX representative at or call 1-888-SPECMIX.

SPEC MIX, Inc., and Licensee QUIKRETE Partner to Join WASCO's Masonry Class "Each One Teach One."

NASHVILLE, TN — Brian Tillett, of QUIKRETE-Nashville, and Nick Blohowiak, of SPEC MIX, Inc., who were invited to WASCO's facility in Nashville to educate and train their masonry staff on ways to maximize their efficiency using the SPEC MIX silo system and products.

Widely considered an innovative mason contractor, WASCO, Inc., holds regular in-house training sessions designed to keep their employees up to date and on the cutting edge of masonry products and construction techniques. In attendance for the SPEC MIX school were approximately 50 WASCO employees ranging from mason tenders, operators and foremen to estimators and project managers. The day began with a brief classroom introduction to SPEC MIX including a sand bulking demonstration followed by the newly released SPEC MIX "Masonry Solutions" DVD which highlights the many benefits mason

contractors gain by using the silo delivery systems. WASCO management was in attendance to discuss the cost saving and other advantages of the system that has lead WASCO to leave the pile of sand behind for SPEC MIX in an open discussion with all employees.

This interaction by SPEC MIX, Inc., and QUIKRETE-Nashville, with one of the largest masonry contractors in the country has resulted in better trained, and more efficient employees at WASCO. It has also shown that the cheapest option isn't always the most profitable choice. That the true cost of a product and service in construction is factored by the cost of the product and the cost of it's application. By choosing SPEC MIX, WASCO is maximizing their profitability potential by using the latest material production techniques in masonry with SPEC MIX products and delivery systems.

Masons from Canada & Britain will compete

Las Vegas, NV — For the first time masons from other countries will compete in the SPEC MIX BRICKLAYER 500® National. Mason Mick Daffern, with J&G Building Ltd., Wolverhampton, England, will represent Great Britain and Mason Ken Rutley, with Mayzes Masonry, Medicine Hat, Alberta, will represent Canada. Both are really looking forward to the experience. Masons from other countries have requested a shot at the championship. Look for more developments in this area in 2008 as the world's largest bricklaying competition continues to get the best masons in the world to compete.



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

MCAA sponsors SPEC MIX Bricklayer 500® and hosts annual convention at 2008 World of Concrete/World of Masonry in Las Vegas

SCHAUMBERG, IL — MCAA has announced it will be a sponsor of the 2008 SPEC MIX BRICKLAYER 500® National competition on January 23, 2008, during the World of Concrete/World of Masonry (January 22-25) at the Las Vegas Convention Center. The MCAA will also hold their 2008 Annual Conference concurrently at the WOC/WOM show for the first time. The MCAA Convention is expected to bring at least a 1,000 major masonry contractors to the WOC/WOM show.

Another first will be the Mason Contractor Appreciation Night, which will be held Wednesday, January 23, 7:00 PM-9:00 PM at Caesars Palace. Sponsored by SPEC MIX Inc, Quikrete, EZ Grout, Hydromobile and other suppliers, all mason contractors, MCAA members or not, are invited for a night of food, drinks, door prizes and a lot of fun. If you can, make the time to come to this event and network with hundreds of mason contractors.

SPEC MIX, Inc., is a signature sponsor of the MCAA and strongly supports their work and goals for the industry.

On Thursday, January 24th, the MCAA will host the Fastest Trowel On the Block Competition from 12:00 PM – 1:30 PM. Preceding this event is the MCAA's International Masonry Skills Challenge on January 24, 7:00 AM -12:00 PM in which masonry apprentices compete to build a masonry project with bricks, blocks of various sizes.

For a full agenda of the MCAA activities and more information on the 2008 MCAA Convention go to: www.masoncontractors.org or call 1-800-536-2225

Mason Contractors' Appreciation Party

As a token of our appreciation we're throwing a party for mason contractors attending the 2008 World of Masonry / World of Concrete. Please join us for food, drinks, and fun.

*When: January 23, 2008
7 p.m. - 9 p.m.*

*Where: Caesar's Palace
Augustus Ball Room 1 & 2*



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UPCOMING EVENTS

**2008 World of Concrete /
World of Masonry**
January 22-25, 2008
Las Vegas, NV
SPEC MIX Booth # C3832



BSI Convention
February 6-10, 2008
Las Vegas, NV

2008 MCAA Convention
January 22-25, 2008
Las Vegas, NV



**Manufactured Concrete
Products EXPO**
February 7-9, 2008
Denver, CO

**MCAA Mason Contractor
Appreciation Night**
January 23, 2008
7:30 PM - 9:00 PM
Caesars Palace
Las Vegas, NV



SPEC MIX BRICKLAYER 500 National
January 23, 2008
11:30 AM - 3:30 PM
Gold Lot
Las Vegas, NV
Held in Gold Lot #G50223HW



**MCAA International Masonry
Skills Challenge**
January 24, 2008
7:00 AM - 12:00 PM
Gold Lot
Las Vegas, NV



MCAA Fastest Trowel Competition
January 24, 2008
12:00 PM - 1:30 PM
Gold Lot
Las Vegas, NV



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