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Vol. 17 No. 6 August/September 2017

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From the Publisher's Desk

Dear Readers,

Can you believe it's been nearly 10 years since the Great Recession took down many good people and their businesses? At *Concrete Decor*, we didn't feel its true impact until 2009. I remember then finally realizing decorative concrete was no less a victim than any other trade.

It took some time to accept this turn of events. Articles in publishing industry magazines were certain print magazines' heyday was over, and the internet and digital magazines were the new standard. Print was no longer the reader's preference.

That's crazy, I thought! After a day in front of a computer, who on earth would go home to another screen to read the newspaper or their latest edition of *Concrete Decor*? After all, *Concrete Decor* was already being digitally produced because of 9/11 and the anthrax scares. That started in 2005 and it mostly solved problems we had getting *Concrete Decor* to our international subscribers. At home, however, everyone opted for "print" when they went online to subscribe.

The reason digital wasn't overtaking print for *Concrete Decor* was that our industry is all about hands-on people. We do everything with our hands: work, drive and read magazines. So when I asked an advertiser if he would prefer a story about his product be published online or in print, the immediate response was print. "What's the difference," I asked? His reply was profound: "I want people to believe in my product."

Some time has passed since the Great Recession and traveling across the U.S. and abroad I see healthy indications that it's behind us. But there's another one coming; there always is. It hits every 10 to 12 years.

Recession is a daunting word, so let's just say "market correction." It's still a year or two away but it'll be here before you know it. We need to plan now to keep our companies running efficiently. Whether the market correction is a year or five years long, you can't afford to ignore learning opportunities. Technical trades people stay marketable because of what they know, not just how quickly they can accomplish a task.

A few years into the Great Recession, industry pundits began to realize that print magazines weren't dead. They concluded that when people had a chance to escape, they preferred to do so with their favorite magazine or paperback in hand.

Today if you visit www.concretedecor.net, you'll find a lot has changed. With nearly 17 years and 5,000 pages of content to share, we've made it incredibly easy to find information and solutions to your most pressing project needs. It's the stuff future generations will probably look at and say "wow." That's the same way we apply that product today ... with our hands!

Sincerely,



Bent Mikkelsen
Publisher



concrete DECOR®

August/September 2017
Volume 17 • Issue No. 6

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Mailing Address: Professional Trade
Publications Inc.
P.O. Box 25210
228 Grimes St.
Eugene, OR 97402

Concrete Decor is published eight times a year by Professional Trade Publications Inc. Bulk rate postage paid at Lebanon Junction, Kentucky, and additional mailing offices.

ISSN 1542-1597

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On the cover: Once the sun sets, this exposed aggregate pool deck in Texas shimmers with lighting emitted from sky blue glow stones.

Photo by Ambient Glow Technology

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concrete DECOR® EXPERTS



With more than 10 years of experience in marketing, **Lindsey Congeni** is the social media director at Constructive Communication Inc. Prior to joining CCI, she was the social media director for one of the Midwest's largest digital marketing agencies. She can be reached at lcogeni@constructivecommunication.com. See Lindsey's article on page 12.



Sefla N. Fuhrman completed her doctorate in urban studies at the University of New Orleans in May 2017. Her dissertation was on women in nontraditional occupations, specifically the concrete-construction industry. Sefla intends to launch a consulting business within the next two years. She can be reached at seflafuhrman@hotmail.com. See her article on page 41.



Rick Lobdell, a classically trained artist with a master's in fine arts in painting from the Savannah College of Art and Design, has also studied math and drafting. In this series, the owner of Concrete Mystique Engraving in Tennessee will explain how he lays out his well-known designs. He can be reached at rick@concretemystique.com. See his column, "Design Theory," on page 51.



David Stephenson owns Polished Concrete Consultants, based in Dallas, Texas. As a consultant, he offers decorative concrete programs for retailers and troubleshooting for a wide range of clients. Contact him at david@polishedconsultants.com. See his column, "The Polishing Consultant," on page 44.



Chris Sullivan is vice president of sales and marketing with ChemSystems Inc. and a member of the Decorative Concrete Hall of Fame. He has led seminars and product demonstrations throughout North America. Reach him at questions@concretedecor.net. See Chris' column, "Concrete Questions," on page 48.



Peter Tomé, president of Ambient Glow Technology in Ontario, Canada, developed a commercial-grade glow stone for concrete applications in his studio back in 2005. Now 12 years later, he continues to push the 'glow envelope' by manufacturing one of the world's highest-performing glow aggregates. Follow Peter on Facebook at www.facebook.com/AmbientGlowTechnology. See Peter's article on page 38.

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CSDA releases new specifier resources

CSDA has released two significant resource documents to help architects, engineers, general contractors and government officials — virtually anyone involved with specifying concrete cutting, polishing, ground penetrating radar imaging and selective demolition work.

The CSDA 2017 Resource Guide and CSDA 2017 Membership Directory are both available to view for free via the association’s website.

The resource guide contains 45 industry documents including standards, specifications, tolerances and best practices. All the documents were created to help industry specifiers better understand the wide range of capabilities and services that CSDA contractor members possess, and to provide solutions by using diamond-cutting tools in future projects.

This latest iteration of the resource guide includes the addition of seven new documents, along with revisions to several more previously published. Each one has been carefully written, reviewed and approved by experts in the field. All are subject to regular updates by the association’s Standards & Specifications Committee.

www.csda.org
(727) 577-5004

Forta Corp. acquires VM Fiber Feeder

Forta Corp. has acquired the assets of VM Fiber Feeder Inc., a privately owned manufacturing entity. In conjunction with its newly acquired technology, Forta will move forward as the leader in synthetic fiber reinforcement that will now include a focus on its patented fiber dispenser product line.

The unification of Forta and VM Fiber Feeder brings both variety and innovation to Forta. Forta Corp. joins a new era of modernization and development of asphalt and concrete fiber distribution technology that will bring a higher level of cost-saving solutions, safety improvements and satisfaction to the industry customer base. It will now be able to provide its customers with a complete experience, from start to finish, with its new line of fiber dispensers to complement its line of synthetic fibers.

www.forta-ferro.com
(800) 245-0306

TRANSITIONS

Kroy McLean has succeeded Vaclav Tikal as president of ACO Polymer Products’ U.S. operations. He comes to ACO from Allegion where he served as the vice president of strategic sales for the past three years. During that time, he led the sales operation of door hardware and electronic security solutions for strategic channels within the Americas’ business. He will work out of the Casa Grande location.



John Roshala has been appointed president of NoteVault. Over the past two years, he has been a key leader in the company’s success as senior vice president of global sales and then chief revenue officer. Prior to NoteVault, he served as executive vice president of sales at National Powersport Auctions. His career also included stints at XO Communications, where he served as the company’s general manager, and as vice president of sales for Anonymizer.

Greg Iannone has joined the Solomon Colors/Brickform sales force, bringing with him many years of experience in the decorative concrete industry. Based in Kaysville, Utah, he will be servicing new and existing customers in the Rocky Mountain region including ready-mix producers and decorative concrete distribution retailers.

Dane Hartman has been hired as a formulation chemist for Arizona Polymer Flooring. He is responsible for supporting the technical director in formulating new products and improving existing product lines. Prior to joining APF, Hartman served as an R&D chemist and formulator

with an international manufacturer of waterproofing products and systems. He assisted with the development of epoxy and polyaspartic flooring systems, led the development of polyurethane cement polymer concrete systems, co-developed a UV-cured system for VCT systems, and developed a primer for epoxy and calcium aluminate self-leveling underlayment. Hartman holds a bachelor’s degree in chemistry from Old Dominion University in Virginia.

Jen Kirby has been hired as APF’s marketing and design manager. In this role, she’ll provide support to Leane Owen, marketing director, in the areas of product positioning, branding, communications, advertising, tradeshow management and online marketing. Kirby has a bachelor’s degree in visual communications from Collins College in Tempe.

Jordan Lucas has joined ASA Electronics as the public relations specialist for the marketing department. A Michiana native, Lucas is a recent graduate from Indiana University South Bend where she majored in communications.



Trevor Evans has joined Dur-A-Flex as territory sales manager serving the Northwest region of the country. He brings a strong sales background with him, having worked with both end-users as well as navigating distribution networks. Prior to joining Dur-A-Flex, he was general manager of Buckeye International.



Correction

In the “Bigger Bang, Better Backyards” article in the July 2017 issue, it was stated that Nathan Giffin installed and carved a hardscape for one of Emil Gera’s projects. Whereas Giffin designed and developed the foam hardscape system used, he was not involved with the installation.

EVENT CALENDAR

Concrete Decor RoadShow

Baxter Arena
Sept. 22, Omaha, Neb.
www.roadshow.concretedecor.net

Concrete Decor RoadShow

Concrete Cares Fundraiser —
Car Show
Sept. 24, Kearney, Neb.
www.roadshow.concretedecor.net

Concrete Decor RoadShow

Paulsen Inc.
Sept. 25, North Platte, Neb.
www.roadshow.concretedecor.net

ICUEE 2017 – The Demo Expo

Kentucky Exposition Center
Oct. 3-5, Louisville, Ky.
www.icuee.com

ACI Concrete Convention and Exposition

Making Connections
Disneyland Hotel
Oct. 15-19, Anaheim, Calif.
www.concrete.org

PCA Annual Summit

Hotel Del Coronado
Oct. 29-31, San Diego, Calif.
www.cement.org

Concrete Decor Show

concrete 2017
DECOR SHOW
INNISBROOK

Innisbrook Golf & Spa Resort
Nov. 6-10, Palm Harbor, Fla.
www.concretedecorshow.com

ICRI Fall Convention

Hyatt Regency New Orleans
Nov. 15-17, New Orleans, La.
www.icri.org

World of Concrete

Decorative Concrete LIVE!
Las Vegas Convention Center
Jan. 23-26, Las Vegas, Nev.
www.worldofconcrete.com

New awards celebrate coatings excellence

This fall, industry professionals will get the recognition they deserve with Durability + Design's inaugural Elevation Awards program that recognizes the skills, products and quality workmanship of those involved in commercial coating projects.

Over the past few months the D+D team has fielded entries from facility owners, architects, designers, painting contractors, artisans, manufacturers and suppliers.

Judges will evaluate projects based on their

aesthetic merit and technical effect, according to the award categories' parameters. Categories include Distinguished Residential Exteriors, Public Buildings, Commercial Exteriors, Commercial Interiors, Curtain Wall, Renovation/Retrofit, Floor Coatings and Treatments, Roof Coatings, and Air Barrier and Moisture Management.

"This event will highlight and promote the role of protective coatings in the aesthetics, functional building system and sustainable design of architectural structures," said one of the judges, Jeff Theo, vice president of business



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Omaha, Nebraska

**CONCRETE CARES
FUNDRAISER — CAR SHOW**
Sept. 24, 2017, 10 AM

Buffalo County Fairgrounds
Kearney, Nebraska

PAULSEN INC.
Sept. 25, 2017
10 AM–2 PM

1905 S. Newberry Access
North Platte, Nebraska

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Innisbrook Resort
Palm Harbor, Florida

RoadShow.ConcreteDecor.net

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development for Vulcan Painters Inc.

Profiles of a variety of projects nominated in the competition's first year will be featured in D+D's summer edition. Awards will be presented during a ceremony at Construct, the CSI annual convention, Sept. 13-16 in Providence, Rhode Island.

www.durabilityanddesign.com

(412) 431-8300

NAWIC names 2017 award winners

The National Association of Women in Construction has named the recipients of this year's Future Leader of the Year, Member of the Year and Lifetime Achievement Awards, which recognize outstanding efforts of its members.

The 2017 Future Leader of the Year Award winner is Romina Byrd, SHRM-CP, president of NAWIC's Greater Washington, D.C., chapter. Byrd is the director of education and training for Miller and Long Concrete Construction. During her 20 years there, she has created and facilitated several programs to promote careers in construction, and personal and professional development.

Shelie Gaffron was named NAWIC's 2017 Member of the Year. Gaffron, a member of the Fort Worth, Texas, chapter, is a pre-construction specialist/estimator at AUI Partners LLC. Since joining NAWIC in 2012, she has served her chapter as president-elect, vice president, secretary and director.

NAWIC's 2017 Lifetime Achievement Award went to Linda Young. A member of NAWIC since 1985, she is a member of the San Diego, California, chapter. Young has served as NAWIC national president, president-elect, vice president and treasurer. She is the owner of C-SOS Consulting.

www.nawic.org

(817) 877-5551

Key Resin Co. Joins The Euclid Group

Key Resin Co., an Ohio-based resin flooring manufacturer, has become the latest member of The Euclid Group' global construction chemicals business as of July 20.

This acquisition will enable The Euclid Group and Key Resin to facilitate mutual growth by leveraging complementary product ranges, market presence and infrastructure in both North America and across international markets.

The Euclid Group consists of multiple construction chemical brands of subsidiaries of RPM International Inc., including Euclid Chemical, Eucomex, Toxement, Cave, Viapol, Flowcrete, RPM Belgium and Vandex. Formed in 2016, the group united several of the world's construction chemicals leaders to create an advanced manufacturer of high-quality building solutions with strategically located infrastructure and offices around the world.

According to Jeff Cain, president of Key Resin, "The inclusion of Key Resin into The Euclid Group adds resources to Key Resin that will allow us to remain an industry leader in the Americas while expanding our product manufacturing and sales influence internationally. Most significantly, Key Resin will maintain their management and employee structure ensuring continuity to the customers and the entire Key Resin family."

Key Resin was founded in 1993 and currently employs about 50 people. It consists of two manufacturing sites in Cincinnati and Phoenix, as well as a sales office in Shanghai. 📞

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Cordless band saw adjusts automatically

Hitachi Power Tools has launched its new 18-volt brushless 3 1/4-inch band saw, model CB18DBLP4.

This tool is designed for fast, accurate and smooth cuts through materials such as conduit, steel pipes, power cables, aluminum window frames and various plastics.



Sold as a tool-body only (no battery included), it's compatible with any Hitachi 18-volt slide-type lithium ion battery or charger. The saw features a variable-speed dial with auto-mode function that can automatically adjust the blade speed depending on the application. The tool body is covered by Hitachi's Lifetime Lithium Ion Tool Warranty.

When working in dark or dimly lit areas, a bright LED light comes in handy to see cut marks. A removable side handle is included to allow for OSHA-compliant two-handed use of the band saw.

www.hitachipowertools.com

(800) 706-7337

Shotcrete mixer/pump is compact, efficient

The new MX-20MT mixer/pump from Blastcrete Equipment Co. gives contractors a high-output, easy-to-use unit for shotcrete and refractory work in a variety of applications, including steel mills, cement plants and petrochemical plants.

The machine provides twice the output of the company's popular MX-10 mixer/pump yet has nearly the same compact footprint. It's mounted to a single-chassis trailer for convenience as well as fast and easy transportation, setup and cleaning.

It features a 1-metric-ton mixer with a high-speed hydraulic agitator that keeps materials blended and in suspension as it flows to the 4-inch swing-tube piston pump. The pump operates with up to 2,200 psi pumping pressure for consistent installation of as much as 20 metric tons of material per hour.

The MX-20MT's 22-square-foot platform provides 50 percent more space than competitive equipment to give operators ample room to maneuver for safe operation. The electrical controls are mounted on the platform and positioned away from the mixer to remain free from debris and water.

www.blastcrete.com

(800) 235-4867

Continuous mixer offers portable option

Graco Inc., a leading manufacturer of fluid-handling equipment, has released the ToughTek CM20 continuous mixer, offering contractors a portable, more economical approach to continuous mixing. This continuous mixer is rated for a standard 120-volt outlet, allowing contractors to use the system on nearly any job site.

"More and more stucco and repair mortar contractors are choosing continuous mixing over hand and batch mixing because of the quality of the mix, higher output and ease of operation," said Bryce Gapinski, Graco product manager for the ToughTek line of products. "Our CM20 mixer is perfect for pre-blended mortar, and can easily be moved around a job site and plugged into any standard outlet."

Compared to other continuous mixers, the machine is lightweight and portable, but can still hold up to three 80-pound bags of pre-blended stucco. In addition, the molded mixing section and multiple latches make disassembly easier for cleaning and transport.

www.graco.com

(844) 241-9497

System cleans and polishes floor at same time

To meet the demands of a new breed of contractors, facility managers and janitorial service contractors, Braxton-Bragg offers an effective flooring system to ensure that polished concrete floors will look beautiful for a lifetime.

The One Floor is a maintenance program that improves the floor every time it's cleaned. The key to the One Floor system is that it substitutes a diamond pad for a cloth pad and significantly reduces the amount of soap and chemicals used to clean.

With a far smaller amount of soap, the properly selected diamond pads do double duty — both cleaning and polishing the floor. Hence, every time the floor is cleaned, it's also polished. The result over time is amazing.

www.braxton-bragg.com

(800) 575-4401

Waterproofing membrane can self-seal

W.R. Meadows has released Clay-Tite Bentonite Waterproofing Membrane, a dual-layer waterproofing membrane consisting of virgin HDPE, sodium bentonite and a protective layer consisting of a nonwoven polypropylene, to its vast line of construction products.

The HDPE in Clay-Tite provides the first layer of waterproofing while the bentonite's self-sealing capabilities ensure puncture protection under hydrostatic conditions. The additional polypropylene fabric protects the bentonite on the job site and from direct shotcrete installation.

Designed for use below-grade, Clay-Tite can be used in both vertical and horizontal applications. It's an outstanding choice for tough and durable waterproofing, even when used in high-water head conditions. It self-seals under hydrostatic environments and can be installed in all weather conditions on green or damp surfaces.

www.wrmeadows.com

(800) 342-5976

Industrial dust collectors debut

Scanmaskin recently unveiled two new industrial dust collectors, the ScanDust 8000 and ScanDust 3600.

The machines are equipped with Hepa-filters that take care of harmful silica particles. To make things easier, the vacuum cleaners are equipped with a filter indicator that informs the user when it's time to clean the filter.

The ScanDust 8000 and ScanDust 3600 are equipped with a polyester-grade coarse filter package that provides a high degree of material separation, which increases the service life. In addition, the design and filter area of these new ScanDust models are designed to provide the most suction capacity.

Both models take advantage of the Longopac bagging system, which makes managing dust very easy and efficient. With the system, you get 60 feet of folded plastic bag, which provides about 25 dust-free changes.

www.scanmaskin.com

Portable air compressors feature easy start and quiet operation

Allmand Bros Inc., a long-time manufacturer of high-performance portable equipment, has expanded its product offerings to include air compressors.

The Maxi-Air Portable Air Compressor provides

consistent, high-pressure air volumes at low rpm for enhanced fuel efficiency. It comes in two models, the MA185 and MA400, with free air delivery of 185 scfm and 400 scfm, respectively. Both models achieve a maximum working pressure of 120 psi.

Maxi-Air compressors incorporate features for easy starting and quiet use. A high-capacity cold-start battery increases cold-cranking amperage to ensure easy starting in any weather. Two 3/4-inch Chicago-style fittings enhance usability by providing high air output and sound-attenuated airflow reduces operating noise to a mere 63 decibels — about the same level as a human voice. 

www.allmand.com
 (800) 562-1373

Introducing the new BSD Corner Tool

BORIDE Engineered Abrasives introduces the new BSD Corner Tool. Specifically designed as an accessory to the Easy Edge line, the Corner Tool has been developed to grind and polish concrete floors in hard-to-reach areas such as corners, stairs and door jambs.



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Circle Reader Service Number 45

How to Measure Social Media Success

by Lindsey Congeni

By now, most companies have a presence on social media. Some have comprehensive strategies and believe that social media is effective for their business, while others are using social media simply because they think they should. They have no idea if it's benefiting their organization.

Regardless of why your company started its social media presence, one thing everyone can agree on is that they want it to be successful. What often can't be agreed on is how to measure that success.

Myth: Social media can't be measured

Many people think it's impossible to truly measure social media's return on investment. Others know it's possible but simply don't know how. The good news is it doesn't have to be that difficult. Not convinced? Here are five reasons to measure ROI:

1. Prove social media effectiveness to organization.
2. Identify what messaging resonates with audiences.
3. Gain feedback from customers and potential customers.
4. Understand what aspects of your marketing strategy are working and what you should alter.
5. Obtain a unique insight into what motivates your customers and potential customers.

How to set SMART goals

The first step in measuring social media ROI is defining your objective. The main problem with social media objectives is they tend to be overly broad. The key is to make sure your social media objective is SMART:

- S** – Specific
- M** – Measurable
- A** – Attainable
- R** – Realistic
- T** – Timed

You should easily be able to state your SMART social media objective in one sentence. For example, a SMART social media objective may be to increase positive conversations by 10 percent on Facebook by Dec. 31.

REACH
THE NUMBER OF UNIQUE PEOPLE WHO HAVE SEEN YOUR CONTENT (AKA, YOUR AUDIENCE).

IMPRESSIONS
THE NUMBER OF TIMES YOUR CONTENT WAS SHOWN ON SOMEONE'S NEWSFEED.

ENGAGEMENTS
CLICKS, LIKES, COMMENTS, SHARES, MENTIONS, REPLIES, RETWEETS, ETC.

ENGAGEMENT RATE
MEASURES WHAT PERCENTAGE OF YOUR AUDIENCE HAS ENGAGED WITH YOUR CONTENT.

DEMOGRAPHICS
IS YOUR AUDIENCE WHO YOU WANT IT TO BE? LOOK AT AGE, GENDER AND GEOGRAPHY.

Key SOCIAL MEDIA METRICS

HOW DO YOU MEASURE SOCIAL MEDIA SUCCESS? MONITOR THESE FIVE METRICS TO DETERMINE IF YOUR POSTS ARE HITTING THE MARK.

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Graphic courtesy of Constructive Communication Inc.

Determine what metrics to measure

Social media measurement has come a long way — it's not just about counting the amount of likes and followers. In fact, all followers are not created equal. A truly engaged follower can be worth more than hundreds of unengaged followers. What qualifies engaged followers?

- Engaged followers:
- Are truly interested in what your company has to say.
 - View you as an industry thought leader and visit your social media pages for the latest resources.
 - Are customers or potential customers.
 - Help your content be seen by a larger audience.

Engaged followers or engagement rates are an example of a metric that's beneficial to companies across the board. Other social media metrics that are applicable to most companies include:

- **Reach:** the number of unique people who have seen your content (in other words, your audience).
- **Impressions:** The number of times content was shown on someone's newsfeed.
- **Engagements:** Clicks, likes, comments, shares/clicks, mentions, replies, retweets, favorites, etc.
- **Demographics:** Is your audience who you want it to be (look at age, gender and geography)?

- Engagement Rate: Measures what percentage of your audience engaged with your content.

Tracking conversions is another key way to measure your social media success. A conversion is when someone completes a desired action. Depending on what your SMART objective is, those conversions may include social referral traffic to your website, newsletter subscriptions and webinar sign ups.

Keep track of the above metrics on a monthly basis, and look for trends on what posts are engaging your audience the most. It may be a certain topic, or it may be a type of post such as a question, video or link. Your reporting can be as simple as a spreadsheet. There are many tools of various budgets that will automate this for you.

Social media isn't free

You often hear people talk about social media as "free," but, like any marketing channel, time and resources must be devoted to social media to be successful. You need to have the staff to develop unique and engaging content, as well as monitor networks, build a community and measure results. This can be done in house or outsourced.

Another aspect to consider when planning your social media budget is social advertising. It's becoming harder and harder to build a large fan base and reach the masses without spending a little money.

At the end of the day, it's worth the time and resources to devote to social media to ensure its success. Social media has become engrained in our day-to-day lives. If you want to reach people where they already are, it's time to take a more sophisticated approach to social media by setting objectives, creating a strategy and measuring your results to ensure you stay on the right track. 📱

With more than 10 years of experience in marketing, Lindsey Congeni is the social media director at Constructive Communication Inc. Prior to joining CCI, she was the social media director for one of the Midwest's largest digital marketing agencies where she developed social media strategies for dozens of large companies. She can be reached at lcogeni@constructivecommunication.com.



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ARTISAN IN CONCRETE

Nick Dancer

Dancer Concrete Design, Fort Wayne, Indiana

by Jacqueline Valle

As is the story with most contractors, starting a concrete business isn't always a straight path. For Nick Dancer of Fort Wayne, Indiana, life threw a lot of obstacles in his way but it never squelched his passion.

One such roadblock involved convalescing from a broken ankle that was a result of a motorcycle accident. The unfortunate event upheaved his life and made him lose his job, but he took advantage of this forced downtime to get more training and eventually start his own concrete business.

And then boom. The recession came along and his company was one of the casualties. Still, he never lost his drive.

2012 do-over

Fast-forward to 2012 and he was afforded a fresh start with Dancer Concrete Design. "It was just me and some helpers," he says.

Since then, the company has grown considerably — nine installers and five support staff — and is now the "go-to guy" for many commercial projects. "We are doing better work today than we ever have and are still looking to grow and improve."

He's trained and developed skills with some of the industry's best such as FuTung Cheng of Cheng Design in Berkley, California, and Jeff Girard with the Concrete Countertop Institute in Raleigh, North Carolina.

"The business started with countertops but now we only do interior flooring," says Dancer. "What I learned through polishing, forming and sealing countertops, I was able to take that knowledge and complete floors with it."

Dancer notes that he personally likes the impact a floor has on a space because it's such a large portion of a design versus a countertop which is just one element in a space. He also loves that with floors you can work with others while a

countertop can be more of a solo job.

"I think there's a higher level of accountability and fun when you get to work alongside others. Instead of a 'me' thing, it's a 'we' thing," says Dancer. "We get to bond together to create something amazing and in some installs we are installing flooring that actually might outlive us."

A healthy mix

As far as a favorite mix or system goes, Dancer notes that

he loves to continuously experiment with products in his studio where he makes most of his samples. "We use a variety of manufacturers and systems for our floors. Instead of just working with one specific company for all installations, we try to switch it up and use the best products for each unique situation," says Dancer.

Typically, Dancer works with products such as epoxies, urethanes, polished

concrete systems and stains on residential, industrial and commercial projects.

"Residential is fun because the homeowners have such a caring mentality," says Dancer. "They are interested in the process, they have ideas and we get to come together to make something unique for them."

On the other hand, he enjoys commercial projects because of their size and scope while industrial is more straightforward.

Method over mayhem

To help keep his company focused, Dancer comes up with a slogan each year. This year it's "method over mayhem."

"The theme is about planning and preparing instead of





Photos courtesy of Dancer Concrete Designs

just letting things happen,” says Dancer. “It’s about having a clear vision and goals for what we are pursuing.”

When asked about big projects that he’s worked on, he believes people today are conditioned to think that bigger is better and to him it’s not about that. It’s about doing the best work.

“The jobs that resonate with me the most are when our team has come together and had to work on something that we couldn’t do alone,” says Dancer. “Sometimes these are projects that are very aggravating, but we learn and grow from them.”

One of his largest projects to date is the Parkview Field — 30,000 square feet of

fully exposed aggregate with lots of edges, corners and detailed work. This was done over a nine-month period, off and on around a minor league baseball schedule. It’s also a top hot spot in Fort Wayne.

“My favorite project is whatever project I am working on at the moment. I don’t want to focus too much on the past and build some sort of ‘back in the day mentality.’ Our focus is to do the best with what is in front of us right now,” says Dancer.

Jobs in the works

Currently Dancer is working on a gymnasium inside of a church, a project he was approached to do a few years back. The

original contractor sealed the concrete and painted the basketball lines with paint in lieu of a full polished concrete floor.

“Three years ago, this job wasn’t a good fit,” says Dancer, because the organization was low on funds due to other building needs at the time.

This time around, he’s doing it right. Dancer and his team removed the acrylic sealer through grinding, polished the floor, laid out the basketball court design, stained the pattern and applied a stain guard.

Unlike a topical coating that sits on the surface, “The stain soaks into the concrete. It won’t scratch or peel.”

He also notes that the best thing about



this job is that he had the opportunity to train and teach others the importance of detailed design work.

One for the team

Some of the biggest challenges Dancer overcame in the last year were scheduling and equipment problems. Three of the largest installs in the history of the company were all happening at the same time.

“Our team stepped up in so many ways. We had guys working Monday through Thursday out of town, then coming back into town and working Friday and Saturday

at another job,” says Dancer.

This was a big turning point for the company as the team faced tough decisions with confidence and resilience. He notes that their best skill is the ability to come together as a team.

“We have a team who really cares about the work they produce and they have strong accountabilities to our clients,” says Dancer. “The combination of hard work and caring is our biggest company strength.”

While he may have started this business on his own, he credits much of his success to the people who have and still work with him.

“My team helps me grow and allows me the opportunity to experiment, teach and solve problems as they occur,” says Dancer.

As a final note, Dancer thinks it’s OK to have dreams to grow a business, but it’s also OK to be a successful small business.

“You can be happy where you are but still strive for whatever is the next step at the same time,” says Dancer. 📱

🌐 www.nickdancerconcrete.com

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The First Presbyterian Church of St. Louis, photo by Phil Anevski

Project of the Year & Outstanding SunStain
Decorative Concrete Resurfacing, St. Louis, Missouri

Sundek Recognizes 42 Projects in 2017

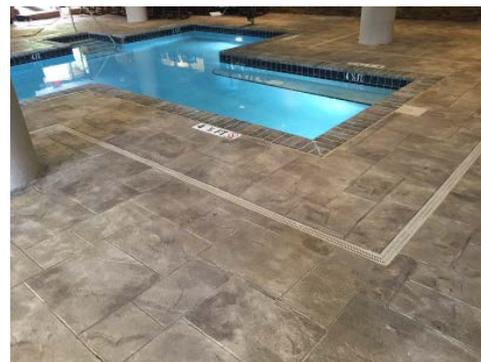
A TOTAL of 42 awards were presented at the 2017 Sundek Awards Banquet during the company's 33rd annual convention in Hilton Fort Worth earlier this year.

The contest, which began in 1985, recognizes outstanding workmanship in more than 23 categories. Awards are given for first, second and third place in warranted categories, and not all categories have winners each year.

The Project of the Year went to Decorative Concrete Resurfacing in Ballwin, Missouri, for the First Presbyterian Church of St. Louis in University City, which also claimed the Gold in the Outstanding SunStain category. The runner-up was Sundek National Accounts/Sundek of Nashville for the Holiday Inn in Gatlinburg, Tennessee.

A Trendsetter Special Judges Award was given to Sierra Concrete Resurfacing in San Francisco, California, for a stamped residential makeover.

This year's Gold winners included:



Project of the Year Runner-Up
Sundek National Accounts/Sundek of Nashville, Tennessee



Photos courtesy of Sundek

Trendsetter Special Judges Award
Sierra Concrete Resurfacing, San Francisco, California



Outstanding Classic Texture Job
Sundek of Washington, Washington, D.C.



Outstanding Special Effects
Sundek of Tidewater, Yorktown, Virginia



Outstanding Commercial Job
Sundek of Austin, Austin, Texas



Outstanding SunOne/SunEpoxy Job
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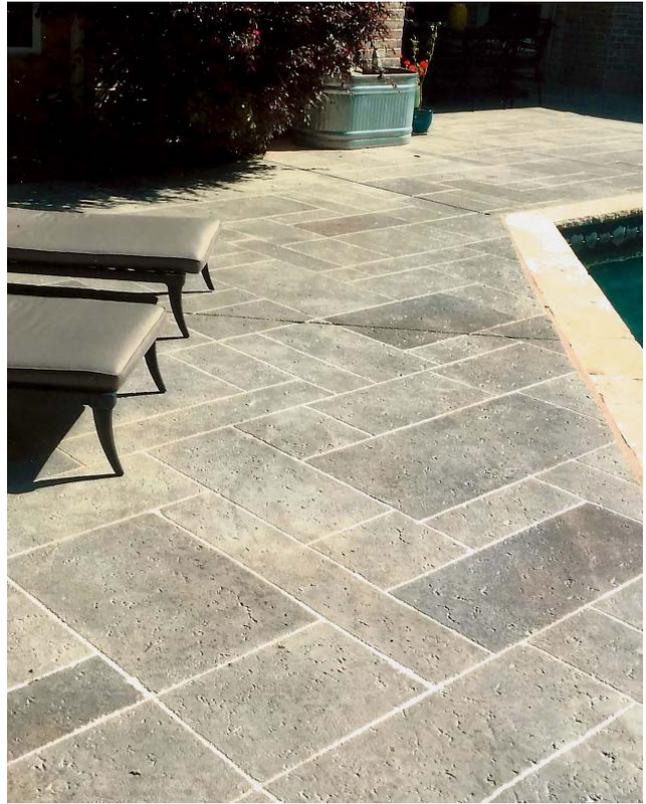
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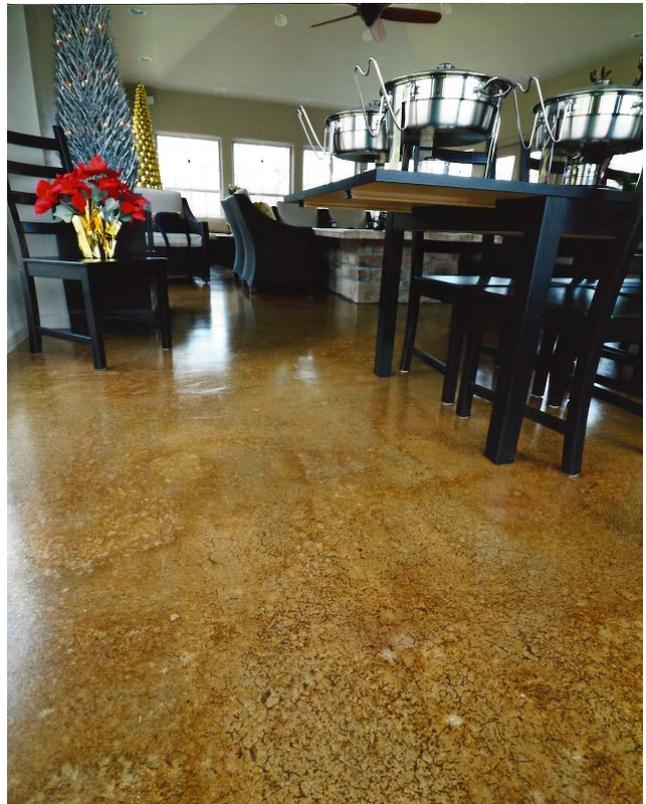
Outstanding SunMetal Job

Sundek of Illinois, Chicago, Illinois



Outstanding Tuscan Job

Big Red Decorative Concrete, Kansas City, Missouri



Outstanding Residential Job

Decorative Concrete Resurfacing, St. Louis, Missouri



Sundek manufactures, markets, distributes and installs decorative concrete overlay materials. Each year, the company installs more than 18 million square feet of commercial and residential coatings.

Sundek was founded by three brothers in 1970 in Southern California. As a privately held company, it has a large dealership network, and operates across the United States as well as in Central and South America. Company headquarters are in Arlington, Texas.

For a more complete list of winners, visit www.sundek.com/awards. 📄



Outstanding Before and After

Sundek of Washington, Washington, D.C.

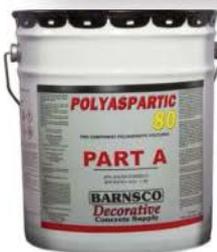
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Circle Reader Service Number 03

Game of Millimeters:

Precision is paramount in interpreting church's artistic inspiration
Shepherd of the Hills Church, Porter Ranch, California

by Joe Maty

It's a game of inches.

That's the cliché heard about baseball, and often about other sports as well. And why not? It's a saying that rings true and also applies to decorative concrete and polished concrete, where precision matters down to the millimeter, let alone the inch.

A reminder of this reality came into sharp focus for Surfacing Solutions Inc. of Temecula, California, during a polished-concrete project at the nondenominational Shepherd of the Hills Church in Porter Ranch, California, in greater Los Angeles.

Precision was the name of the game here, when attention turned to saw-cut artistry intended to create a mirror image of an interior saw-cut pattern in an adjacent exterior concrete slab in a design that artistically tied together both inside and outside. So precise, in fact, that the radial joints in the adjacent surfaces were designed to intersect where the interior surface met the exterior slab.

Sounds simple enough, but geometry is often complex. And when a professional surveyor does the geometry for one set of radial saw cuts, but isn't on hand to calculate



an adjoining set, the geometry can veer off course. Such was the case with a lobby area and an adjacent exterior concrete surface, elements of a glittering new auditorium building at the fast-growing megachurch. The lines did not meet as envisioned.

That's where this reminder about precision hit home, say Surfacing Solutions CEO/technical adviser Shawn Halverson and chief operating officer and project manager Keith Cantillon. Surfacing Solutions completed staining and polishing the interior lobby area, but learned of the geometric miscalculation when the exterior flatwork was completed and the lines missed the mark.

What saw cuts?

Surfacing Solutions is an expert at repair work, and demonstrated with mockups that it could make the off-course saw cuts



Project at a Glance

Owner: Shepherd of the Hills Church, Porter Ranch, California

Decorative Concrete Contractor: Surfacing Solutions Inc., Temecula, California

www.surfacingolutionsinc.com

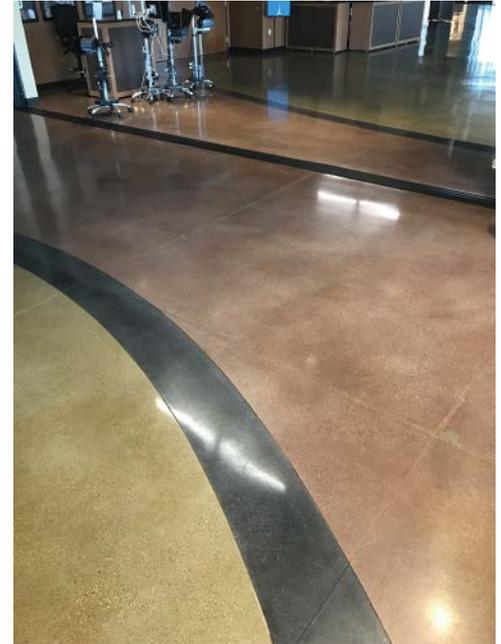
Concrete Contractor: GBC, Lake Elsinore, California

General Contractor: Visioneering Studios, Irvine, California

Scope of Project: Joint saw cutting, staining and polishing 35,000 square feet of interior concrete surface in new church building, in lobby, worship sanctuary, cafeteria and stage areas.

Challenges: Formulation of color combination in discussions with owner; managing logistical complexities due to activities of several other trades; planning and sequencing 10 different phases of project; color matching surfaces stained and polished in different phases; and redoing 600 square feet of polished concrete because of wrongly placed saw cuts.

Materials and Equipment: Ameripolish concrete polishing system: 3D HS densifier, SureLock concrete dyes and 3D SP Stain Protector; Diamatic grinders and Procrete Resources diamonds.



disappear with Spall-TX3, a high-strength polyurea repair material from Hi-Tech Systems. The owner of the Shepherd of the Hills Church agreed that the original saw cuts indeed were unseen by the naked eye in the repair mockup.

“We’re proud of our repair work,” says Cantillon. “It’s part of our expertise.”

However, the owner was adamant that the surface be completely fixed — figuring he was paying for new, as-designed construction, not a repaired surface — and out came some 600 square feet of polished concrete.

“They knew they (the off-course saw cuts) were there, although they couldn’t see them,” Cantillon says.

The surface was demolished and repoured, given the required 28-day cure, polished to the original specifications and then completed with the properly positioned radial saw cuts.

The good news was that the general contractor split the cost of the re-do with Surfacing Solutions, the subcontractor, since representatives of both companies had a hand in plotting the off-line saw cuts. And costly it was, as the concrete was structural and not just decorative.

“We’re not sure why the surveyor wasn’t there,” Cantillon says. “And that’s probably the main reason for the mistake.”

“It did turn out to be a very nice job,” Halverson says. “One of our biggest takeaways is the importance of cooperation of the general contractor and the subcontractor — the two entities worked together to solve a problem.”

Choreographing the polish

Geometry aside, Surfacing Solutions delivered stunning, shimmering polished concrete floors in 35,000 square feet of lobby, worship sanctuary, cafeteria and stage areas, in a multicolored palette of caramel, chocolate brown and black. Precision techniques were

employed to produce saw cuts that separated areas of different colors, stained using SureLock Concrete Dye from Ameripolish.

As for turning design into finished artistry, Surfacing Solutions might well have been choreographing a Broadway musical, what with the dance moves required

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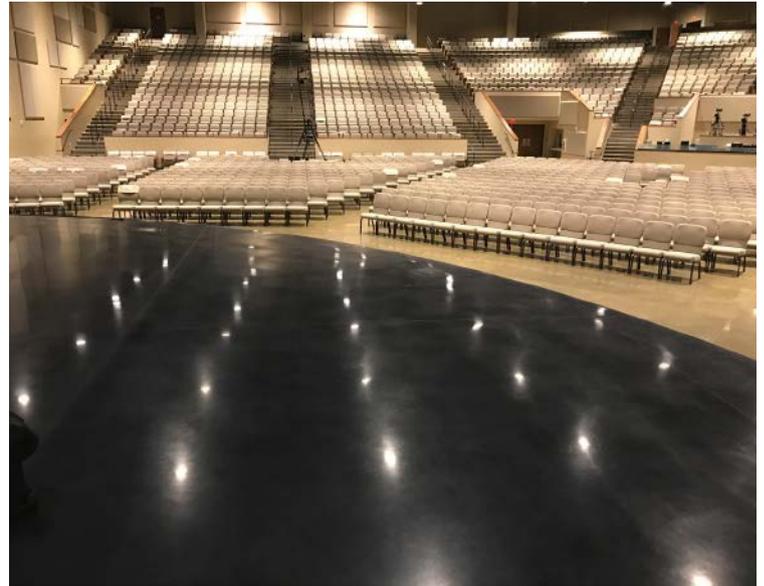
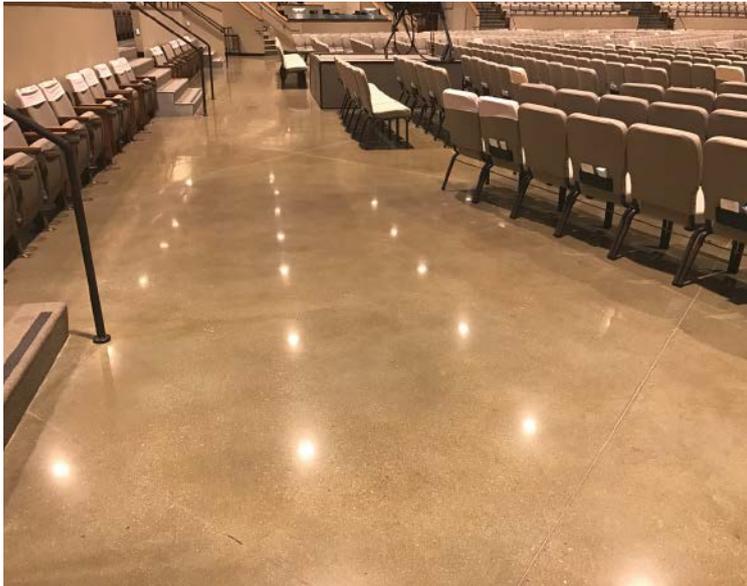
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to dodge other trades on the way to a triumphant curtain call.

The show was sketched out with the church and the GC in a series of discussions of design, color and technical issues. Design considerations centered on harmony with elements of the overall building themes.

“We put a lot of thought into how this would look,” says Halverson. Functionality also figured prominently, along with technical issues such as whether decorative radius cuts might interact with structural joints and create weak points in the concrete surface.

Various color choices were evaluated by the owner, with mockups created in

portions of the building where the concrete floors would be carpeted over.

The project was divided into 10 phases, with each phase going through the complete polishing process — grind with 80-grit metal-bond diamonds, saw cut, polish with 100, 200 and 400 resin-bond diamonds, then stain, densify and apply guard. The polishing system used was from Ameripolish.

During the job, the crew might complete substantial square footage in the cafeteria, then jump to a portion of the lobby to make way for another trade to do their thing. This jigsaw-puzzle process required the Surfacing Solutions crew to “fade out” with

color application as the work approached the border where a designated phase adjoined another section to be done later. This ensured the two sections would eventually blend together in shade and intensity of color.

Cantillon worked with the GC to determine the sequence and dimensions of various sections.

Going with the flow

Such “job-flow” challenges are more the norm than the exception for decorative concrete projects in new construction, say Halverson and Cantillon. The ideal scenario of a wide-open expanse of concrete floor with no obstructions or interruptions lurking doesn’t appear regularly in the real world.

“It never happens that way,” Cantillon says.

The project fit this model. “On a tight schedule, it’s hard to get the whole floor” to process. The crew would complete a section, put up caution tape and turn the space over to the next trade, Cantillon says.

“The (general) contractor worked pretty hard with other trades to avoid damage, but there were areas we had to go back in to repair.”

But that’s life in the trade: In the age of fast-track construction, it’s a logistical chessboard in a complex production that demands choreographed sequencing.

While we’re spouting analogies, don’t forget that sports mantra about the game of inches — or more accurately in the precision-demanding decorative concrete trade, make that millimeters. 🛠️

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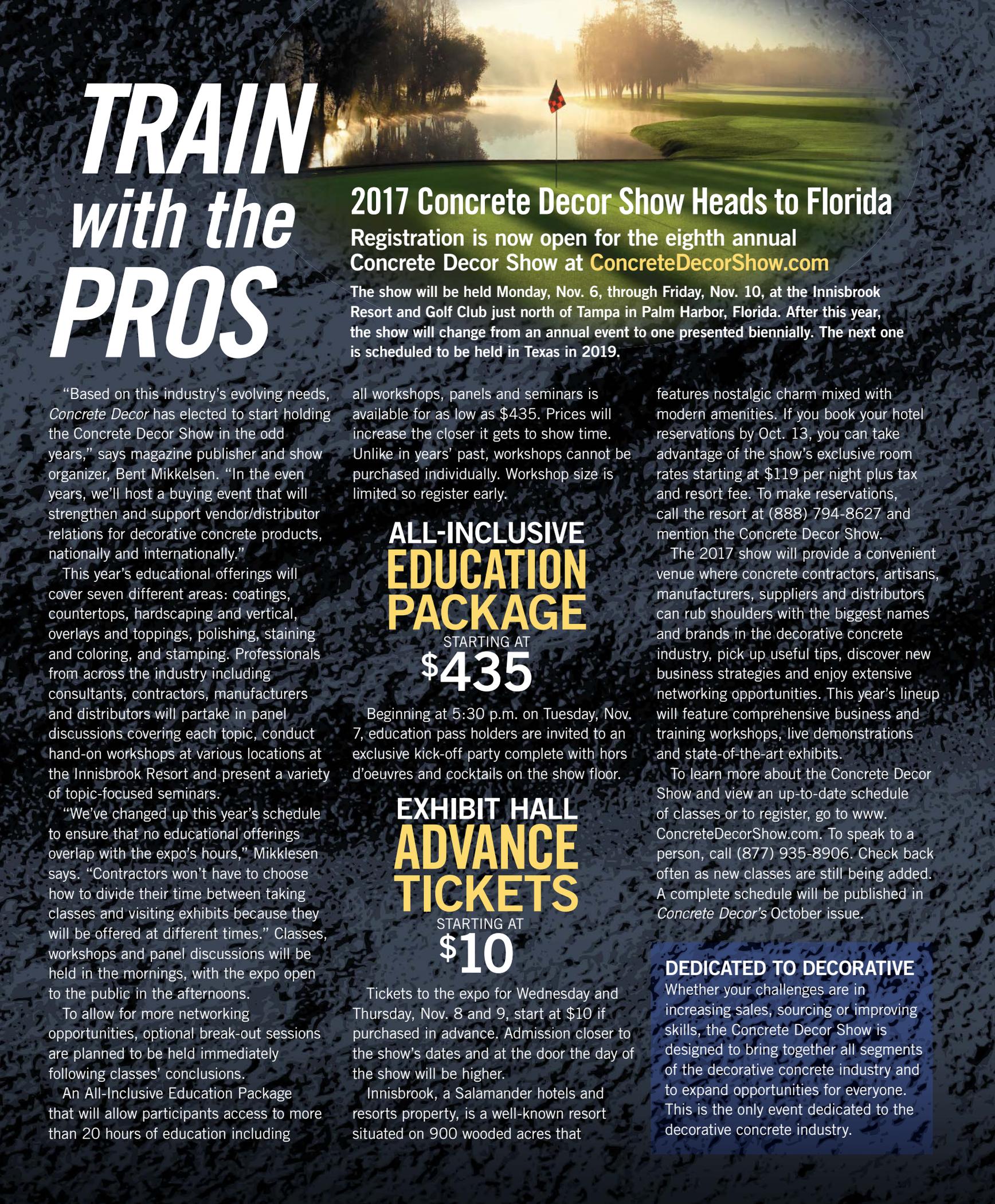


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TRAIN with the PROS

“Based on this industry’s evolving needs, *Concrete Decor* has elected to start holding the Concrete Decor Show in the odd years,” says magazine publisher and show organizer, Bent Mikkelsen. “In the even years, we’ll host a buying event that will strengthen and support vendor/distributor relations for decorative concrete products, nationally and internationally.”

This year’s educational offerings will cover seven different areas: coatings, countertops, hardscaping and vertical, overlays and toppings, polishing, staining and coloring, and stamping. Professionals from across the industry including consultants, contractors, manufacturers and distributors will partake in panel discussions covering each topic, conduct hand-on workshops at various locations at the Innisbrook Resort and present a variety of topic-focused seminars.

“We’ve changed up this year’s schedule to ensure that no educational offerings overlap with the expo’s hours,” Mikkelsen says. “Contractors won’t have to choose how to divide their time between taking classes and visiting exhibits because they will be offered at different times.” Classes, workshops and panel discussions will be held in the mornings, with the expo open to the public in the afternoons.

To allow for more networking opportunities, optional break-out sessions are planned to be held immediately following classes’ conclusions.

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2017 Concrete Decor Show Heads to Florida

Registration is now open for the eighth annual Concrete Decor Show at ConcreteDecorShow.com

The show will be held Monday, Nov. 6, through Friday, Nov. 10, at the Innisbrook Resort and Golf Club just north of Tampa in Palm Harbor, Florida. After this year, the show will change from an annual event to one presented biennially. The next one is scheduled to be held in Texas in 2019.

all workshops, panels and seminars is available for as low as \$435. Prices will increase the closer it gets to show time. Unlike in years’ past, workshops cannot be purchased individually. Workshop size is limited so register early.

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Tickets to the expo for Wednesday and Thursday, Nov. 8 and 9, start at \$10 if purchased in advance. Admission closer to the show’s dates and at the door the day of the show will be higher.

Innisbrook, a Salamander hotels and resorts property, is a well-known resort situated on 900 wooded acres that

features nostalgic charm mixed with modern amenities. If you book your hotel reservations by Oct. 13, you can take advantage of the show’s exclusive room rates starting at \$119 per night plus tax and resort fee. To make reservations, call the resort at (888) 794-8627 and mention the Concrete Decor Show.

The 2017 show will provide a convenient venue where concrete contractors, artisans, manufacturers, suppliers and distributors can rub shoulders with the biggest names and brands in the decorative concrete industry, pick up useful tips, discover new business strategies and enjoy extensive networking opportunities. This year’s lineup will feature comprehensive business and training workshops, live demonstrations and state-of-the-art exhibits.

To learn more about the Concrete Decor Show and view an up-to-date schedule of classes or to register, go to [www. ConcreteDecorShow.com](http://www.ConcreteDecorShow.com). To speak to a person, call (877) 935-8906. Check back often as new classes are still being added. A complete schedule will be published in *Concrete Decor’s* October issue.

DEDICATED TO DECORATIVE

Whether your challenges are in increasing sales, sourcing or improving skills, the Concrete Decor Show is designed to bring together all segments of the decorative concrete industry and to expand opportunities for everyone. This is the only event dedicated to the decorative concrete industry.

CONCRETE DECOR SHOW EDUCATION PREVIEW

COATINGS

PANEL

Details to come

WORKSHOP

Metallic Manipulations on Countertops

Darryl Bates, Excalibur Surfaces

Metallic epoxies are all the rage these days for concrete flooring applications. Now these metallic epoxies along with new technology and advanced application techniques will turn two poolside cabanas' "painted" concrete countertops into spectacular multicolored service counters. In this workshop, expert applicators/trainers from Las Vegas will teach you how to use innovative tools to create one-of-a-kind applications with inlays, objects and glow pigments. The Innisbrook Resort is looking for a fun and exciting transformation that drives resort guests to this entertainment hub day and night. Prepare to learn new skills that expand your business offerings and earning potential.

SEMINAR

Dealing with Moisture in Concrete

Speaker TBD, Laticrete

Excess moisture in concrete is a common problem decorative concrete pros encounter on a daily basis. Higher moisture levels cause all kinds of problems in your projects, including delamination and complete job failure. Learn how to avoid these situations and protect your next decorative concrete project with a moisture vapor barrier.

SEMINAR

Sealers for Decorative Concrete — Selection and Application

Chris Sullivan, ChemSystems Inc.

Sealers for decorative concrete are NOT all the same. They provide various levels of protection, can intensify color, accent textures and produce finishes ranging from matte to high gloss. No matter the sealer, there are steps that can be taken to increase the level of success. This presentation will provide in-depth discussion on sealer makeup, selection and application guidelines. Maintenance and best practices for resealing will also be discussed.

SEMINAR

Strengthen Your Company Image with Solid Branding

Brandon Farmer, Pixter

You do beautiful installation work and the results speak for themselves. But does your company image and brand identity speak to that same level of quality? With just a glance at your website, it takes the modern consumer a mere 50 milliseconds to form an opinion of your company. Establishing an appealing brand identity with your logo, website, business cards and other components is as important as using

enough powdered release — it leaves a solid first impression and brings more customers through the door. This course will cover the core elements every strong brand needs, with practical approaches on how to go about developing them.

SEMINAR

The Wild World of Metallic Epoxies

Keefe Duhon, Concrete Revolution LLC

Home and business owners are bolder than ever these days! Whether new construction or renovation, the days of cookie-cutter options are becoming a thing of the past. One way to set your home or office apart is by installing high-profile, custom epoxy flooring. This seminar will discuss the importance of surface preparation, durability, the effects of a proper base coat, and the various color techniques and applications to elevate your metallic epoxy floors well above alternative flooring options.

SEMINAR

High-Performance Coatings for Industrial and Decorative Concrete

Steven Reinstadtler, Covestro

COUNTERTOPS

PANEL

Details to come



WORKSHOP

Step-by-Step: Build a Floating Bathroom Vanity with Integrated Sink

Josh Thiel, Thiel Studio Designs, West Palm Beach, Florida

Learn how to plan for and fabricate a lightweight wall-mounted vanity top using GFRC (glass fiber reinforced concrete). Get the details on how to build a custom sink mold, design a contemporary slot drain and embed the necessary hardware to make plumbing hook-up easy. Workshop activities will focus on building materials, forming, proper mix designs, spraying techniques, polishing, slurry filling and sealing. Many tips and tricks will be demonstrated to eliminate common fabrication and processing headaches and to address common issues such as repairs when things don't go as planned. As a bonus, fabrication design details will be shared highlighting the use of engineered support brackets.

SEMINAR

Create GFRC Countertops and More

Jeffrey Girard, P.E., The Concrete Countertop Institute, Raleigh, North Carolina

Glass fiber reinforced concrete (GFRC) is the latest technology for producing high-quality, high-performance, lightweight concrete countertops, sinks, fire pits and three-dimensional creations. Get step-by-step details, illustrated with an extensive collection of photos, of how to use GFRC to make all sorts of durable and marketable precast concrete creations. Students will learn a from-scratch GFRC mix design, plus understand how each of the ingredients works together to create a high-performance finished product.

HARDSCAPING & VERTICAL

PANEL

Moderated by Richard Rhoades, with Disney's construction division

Details to come

WORKSHOP

Adorned by Amethysts: Faux Bois Concrete Sculpture to Take Shape

Cindee Lundin, The Studio by Cindee Lundin, Tucson, Arizona

An influential decorative artist for more than 20 years, Cindee Lundin will lead a creative workshop at the Innisbrook Resort's Salamander Spa that explores faux bois, an artistic technique used to imitate wood and wood grains. Participants will help Lundin create a concrete sculpture that involves building an armature using rebar, mesh, foam and recycled materials and then carving it to resemble a wooden feminine figure. The statue will be situated on an ornate "concrete rug" that features repetitive designs made with molds, cement and embedded objects, including amethysts. Participants will also get the opportunity to create textures using stencils, stamps and other tools.

SEMINAR

Improving Shadowing Techniques

Zsolt Hornay, Walt Disney Imagineering, Themed Finishes Art Studio

SEMINAR

Karen Keyes, The Art of Concrete LLC

Topic to be determined

SEMINAR

Thom Hunt, Big Bamboo Studios

Topic to be determined

CONCRETE DECOR SHOW

EDUCATION PREVIEW

OVERLAYS & TOPPINGS

PANEL

Details to come

WORKSHOP

Explore the Design Versatility and Functionality of Microtoppings

Brian Farnsworth, Cement Colors Inc., and Troy Lemon, Cornerstone Decorative Concrete

Concrete aesthetics play a major role in both residential and commercial construction. Whether bringing an old slab back to life or creating character in a new pour, microtoppings provide the design versatility and functionality to accommodate the ever-evolving trends in decorative concrete. In addition to an overview of the many finishes available with microtoppings, this workshop will focus on installing a troweled topping that includes layering colors in addition to using metallics and placing the Salamander Resort logo. Participants will walk away with hands-on experience installing a low-cost material that provides the ease of use and versatility to meet a broad range of customer needs.

WORKSHOP

Use Overlay to Add Flagstone Finesse to Pool Deck

Gregg Hensley, Stone Edge Surfaces

Beginning with a materials and tools introduction, this hands-on workshop will guide students on proper surface preparation and show them how to install a stamped flagstone overlay system on an elevated deck and steps at the Innisbrook Resort's Cypress Pool. The course will include preparing a mixing station and discussing procedures for maintaining productivity while avoiding common mistakes. Participants will take part in placing an overlay before stamping the surface with texture skins and spraying a base color. Students will then carve the surface to create a flagstone pattern with grout lines and accent the stones with contrasting colors to mimic real stones. As a final touch, students will apply an antiquing system to create even further depth before sealing the overlay with acrylic sealer.



SEMINAR

Polishable Overlays on Existing Slabs Can Deliver Consistent Results

Michael F. Tracy, Ardex Americas

Although many end users, architects and engineers associate polished concrete with new slabs, this design alternative has had a surge in popularity that has extended the application to existing surfaces. Typically performed in conjunction with a renovation project, polishing existing concrete presents a unique set of challenges ranging from spalling and deterioration of the existing concrete to unlevel, cracked and contaminated surfaces. Because existing spaces often have slabs of varying ages, finishes, textures and mix designs, contractors must install polishable overlays over properly prepared substrates as the foundation for success. This seminar will discuss proper preparation of the substrate for a polishable overlay, chemical bonding techniques and a step-by-step process that can be used to produce an overlay with repeatable properties and characteristics acceptable to today's end user and design community.

SEMINAR

Preparing Concrete Surfaces for Coatings and Overlays

Mark Haen, Arizona Polymer Flooring

This course covers the ins and outs of concrete surface prep for coatings and overlays. Discussion will include the pros and cons of owning the necessary equipment, renting it or hiring out. Machinery requirements for different applications and how to conform with the industry's ICRI (International Concrete Repair Institute) and CSP (Concrete Surface Profile) standards will be covered. Instructor will advise how to economically fix problems that may occur during a company's "learning stage" and what thickness to apply various prep coatings to avoid pitfalls.

SEMINAR

Working with a Diverse Labor Force

Julio Hallack, Concrete by Hallack, Turlock, California

Do you want to get in on the secret of how to motivate employees to do their best every day? How about methods you can use to get them to retain knowledge and procedures necessary to do a quality job? Learn how to manage a productive and profitable workforce from one of the successful masters of the trade. During this insightful class, Julio Hallack will reveal methods he uses to encourage company loyalty, team building and excellent craftsmanship.

POLISHING

PANEL

Addressing the Changing Needs for Polished Concrete Maintenance and Cleaning

Moderator: Bob Harris, Structural Services Inc.; panelists: Clif Rawlings, Ameripolish; Joe Reardon, Diamatic; David Padgett, Concrete Polishing Solutions; and Adrian Henry, Nex Systems

The "one size fits all" concept no longer applies to cleaning and maintenance chemicals. While polishing contractors are constantly refining application methods for myriad concrete surfaces, the demand for more detailed cleaning and custom-designed maintenance programs is front and center for many business owners. Learn from leading industry experts encompassing a consultant, an applicator and manufacturers about how changing chemistries has affected how to approach maintaining polished concrete floors. Special attention will be given to cleaners, pads and maintenance cycles, and how each maintenance procedure varies even within one project. This one-of-a-kind panel discussion will provide an overall assessment of the evolution of the industry and how to better adjust your outlook on your projects.

WORKSHOP

Workshop at the Island Clubhouse

Adrian Henry, Nex Systems

SEMINAR

Protecting Color in Concrete Floors

Clif Rawlings, Ameripolish

SEMINAR

Bidding Tips for Profit

David Padgett, Concrete Polishing Solutions

This seminar will empower polishing and grinding contractors to be profitable on every job and keep their clients satisfied with the quality of their work. The presentation focuses on preparing for success from qualifying leads and bidding responsibly to setting client expectations and pricing jobs.

SEMINAR

Successful Concrete Flooring From Start to Finish

Joe Reardon, Diamatic

ABOUT CONCRETE DECOR SHOW

Concrete Decor Show is the leading educational conference and trade show dedicated to the decorative and architectural concrete markets. Now presented biennially, the Concrete Decor Show travels to different host cities and makes a lasting impression there by leaving behind the fruits of its workshops led by world-class educators. Featuring state-of-the-art exhibits and product demonstrations, the Concrete Decor Show attracts construction professionals from across the United States and around the world. Visit ConcreteDecorShow.com for complete show details.

CONCRETE DECOR SHOW

STAINING & COLORING

PANEL
Details to come



WORKSHOP

Applying the Salamander

Shellie Rigsby Cordell, Acanthus, and Steven Ochs, Southern Arkansas University

SEMINAR

Troubleshooting Acid Stain on Concrete

Federico Jasso, Servicios Proconsa

Taught by a contractor with nearly 20 years of experience in staining and protecting concrete on large and medium-sized commercial and residential projects, this class will cover common failures in the acid stain process. Topics will be organized by technique and concept, covering common mistakes in concrete surface preparation including how to prevent, detect and remedy problems whether they are your own or from a predecessor's "failing job." The complete application process will be discussed step by step. Surface protection and maintenance programs will also be covered.

SEMINAR

Design Theory

Rick Lobdell, Concrete Mystique Engraving

Learn quick and easy techniques for laying out patterns without stencils or templates. A classically trained artist with a master's in fine arts, Rick Lobdell breaks down the math it takes to be successful at design. He will show you how to lay out everything from a basic tile pattern and more intricate ashlar slate designs to plotting points for elaborate medallions.

SEMINAR

Talking in Color

Steven Ochs, Southern Arkansas University

This seminar addresses one of the most challenging elements of design. It will provide examples of color theory, lighting anomalies, custom blending and, most importantly, how to communicate in color. Using color theories that have been employed by artists and designers throughout history, well-known community muralist and art professor Steven Ochs will present concepts that can be applied to the decorative concrete industry and techniques for conversing with clients. A digital version of the complete presentation will be provided for each participant. Live demonstrations will be conducted to witness the theories firsthand.

SEMINAR

Shellie Rigsby Cordell, Acanthus

Topic to be determined

CHECK BACK!

Classes and details are still being added. Check back frequently at ConcreteDecorShow.com for updates!

STAMPING & TEXTURING

PANEL

Solid Advice and Solutions for Stamped Concrete

Moderated by Bob Harris, Structural Services Inc.

Stamped concrete can be one of the most durable and beautiful concrete applications in the decorative concrete industry provided a contractor has a solid understanding of proper mix design, additives, project layout, tooling, coloring, manpower and much more. In this panel discussion, industry experts will discuss these critical details that improve productivity, workmanship and profits. If you are just getting started or have been stamping concrete for years, this panel will deliver solid advice and solutions to your most pressing project needs.

WORKSHOP

Loch Ness Pool

Marshall Hoskins, Butterfield Color

EDUCATION PREVIEW

SEMINAR

Avoid the Top 10 Mistakes of Colored & Textured Concrete Placement

Todd Scharich, American Society of Concrete Contractors

Expectations increase when concrete is placed with color, or color and texture. Understanding how to avoid the most common, but repeated, issues will save contractors from wasted time, potential litigation and profit loss. The instructor will share the most common correctable mistakes he has identified from calls and emails into the ASCC Decorative Concrete Hotline over the last five years. Topics to be discussed include color placement and finishing, texturing and sealers, as well as a host of other preventable issues. Best practices learned will help contractors avoid these issues and keep their hard-earned money in their pockets.

SEMINAR

Developing a Profitable Business Model for a Small to Mid-size Concrete Company

Will Mattingly, president of Mattingly Concrete Inc., Indianapolis, Indiana

Now at the helm of his family-owned business for the past five years, Will Mattingly will share the hardships and successes he has encountered while growing the 30-year-old company and expanding its services, mainly concentrating on decorative residential and commercial restoration projects. This session will cover how office, estimating and sales are related, and how technology can improve both internal and external communications. Having a clear vision on the company's direction, setting goals, motivating employees, developing leaders and maintaining quality is imperative to long-term success. Knowing and believing in your company, its people and your value to customers along with an ongoing focus on skills development are just some of the anecdotes for success that Mattingly will discuss to help you address tomorrow's challenges.

SEMINAR

Integral Color Best Practices

Rich Cofoid, Increte Systems/Euclid Chemical

For projects large and small, integrally colored concrete is still the most widely specified and used decorative surface option. As its use continues to grow and gain wider acceptance, so do the chances of a less than perfect outcome. This course will identify how the concrete mix, placing and finishing all affect the outcome. Since so many factors influence the final color, these projects truly are a partnership between ready-mix producers and contractors. Discussions include managing customers' expectations and expert tips for mixing, placing and finishing.

SEMINAR

Rich Rhoades, Disney Construction Division

Topic to be determined

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VET EMBARKS ON MISSION: TO BUILD A COMPANY NEW BUSINESS' CONSTRUCTION TEAM TACKLES FIRST MAJOR ASSIGNMENT

by Joe Maty

RICH Verdone is an Army Ranger veteran with five tours in Afghanistan and Iraq, but his devotion to duty and his fellow soldiers marches on here at home. He's now on a mission to build a construction company on a foundation of the skills and dedication of U.S. military veterans.

Verdone is president of Onyx Cos., a small business based in Phoenix that trains and employs military vets in the construction industry. Though still in its infancy, the business is underway, with its first major commercial project completed and several others in its sights.

And, Verdone says, the company is armed with an impressive new construction technology developed by Las Vegas-based GigaCrete Inc., a company that makes green building materials including StuccoMax, PlasterMax, GigaPanel and BallistiCrete. The company bills its products as "next-generation" materials that "push the envelope" on performance and sustainability.

Verdone's sold on the products'



Photos courtesy of Onyx Cos.



performance testing, including BallistiCrete's resistance to weapons firing that included the 50.50 BMG anti-vehicle/armor rifle. He thinks that GigaCrete's technology and his military vet workforce make a perfect match.

"I saw it as a fantastic combination. The construction industry is hemorrhaging talent and labor. Finding skilled, qualified labor is becoming very challenging," he says, and U.S. military personnel are rigorously trained to be ready for any obstacle. It's a combination with a huge marketability upside, Verdone figures.

"Made in the USA, built by USA veterans," he says. "Clients win, construction industry wins, the manufacturer wins and vets win."

"We're really big on supporting vets," says Michael Johnson, GigaCrete's president, who has a son-in-law serving with Special Forces. When GigaCrete became aware of Onyx Cos. and its mission, Johnson readily teamed up with Verdone and his crew.

Zeroing in

Verdone and GigaCrete crossed paths a couple of years ago, when Verdone saw the

strength of GigaCrete's products at a firing range in Nevada. There, demonstrators fired several different calibers of ammunition at panels finished with BallistiCrete. The "main event," Verdone says, featured rounds from the fearsome 50-caliber gun, which failed to penetrate the BallistiCrete.

Besides obvious military applications, Verdone saw potential civilian uses for schools, courthouses, banks, office buildings and even homes.

Another Army veteran, Rob Ciaccio, introduced Verdone to GigaCrete's Johnson. Ciaccio, who now works for VSS Logistics, another company that employs veterans, and Verdone had served together in the Middle East. VSS, a service-disabled veteran-owned small business, supplies industrial and technology products, expert personnel and storage solutions to the Department of Defense, federal contractors and other clients.

Verdone and Johnson discussed potential business concepts that combined GigaCrete's high-tech construction materials with Verdone's objective of a venture that employed military veterans. Onyx was the result of that meeting.

After successfully executing a few



modest construction projects, Johnson saw an opportunity to team up with Onyx on a major commercial construction endeavor that would showcase GigaCrete's technologies and Onyx's workmanship. In 2016, StuccoMax and PlasterMax products were specified for a sprawling new fleet service center building at San Tan Ford in Gilbert, Arizona.

The mission

For the Onyx crew, the San Tan Ford job presented a real challenge. Onyx's work orders involved installing metal wire lath totaling some 6,000 linear feet, plus control joints and J molding, and applying stucco to the exterior and plaster on the interior of the 27,000-square-foot service center.

Unlike conventional stucco applications, StuccoMax is applied in rapid sequence — an initial, "scratch" coat troweled onto the wall sheathing, followed by placing fiberglass wire-mesh lath that's pressed into the wet stucco, and then a wet-on-wet trowel-on of the "fill" finish coat, covering the wire-mesh lath.

The process moved in 9-by-4-foot sections, one at a time, with the entire sequence completed before moving onto the next section. "When we completed a 9-by-4 panel, it was never touched again," Verdone says. The stucco was given a "sand" finish as a final step.

The interior process was similar, with PlasterMax applied to gypsum drywall that's first treated with a bonding agent. Again, it's a wet-on-wet process — plaster is troweled on, lath mesh is put in place and pressed into the plaster, and a fill coat is applied to cover the wire lath. As a final touch, the plaster was given a smooth finish.

In the case of the San Tan Ford project, PlasterMax was applied only to the lower

10 feet of the interior walls to protect the building's service-bay areas. Higher up, the drywall was conventionally painted.

The Onyx crew's mission focused on applying exterior stucco and interior plaster. Another subcontractor built the structure's steel framework and installed the fiberglass/gypsum board wall sheathing. Still another applied a conventional paint coating to both inside and outside walls.

The Onyx crew also installed the stone veneer columns and fascia, using StuccoMax as the adhesive for the veneer. The area consisted of five columns on two sides of the building, a 5-foot horizontal band of stone veneer around the entire building and stone veneer elements on the building's four corners.

In addition to reducing the number of steps involved in stucco application, Verdone says StuccoMax cures quickly and can be coated in a week.

Roger Phelps, who designed the fleet service center and specified GigaCrete's StuccoMax and PlasterMax, says he prioritized the use of "state-of-the-art" components that "provided overall cost reduction as well as longevity and sustainability."

Ready for further action

GigaCrete execs say they'll go into battle with Onyx — in the construction context — without hesitation.

"They did a wonderful job," Johnson says. "We're looking for ways to do more jobs, employ more veterans and give them an opportunity."

He agrees with Verdone that this kind of work lines up well with the vets' skillset — and mindset.

"They're well suited for this work. Construction is a good option," he says. "They're out there in the elements, figuring things out, dealing with the conditions."

Phelps, president of SI International Consulting Inc., says GigaCrete and Onyx exemplify the kinds of new thinking the construction industry needs to evolve in a challenging labor environment where the workforce often is enlisted from the local street corner. The industry has shown a "stubborn resistance to change" in its thinking about materials as well, he says, often continuing to use inferior materials that also present health hazards.

Verdone, a wartime veteran himself, knows that the transition from uniform to civilian workforce can prove to be difficult. But the construction industry is one of those fields that can make use of and benefit from a vet's many talents and traits.

He says the efforts of companies pledging to hire thousands of military vets are appreciated, but the job of coffee barista or store trainee doesn't resonate well with many vets. Construction, on the other hand, offers great potential.

Ready, set, earn

Onyx has formulated a training curriculum geared to the vet workforce, tailoring military-style communication techniques to construction teams made up of skilled industry professionals working alongside the vets. It begins, appropriately, with a construction "boot camp."

"We begin with the end in mind, just like you begin with the end in mind in the military," Verdone says.

"There's a lot invested to make these warriors — these men and women — the best they can be," he says. After more than 15 years of sustained conflict in hostile lands, and being asked to perform the commonplace in the most uncommon situations, they can deal with any kind of challenge or difficulty." 

 www.vsslogistics.com

 www.gigacrete.com

AUGMENTED REALITY meets concrete



Imagination is a great thing but not necessarily when a client is trying to envision a new stamped concrete patio. Fortunately, Solomon Colors can augment that imagination with an app that works on any tablet and shows both color and pattern.

Photo courtesy of Solomon Colors/Brickform

by K. Schipper

ONCE upon a time, and not so very long ago, a large segment of business was conducted in person or via a hard-wired telephone, and pencil and paper were the order of the day. An adding machine handled simple math functions, and an electric typewriter in the office was high tech.

In those days, the possibility you could easily measure a space without a tape measure, take the information and punch a couple buttons to get the amount of colorant needed to redo it, or let clients “see” what their preferred choice of concrete texture and colors would look like on their site all sounded like science fiction.

Fast forward to today, and not only has that fiction become reality, but the ability

to do these amazing feats — and more — is as close as a smartphone or tablet, and often free or at low cost. Whether it’s via an app or an easily accessed website, there are several quick options for finding all sorts of helpful information.

A quick answer

Take the matter of product. It used to be that experience and a little figuring could get you the answers to how much material you’ll need for a job. Today, the answer is as quick as plugging some numbers into an online calculator.

Dade City, Florida-based SureCrete realizes it would be helpful for homeowners or their contractors to know just how much

of its products it will take to create a certain look. For that reason, it’s created apps for each of the company’s product divisions to help them quickly compute just that.

“Some of our systems require six or seven different products,” says Joe Myers, SureCrete’s online marketing director. “This way they don’t have to divide each product out. They just enter the square footage and it will tell them all the product amounts they need to complete the project in one shot.”

Myers adds that in the past it wasn’t uncommon for a contractor to overorder or, worse, underorder and not have enough to finish the job.

Not only do the online calculators eliminate that, but if a contractor needs to

be put in touch with a SureCrete distributor to get a price on the job, it will do that, too. And, if the request is made by a homeowner, the distributor can get that person in touch with a certified SureCrete contractor.

While SureCrete's apps are focused on its products, Hagerstown, Maryland-based vCalc prides itself on its wide range of free calculators — more than 11,000 of them. Company President Kurt Heckman, who used to be an aerospace engineer, says when he sold his previous company about seven years ago, he created a website where people who understand how math can help others in specific areas can create and share free online calculators.

These days, Heckman has a staff to help support his calculators, which he says serves two markets especially well. One is high school and college science and technology students, and the other is the construction industry.

"We have a large construction library of calculators that will do everything from determining how many 2-by-4s you need for a wall to how many joists you need for a deck," he says. "One of our most popular ones is related to masonry concrete. It's our

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Z Counterform Visualizer App

1. Download and install the Visualizer App from the App Store® or Google Play® store on your iPad or Android Tablet.
2. Download and print the App Target from our website.
3. Place the target on the front edge of your existing countertop.
4. Open the App, point your camera at the target and watch as your new concrete countertop comes to life. Select from different edges profiles, colors, and sinks.

Place Target at Edge of Countertop

GET THE **EDGE**

Circle Reader Service Number 49



Photo courtesy of Concrete Countertop Solutions

Augmented reality can take on the task of choosing countertop colors and edge profiles thanks to a free app from Z-Counterform/Concrete Countertop Solutions.

Rebar Calculator.”

The Rebar Calc computes how much rebar is needed for a specific size of pour. And, Heckman says, it also reflects something unique about vCalc’s approach. The company’s first rebar calculator was simple, but users asked if it could incorporate a couple of additional features.

“Within 24 hours we added each feature and the result is a calculator used to compute thousands of tons of rebar every month in the U.S.,” he says. “Anytime we can find a smart person and I can build a tool for them, chances are I’ve helped thousands.”

Second sight

Companies such as Solomon Colors in Springfield, Illinois, and Z-Counterform/Concrete Countertop Solutions in Scranton, Pennsylvania, are busy calculating how they can best give homeowners planning a concrete patio or thinking about concrete countertops some peace of mind through their visualization apps.

Aaron Szerletich, marketing coordinator for Solomon Colors, says officials there saw how difficult it was for people to imagine what stamped concrete might look like on their site given the different textures and color combinations available.

“It’s always been back and forth, holding up a color card and looking for pictures,” he says, never able to find the exact color combination you want. “We also noticed a lot of people would think this color and that color together would be great, but it probably wouldn’t. This helps them see what works and what doesn’t.”

For Z-Counterform, the idea for an app arose after company employees at a tradeshow saw a company utilizing AR (augmented reality) to help display its sinks.

“So, we thought, what if people could see the countertop and everything that goes into it,” says Z-Counterform’s Dario Baldoni. “We started working with the same software developer and gave them all our edge profiles and all our different colors, and that’s how it came about.”

Because of the desire to present a good-sized view, these companies’ apps are designed for iPads and Android tablets rather than smartphones. They also require users to obtain a “target” from the company online, or in the case of Solomon Colors, it’s also available by mail. Szerletich says the by-mail version does a better job of scaling the visual image.

Both also see the app as a sales tool. While concrete countertops have some appeal with the do-it-yourself crowd, Baldoni says the Z-Counterform app is also a great option for professional installers.

“We’ve shown it to a lot of our distributors because they can use it in their showrooms to show people different options,” he says. “The same is true with professionals. They can go into a home and show the owners how different options will look in their own kitchens.”

Since Solomon Colors markets to professionals, its app is designed mainly as a sales tool for them, although homeowners — often at the suggestion of their contractors — are using it, as well.

“We were hoping that would happen,” says Szerletich. “If clients demo the app they can have some idea of what they want prior to a consultation. Instead of the contractor doing many samples or taking the customer to past job sites, it saves time and energy for the contractor while giving the end user a better experience.”

Measuring up

What’s truly amazing about apps is that there are so many of them, and more coming out every day. Take the tape measure app, AR Measure, now in the final stages of development by New York-based Laan Labs.

Jason Laan says the idea of using a smartphone for measuring has been in the works for a long time. In fact, the company marketed one a few years ago based on the iPhone’s microphone and speaker being on the same side.

“It used a little sonar ping, but it really required markers or a more powerful computer,” he says. “Now, with Apple’s AR, we’ve solved some of the harder problems that lets the information process in real time.”

Not that the app isn’t still a work in progress. Laan expects to release an Apple ruler app this fall, with an Android version to follow. The initial version probably won’t be exactly accurate, but “it should be useful while still being in the high 90 percent range for accuracy.”

Achieving 100 percent accuracy is a future goal for the app, and Laan says he expects when it’s released the true 3-D measuring app should have some additional features. A price has not yet been set.

The real bottom line, Laan adds, is that people should expect the app market for the construction industry to continue to improve and grow, especially since more people are not only used to working with apps, but they regularly have their phones or tablets with them on the job site.

“Even tablets can do a lot,” he says. “We see this becoming more of a standard for them and for phones.”

- www.ameasure.com
- www.concretecountertopsolutions.com
- www.solomoncolors.com
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Photo courtesy of Laan Labs

Rather than carrying a tape measure to each job site, this much-anticipated app will equip your iPhone with one. An Android version is expected to follow shortly.



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Software and a Hard Place:

Technology slowly finding its way into concrete industry

by K. Schipper

Let's face it. People who go into the trades aren't the types who want to spend time sitting in an office in front of a computer.

It's no surprise that construction, along with agriculture, has been one of the slowest segments to adopt technological innovations into the workplace. While that will likely change as the generation that has grown up with tablets and smartphones takes over the workplace, what if today's technology could help people put out a better product faster — today?

Justin Dickey, an adjunct professor in the Concrete Industry Management (CIM) program at Texas State University and a technical sales representative with Leander, Texas-based Tex-Mix Concrete, teaches a class called "Concrete Products Ordering and Scheduling." He says it's really all about a very popular topic for anyone working in the industry: Money.

"The kids really like it because it's all about cost," he says. "We look at what it costs to haul in the materials to make concrete, what does the mix itself cost, and what it costs to deliver the concrete. Basically, we're teaching students how to be efficient and count every penny."

At your command

And, while managing a budget is a skill others have learned over decades in the school of hard knocks, Dickey says his class incorporates software programs such as the widely utilized Microsoft Excel, as well as the more specific Command Alkon, which is written for producers, suppliers, haulers and contractors in the construction trades.

Command Alkon is also a software package Dickey uses in his own job with Tex-Mix.

"When we get to the part of the class that has to do with taking orders and scheduling and figuring out how many trucks we're going to need to deliver a job, I show the students an example of it," he says. "I also point out the different things within the software and on the

screen and what it all means."

Dickey is also enthused about a new in-transit concrete management system from GCP Applied Technologies called Verifi that he describes as an on-board quality control system to automate the slump of concrete in transit.



Photos courtesy of GCP Applied Technologies

Technology is even reaching ready-mix trucks. With Verifi, there's no question that batch of concrete won't be at the correct slump when it reaches the job site, or be the same as the load before and the load after.

Slump at the forefront

Matthew Nazarenko, Verifi's global marketing manager, says the main advantage to the technology is that the truck can make additions of water or chemicals to the concrete to achieve the desired slump. That, in turn, means the contractor receives exactly what was ordered, speeding up the pour rate, producing a more predictable set time and completing the job faster.

Additionally, it provides the contractor with vital information about his order in several different ways.

"Every truck is equipped with an external LED display, which shows the slump of the concrete

on the job site and gives the contractor feedback on how many revolutions are required to mix the concrete properly if changes are made on-site," says Nazarenko. "In addition, there's a mobile application available for our customers to distribute to the contractor or sub which shows job site performance data as well as the real-time location of the truck along with the physical properties of the concrete."

"It's not only beneficial from a quality control standpoint and an efficiency standpoint," says Dickey, "but as a salesperson, I can use it as a selling tool when I'm trying to get a job."

Communication is key

If that sounds a bit pie-in-the-sky for all but the biggest operations, a San Diego-based company, NoteVault, simply wants people to communicate better on the job site.

Heather Dueitt, director of marketing and communications, says while the company's main app works with more complex management softwares, such as Procore Construction Management, its goal is to have an app that keeps in mind that its users may have few computer skills and English may be their second language.

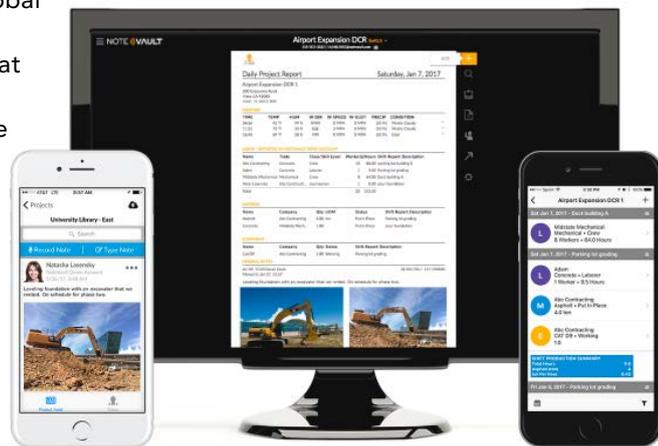


Photo courtesy of NoteVault

Sure, some hastily scribbled notes on the back of an invoice might do. However, NoteVault easily lets the user make notes verbally — and take photos — at a job site, track what's going on with other aspects of the job and then have it output in a format that's going to be most helpful to the user.

The reason behind NoteVault, she adds, is the ever-increasing amount of litigation that seems to be growing from construction projects.

"They just log in, click three buttons and they can (orally) document if something's happened on the job site," Dueitt explains. "Say there's a weather delay or the site wasn't ready when the crew showed up. There might have been a change order. This helps the sub and the general contractor where they need documentation."

Because they're recording a report orally, they've also found that people are 10 times more likely to outline a problem in detail, and the monthly cost of the app includes transcription of the information by people knowledgeable of the industry who can generate the information in a variety of report forms.

The app also can record data on weather at the site — including a GPS description of the location — and will take photos.

Cost of the app is as low as \$29 per month per user, and while Dueitt says the company's sweet spot is small- or medium-sized operations, "We have some individual clients, especially where it's one guy who wants to provide his general contractor with a little more information."

Technology gap

The bigger issue, Dueitt adds, is that there's a lot of technology out there that would help people in construction, but they aren't using it.

"There are many amazing things out there, but it's not having the workers in the field picking it up," she concludes. "We're only going to hurt ourselves, and we have to catch up with the times in order not to do that."

CIM's Dickey agrees. He sees a huge gap between what technology is used by concrete producers in this country and that used by companies overseas. He notes at least part of that is due to a labor supply here that encourages people to add hourly workers, rather than invest in technology.

"But, I have a customer here who uses a very small crew and can do large jobs with a minimal number of people because they use the latest technology," he says. "They use laser screeds and gas-powered trowels and their concrete really comes out better."

Perhaps the fact that four universities around the country are now offering CIM programs is the best indication times are changing. As the son of a concrete contractor, Dickey says he knows they are.

"Just because the work has been done in a certain way for more than 50 years doesn't mean it's the best way to do it today," he concludes. 📱

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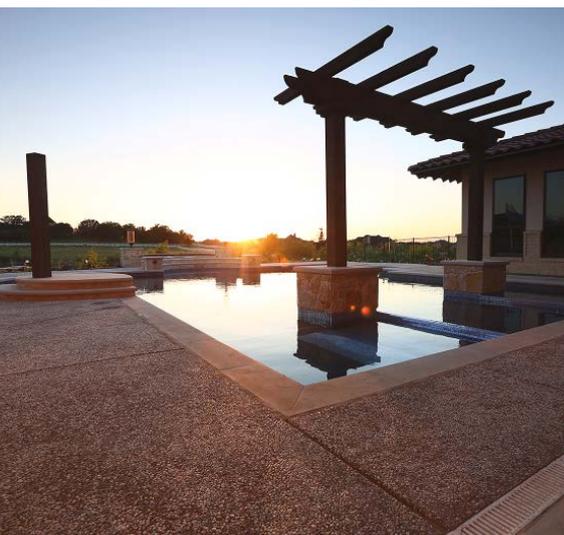
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Circle Reader Service Number 43

Learn to Let It **GLOW**



This exposed aggregate pool deck powered by high-performance, ½-inch, sky blue glow stones is a shining example of what can be accomplished with glow aggregates.



Photos courtesy of Ambient Glow Technology

by Peter Tomé

JUST when you thought you were going to install another exposed aggregate pool deck, your clients inform you they want the concrete to “glow” with stone accents. Don’t hit the panic button if you’ve never worked with a glowing medium before. Glow stones are applied in exposed aggregate finishes in the same way as other decorative aggregates such as sea shells and tumbled recycled glass.

Hand broadcasting is the easiest and most popular application method. Basically, you toss the glow stone over the entire concrete surface as it is setting up. Then you gently work the stones into the curing concrete with a trowel, leaving them just under the surface covered with a thin

film of concrete. For general flatwork, ½-inch stones are a good size to use.

Exposing the stone

To get the stones glowing, they must be exposed to light during the day so they can absorb energy to use once the sun sets. Once the stones are embedded, you can expose them in one of two ways:

Chemically. Chemical exposure can be achieved by lightly spraying a concrete retarding agent over curing concrete. The concrete retarder chemically slows down the curing process leaving 1/8 to 3/8 inch of the surface uncured. The top is then pressure-washed off, which exposes the glow stones on the surface and allows them

to charge by day and glow at night.

Mechanically. This technique is more labor intensive and requires the use of diamond-laden polishing pads mounted on either handheld polishers or heavy-duty concrete floor polishing machines. The polishers “cut off the top” of the concrete to expose the glow stones. This form of polished, glow-in-the-dark concrete finishing is typically seen in interior applications. However, recently it’s been successfully applied on the interior of concrete pools and spa tubs, creating a beautiful star-like pattern on the bottom.

The key to a glowing success

As a decorative concrete professional, it’s very important to analyze the project’s environment to determine if there are any competing light sources nearby that will shine on the surface once the sun sets. A light source, such as a streetlight or landscape lighting, will affect the overall glow intensity. In some cases, it can neutralize the glow effect altogether.

Before you seed the surface, you should test the stones’ glow effect by placing samples on the ground where the concrete

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is going to be and having the clients observe them at night. This way, your clients will have an idea of what the glow surface will look like prior to the concrete pour.

Unlike other accent lighting systems that require electricity or batteries to function, high-grade glow stones only need 15-20 minutes of daylight or artificial light to glow all night. The initial brilliance will be like Superman's Kryptonite and then the glow will begin to diminish throughout the night, remaining at about a 40 percent glow level until the sun rises or the lights come on (interior).



Workers first seed the glow stones onto the surface and then trowel them in.

Seen here, Premix Marbletite polished concrete pool mix is seeded with commercial-grade ¼ inch glow stone to create a bottom that resembles a starry night.

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1. Pour concrete mix as you normally would.
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3. Seed glow stone by hand where you want them.
4. Work the glow stone into the slab with a fresno or regular trowel.
5. Apply a retarder per manufacturer's instructions.
6. Let concrete set and cure.
7. Wash off the surface with water per retarding agent manufacturer's instructions.

That's it. You're ready to glow! 📱

Peter Tomé, president of Ambient Glow Technology in Ontario, Canada, developed a commercial-grade glow stone for concrete applications in his studio back in 2005. Now 12 years later, he continues to push the 'glow envelope' by manufacturing one of the world's highest-performing glow aggregates. Follow Peter on Facebook at www.facebook.com/AmbientGlowTechnology.

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Women & Concrete Do Mix

by Sefla Fuhrman, Ph.D.

WOMEN CEOs of concrete companies are smashing glass ceilings and bucking trends that have emerged for women in other nontraditional occupations. While women CEOs only comprise 2 percent in the basic and infrastructure sectors according to World Economic Forum and Bureau of Labor Statistics data, the majority of nearly 1,000 women contacted felt that the concrete industry can offer a relatively fast route to entrepreneurship without years of advanced education.

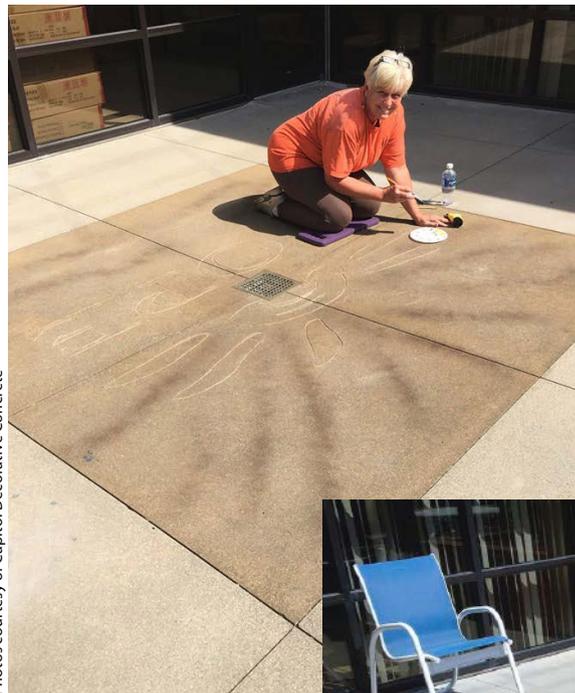
Women's participation in other nontraditional occupations, such as engineering and transportation, has been increasing, but women struggle to advance in STEM-related (science, technology, engineering and math) professions. Meanwhile women's participation in construction has remained at roughly the same level since the 1980s — 2 to 9.5 percent depending on which indices are used — but women-owned construction businesses have more than doubled since the 1990s.

Invisible barriers

Glass ceiling theory refers to the invisible barriers that hold women back from advancing professionally, receiving promotions and holding executive positions. Despite the staying power and fluency of this metaphor, researchers have yet to identify all the factors that contribute to this phenomenon.

In construction and skilled trades, women have told me horror stories about being outright discriminated against, making it difficult to obtain journey level while in an apprenticeship, because they were regularly passed over for hours. However, the gender pay gap is much smaller in construction than other industries, and for the most part women earn good salaries that are on par or nearly on par with their male counterparts. Many tend to find rewarding, lifelong careers in the industry.

In concrete construction, glass ceiling effects seem minimal, but entering the



Photos courtesy of Capitol Decorative Concrete

industry in the first place is a much greater challenge. Women generally lack awareness about career paths in construction and concrete. They are unclear about the kinds of jobs available and the skills needed to succeed in those jobs. With few role models, it's difficult for them to imagine themselves working in the industry.

It shouldn't be surprising that successful concrete business owners worked in the industry before deciding to become entrepreneurs. Knowledge gained from real-world and hands-on experiences about the product, market and customer base is necessary to succeed. While this is true of most sectors and services, concrete is unique and special in many ways.

Additionally, the U.S. construction industry is particularly situated and



Victoria Morgan Simpson, owner of Capitol Decorative Concrete in Piedmont, South Carolina, has been in the concrete business 28 years and is still enjoying the adventure. "What I love most about my work is that the 'process' may always be the same but every job is a one of a kind," she says. "I never get tired of going to work. The instant gratification is a gift to me every day. Creative trades like mine are so well suited for women." That is, she adds, as long as they don't mind getting dirty every day.

supported toward fueling small businesses. The U.S. Disadvantaged Business Enterprise program, for example, is designed to assist small businesses to participate in public projects by requiring general contractors to allocate certain percentages of work to DBEs. Since 1978, federal contractors have been required to commit 6.9 percent of total construction work hours on federal projects to women.

Still wet behind the ears

I still consider myself new to the wonders of concrete, even though I've been actively studying it for several years. My first World of Concrete was in 2012. Before that I had researched the topics of concrete, construction and women working in nontraditional occupations, as well as having conducted "field work" while working on a few construction projects throughout the U.S. and abroad.

I'm continually fascinated by the latest advances in this ubiquitous substance, such as bendable concrete, translucent concrete and self-repairing concrete. Add to that the myriad uses and applications of concrete — residential, decorative, polished, structural — and I'm amazed that a basic Concrete 101 class isn't a mandatory requirement for a construction management degree. It also should be evident that there's a plethora of business opportunities in concrete from which to choose.

The survey says...

For my dissertation, I used mixed methods, including surveys, interviews and phone polls. I conducted phone polls

Comparison of Results and Raw Data for the States of Washington and Louisiana

CATEGORY	WASHINGTON	LOUISIANA
Requires special training/education	60/81 (74%)	144/174 (83%)
Worked in industry before ownership	64/81 (79%)	156/174 (90%)
Listed as WBE	102/224 (46%)	174/513 (34%)
Listed as MWBE	23/224 (10%)	64/513 (12.5%)
Total Calls	224	531
Total contacts	189	418
Total respondents (response rate)	81 (43%)	174 (42%)

with all listed Women-owned Business Enterprises (WBEs) and Minority and Women-owned Business Enterprises (MWBEs) in construction in Washington state and Louisiana. Specifically, I wanted to know if women had worked in construction before becoming owners. I planned to make a case to the Washington state legislature to allocate federal highway funds to provide training to increase women's participation.

The overarching theme that emerged from the phone polls is that experience in the industry is a valid and viable pathway to

ownership of a company. The way women entered the industry initially varied, but experience in the industry is a crucial and necessary step toward entrepreneurship. This was supported by interview responses as well as survey data. For example, respondents replied:

- "Opportunities for advancement for women are high and fast."
- "Good women will continue to work, because contractors get their numbers."
- "[You] can rise faster than in other industries."

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Women also persevere in the industry and follow paths besides entrepreneurship or becoming independent contractors, such as advocacy, training and mentorship.

Women still encounter challenges in the field, and in larger concrete companies, the number of women in executive positions is very small. Nevertheless, the data showed that women tend to earn good salaries and stick with concrete.

Good business for small business

The option also is always available for anyone with experience in the industry to become an independent contractor or small business owner. There are certain characteristics of the U.S. construction industry and the capitalist culture that lend themselves to business ownership. One of these is the disadvantaged business enterprises requirements for publicly financed projects. Another is the American value placed on becoming a small business owner and the myriad types of businesses one could specialize in the concrete industry, such as residential, public, decorative and green.

Following the Great Recession, some of the participants found that they were better positioned in their markets. For example, because so many companies had gone out of business, there were fewer competing contractors. When the economy began to rebound, the limited number of available businesses made them much more competitive.

This was particularly beneficial to registered disadvantaged business enterprises, because general contractors bidding on projects that have federal funding must comply with minimum levels of disadvantaged business enterprise participation. As one of my interviewees put it, "A good woman is worth her weight in gold."

Overwhelmingly the concrete-construction industry can be a career path for women that leads to economic independence and equality of pay, but it remains a path not easily entered, not for the faint of heart and may be misleading (as in the hourly rate doesn't equate with the living salary because the work schedule can vary so much).

Ownership, entrepreneurship or becoming a contractor, all provide opportunities for women to independently regulate their own productivity and earnings, which in many ways is extremely liberating. Not every industry affords this option.

While experience in the industry can lead

to ownership, this path is not fixed, direct, guaranteed or for everyone. The most skilled craftsperson may not be interested in developing the additional skills required to become an entrepreneur, or have the working capital to do so.

Nevertheless, I encourage women everywhere to be curious and creative. Why not build your own company? Concrete offers such diversity and it's everywhere. There are so many different options, it's worth exploring. And based on my research, glass ceilings be gone! The sky's the limit! 🚀

Sefla N. Fuhrman completed her doctorate in urban studies at the University of New Orleans in May 2017. Her dissertation research focused on women in nontraditional occupations, specifically the concrete-construction industry. Fuhrman, who also holds a master's in public administration and a bachelor's in anthropology, intends to launch a consulting business within the next two years. She can be reached at seflafuhrman@hotmail.com.



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Circle Reader Service Number 37

The Polishing Consultant

How to Protect Concrete During Construction

by David Stephenson

POLISHED concrete as a finish is reliant on the concrete substrate to be in good shape to provide the end user with a beautiful and durable finish. Owners don't like blemishes and amazingly the worst issues seem to happen in the main entranceways. Here, I'll address the most common issues in order of their likelihood of happening on your projects.

Oil and hydraulic leaks

When you listen to commercials on TV for oil or fuel companies you often hear the word "viscosity" to explain how good oil-based products are. Viscosity can be defined as "a measure of the resistance of a fluid to deform" but I describe it as the ability of a liquid to change shape.

Oil, if you view it microscopically, starts as a round shape (think baseball). Because oil-based products are viscous, the round ball can quickly change shape into a long cylinder (think hot dog) which allows it to quickly penetrate the concrete. Some types of oil, like hydraulic fluid, change shape quicker than others.

This high viscosity is great for lubricating small complex parts but problems arise when oil encounters porous concrete. Within minutes, it seeps into the pores, and it happens faster if the concrete has had some degree of grinding which opens up the pores more. There are two main culprits for introducing oil-based products onto a construction site.

The least common of these is pipe threading. Sprinkler pipes, as well as other types of commonly used pipe, need to be threaded after they are custom cut to fit the project. Contractors prefer to thread the pipe close to where it needs to be placed so they don't have to carry the heavy pipe very far.

The threading machines use oil to lubricate the cutting tools. This typically flings droplets of oil all around. (See photo at top.) Additionally, oil leaks from the pipes as they are first moved. The easy remedy for



Photos courtesy of David Stephenson

this is to get the GC on board to say, "No pipe threading anywhere on the concrete slab."

The much more common culprit is hydraulic or scissor lifts, which seem to spring leaks every week. The typical leak from a lift is very frustrating because it isn't isolated to one spot like the threading machines. Instead, lifts will leave trails all over the floor as the operator unknowingly drives along while his machine is leaking. (See photo below.) To prevent this, require lifts to be diapered when they are on a slab.



I also ask my GCs to specify one area where lifts must be parked to charge each night. They can cover this area and then check all the lifts each morning before work starts. I've seen diapers get so full of oil that they fail and dump puddles of hydraulic oil onto the floor. Inevitably you'll have oil spots on the floor, especially if you have a larger project with a long duration.

The product I have the GCs purchase is called Oil Ingestor from Ameripolish. This product is an enzyme that eats the oil over a few weeks' time. I've tried many versions of poultices and they work if you get on the oil right away, but most of the time no one sees the issue until the floor is almost complete. Oil Ingestor is sprayed onto the spot and left alone. After a week or two, the spot amazingly isn't noticeable any more.

Chips from screws in lift tires

No. 2 on my list of common issues, and what has been driving me crazy on this recent job, is chips from screws in lift tires. The invention of hydraulic lifts has single handedly sped up the construction process more than any other item that I see, but to decorative concrete contractors, they can be the most frustrating tool used on a project.

Whether the lift has black or white tires, they are soft rubber. When they roll over a screw or a nail, the soft rubber picks up the harder metal object. As the very heavy lift rolls along, the screws leave chip tracks in the concrete. (See photo below.) If the screw is on the bottom when the wheels are turning the damage is even worse.



Recently, I've begun requesting tire bags on all the lifts as they'll stop about 80 percent of the screws from getting picked up because the canvas isn't soft like the rubber. If the screw is pointing directly up, it'll go through the canvas so tires still need to be inspected. However, bags will significantly



are several hundred thousand screw chips in this high-end floor. All the white dots in this photo are chips in the concrete surface. (See photo above.)

The bulk of this damage happened during and right after the drywall was installed. I don't know what it is but drywall installers seem to drop one screw for every two they get in the wall. It would have helped if the GC had someone sweeping the floor during the install.

decrease the damage caused by screws. (See photo above.)

On this recent job, we discussed tire bags and constant monitoring in the specifications as well as during pre-bid and

pre-construction meetings. I discussed it at every site visit for the last eight months, all for naught. The floors were very dirty until they were being polished so the damage went unnoticed. Without exaggerating there

Broken control joint edges

On every project, there are halls and choke points where traffic only moves in two directions like vehicle traffic on a road. When building materials and equipment



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are brought in and out and heavy loads on small tires cross control joints, the edges or shoulders of the joints get broken. This causes spalling as the concrete breaks down which causes more breakage to occur. (See photo above.)

This type of damage is not easily repaired. Typically, the remedy involves installing a cementitious overlay along the joint to rebuild the shoulders and then recutting in the joint. This is costly and doesn't always match the standard concrete appearance. There are two easy options to correct this issue.

The easiest is to fill the joint with sand. The sand, if it's well packed, will stop the heavy loads from resting on just the tip of the joint. Distributing the load significantly decreases the damage.

The better option is to fill the joint with a good joint fill. However, you can run into issues when filling the joints early because of moisture as the concrete cures. VersaFlex offers its standard polyurea joint fill, SL/60 and SL/85, that sets up even in high moisture environments. Hi-Tech Systems has also recently introduced high-moisture materials, PE 65 and PE 85 M.I.

Not very expensive, joint filler comprises about 10 percent of the cost of rebuilding the joints. Installing the joint fill early will probably result in separation as the concrete shrinks, but the material will stay in place and hold the load from the traffic keeping the joints intact. It's easy to cut out joint fill only in these joints that cross high-traffic areas and refill them late in the project.

Entrance damages

Damage and staining at entrances happen on every project — and the bigger the project, the bigger the issue. When workmen and equipment enter the building from outside, they bring in debris which abrades the concrete at the entrances. Sometimes mud gets ground into the concrete and stains it. In the North, salt

from roads or sidewalks is the culprit.

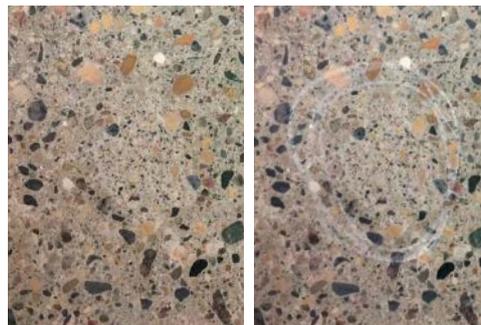
I've tried a lot of options here including cardboard and felt-backed heavy-mil plastics. They are OK, but they move around and some don't work well with moisture. Reality is that contractors don't have time to constantly police their floor protection.

The product I use for the first 50 feet or so inside all my projects' entrances that holds up the best and handles the most damage is a glue-down protection from Skudo. The company has a few versions, but I prefer its Tack-Mat HT. It sticks to the concrete, doesn't leave a residue when removed and holds up to everything short of a tracked Bobcat. In the end, there's no visible deterioration at the buildings' entrances.

Chips or holes caused by drops

In a perfect world, every project would have an ample budget so Skudo Tack-Mat could cover every square foot of concrete to be polished. Unfortunately, that's not usually the case. Inevitably, tools or materials get dropped and create holes. There is no real way of protecting the entire slab.

What I recommend when the damage is in a critical or highly visible area is a repair product called Match Patch Pro. This is a repair system that's really made to dial in the patch so it's very hard to find. (See photos.)



It has different colors of cement material and different aggregates to closely match the slab's color and texture after polishing. It takes color and holds a polish very well.

Protection is becoming paramount

Although protecting a slab isn't hard, the idea of protecting a foundation slab is new to most GCs. As polished concrete continues to grow in market share, these issues are becoming bigger and bigger problems for the industry.

With these simple tips, I hope you can work with the contractors on the job so that the resulting slab allows the true value of polished concrete to be realized. The products

I've mentioned here are not the only options, they are just the best that I currently know of. As the value of protection becomes more recognized, new products are already in the works to help the projects of the future. 🛠️

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David Stephenson owns Polished Concrete Consultants, based in Dallas, Texas. As a consultant, he offers decorative concrete programs for retailers and troubleshooting for a wide range of clients. Contact him at david@polishedconsultants.com.

Your comments are welcome

My article this time deals with protecting concrete during construction, a topic near and dear to my heart because I deal with it on every project I manage. Right now, I'm fresh off one of the most frustrating projects I've encountered in a long time where protection and repairing the consequences from faulty methods were front and center.

I know as contractors, manufacturers or customers you deal with these issues as well. I've gone over the most common and reoccurring types of damage I usually encounter and how I overcome them. I usually refrain from naming specific products, but I've shared my findings with you this time as I'm constantly trying new products and attempting to figure out better ways to solve issues.

If you have suggestions you feel are better than what I recommend, please share them with me. If I try them and they work I will absolutely share the information and give you credit for referring them to me. I welcome input from manufacturers and contractors alike. This is an issue that affects every facet of the polished concrete industry.

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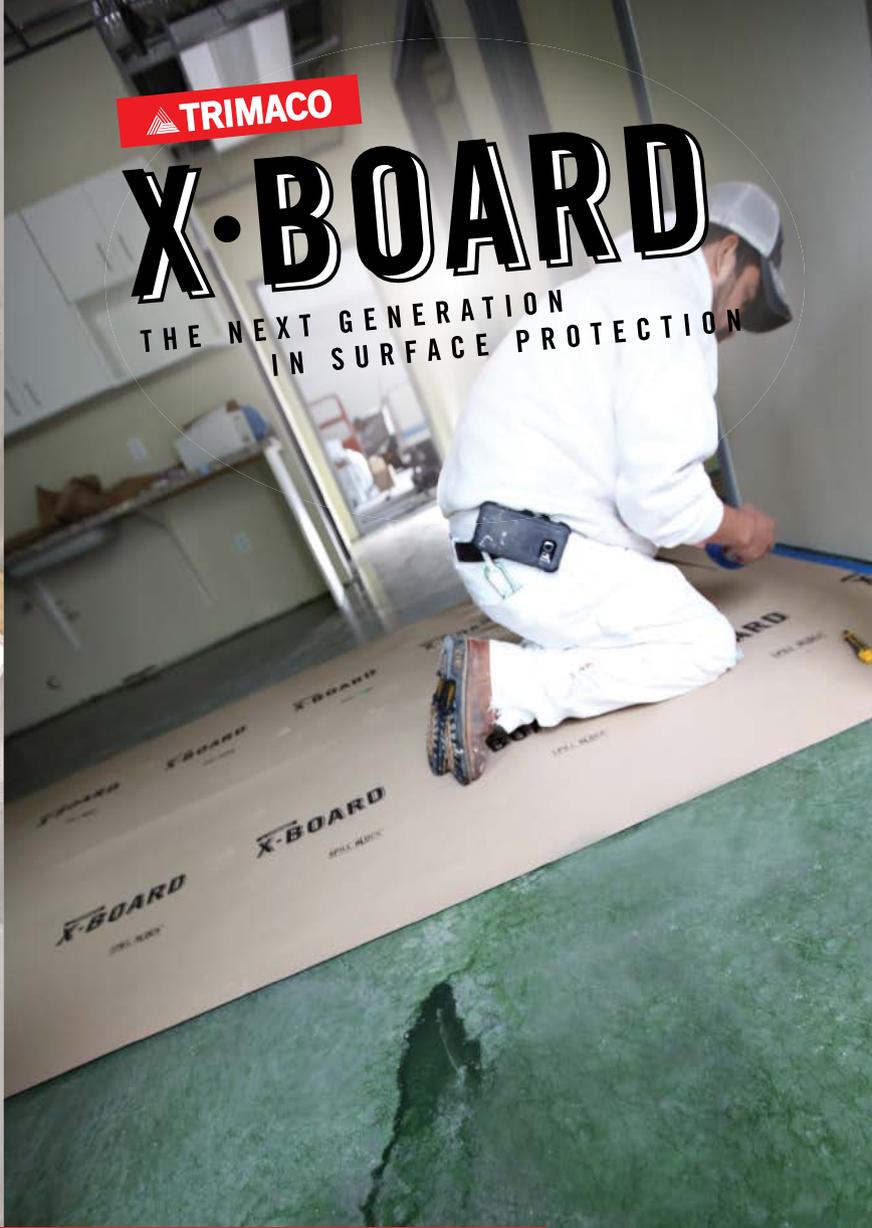
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Circle Reader Service Number 42

Limestone-based Overlays are a Regional Phenomenon

by Chris Sullivan

I've always been curious why certain decorative systems and finishes take hold only in certain regions of the country, while others are universal in their appeal and demand. The answer lies somewhere between perception, demand and what the market is offering.

A few years back I was introduced to limestone-based overlays, also known as carvable limestone overlays. Never heard of them? Well, until then, neither had I.

It turns out that a limestone overlay is one of those systems that's very popular in some areas of the country, while almost completely unknown in others. First developed in the early 2000s, limestone overlays are not even 20 years old, but in certain areas have developed quite a following. So, what is it that makes this system so different and unique?

Aggregate makes a difference

Like their much better-known and more widely used sister product, stampable overlays, limestone overlays are a powder blend made up of aggregate, cement and polymer, packaged in bags and activated with water. That's where the similarity ends. Limestone overlays are brilliant white in powder form, and once cured they are strong, durable and take on a very natural white limestone color, all without the addition of extra pigments or colorants.

"It's the natural limestone aggregate that provides the distinctive look and

performance that separates these systems from other overlays," says Don Dutwiler, an independent contractor who provides training and technical assistance nationwide on limestone-based overlays.

This claim of enhanced performance is backed up with actual test results. The limestone overlays I looked at had an average 28-day compressive strength (ASTM C-109) of around 5,000 psi at ¼ inch thick when placed over a sound 4-inch concrete substrate. This is significantly stronger than most stampable overlay systems.

The limestone aggregate also plays a part in creating the distinctive look these systems produce. The distinctive shape and size of the limestone aggregate, along with the unique application method, create a natural finish that can range from soft and smooth like polished stone, to that of rough-cut limestone blocks.

Another advantage is limestone overlays are just as easy to apply on vertical applications as horizontal. No matter the method of application or the brand, the combination of natural limestone with the right amount of cement and polymer makes for a unique and durable product.

Laying it down

When I first discovered limestone overlays, I was intrigued how such a realistic large stone pattern was produced without any repetition. It was as if the patio had been carved in place to fit the surroundings. I'd soon find out that's exactly what was done.

No stamp tools are used during installation. In regard to equipment, a mixer, 5-gallon pail, pool trowel, carving tool and sponge are all that are required. The texture is achieved by trowel and sponge, and the pattern is cut or carved by hand, making each job one of a kind.

I was skeptical that anyone other than a trained artist could hand carve a pattern, but after a short 30-minute tutorial from Dutwiler showing me a few key points, I was comfortably carving patterns that looked pretty good. I have now attended multiple trainings and witnessed firsthand



Photos courtesy of Chris Sullivan

On vertical applications, a limestone overlay can be applied up to 3/4 inch thick.

where first-time installers were carving patterns successfully within a few hours. I am by no means an artist, so if I can do this, anyone can!

There are about a half-dozen manufacturers offering limestone overlay systems. Some are franchise or licensee based, others sell direct or through distributors. Depending on the manufacturer, the products vary in that they are blends of silica sand and natural limestone.

No matter the system you use, good surface preparation and working on a sound substrate are critical to long-term success. Some systems promote a resin-based primer, while others use a thin scratch coat of the

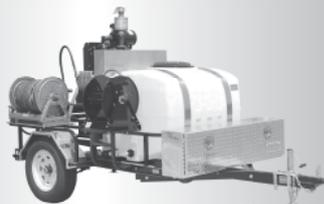
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limestone overlay or another cement-based system. The overlay is applied by trowel to an average thickness of ¼ inch, but can go thicker as needed. On vertical applications, the material can be applied by trowel or hopper gun up to ¾ inch thick.

“Because of the thickness of the hand-carved limestone overlay it can be used over brick, pea gravel, exposed aggregate, and other vertical or horizontal prepared surfaces,” Dutwiler says.

As the material is applied, the amount of troweling determines the roughness of the texture. For me, this is one of the selling points, since working overlays to a smooth finish can be frustrating. With the limestone overlay, a rough finish is just fine.

Once the material has set enough to solidly hold your weight — which ranges from 30 minutes to a few hours depending on conditions — the sponging begins. A set of homemade knee boards made from 2-inch foam can be used to allow the finisher on the surface. Smooth the entire area with a damp sponge to achieve the desired look which can range from rough-cut stone to a smooth travertine.

Carving it up

Once the sponging is done, the artistic part begins. This is where the “carvable” comes into play, and these systems really differentiate themselves from other overlays. To score the material, Dutwiler recommends using a small metal cutting tool such as a cement-board scoring tool.

Timing is important. For a clean-cut stone look, carve early. For a chiseled or rough-cut stone look, carve the material when it’s a bit harder. “Hand-carved overlays can be installed to replicate flagstone, Roman stone, travertine, slate and tile, as well as many other natural stones,” says Dutwiler.

Each project will be unique since the pattern comes to life as the installer carves the material. Dutwiler says he uses the surroundings and environment of each job as inspiration to assure its uniqueness.

Coloring, grouting and sealing

After the material is dry, it can be left as is or colored. Dutwiler typically uses a color wash made from dry pigments and water applied with a sponge. Other methods include acid stains, water-based stains,



A scratch coat of limestone overlay is applied over pea gravel-exposed aggregate.

antiquing color washes or tinted sealers. There really is no wrong way to color this material, and each method produces a unique effect.

As soon as the coloring is done, apply a coat of sealer to lock in the color and keep the grout from staining the surface. The same limestone overlay is usually used to grout the pattern. Dutwiler says he’s partial to a grout bag, but a grout float can also be used. This process is no different from grouting tile or natural stone.

Originally, I was skeptical about grouting an overlay, but once I saw the before and



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You can use a cement board scoring tool to carve a pattern into a limestone overlay.

This is what a limestone overlay looks like after it's carved but before it's colored and grouted.

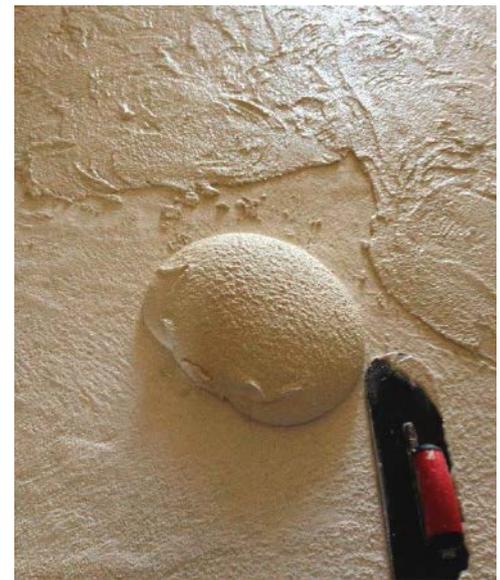
after it really made a difference in the final appearance. "Hand grouting makes it look like real mortar-set stone," says Dutwiler.

Once the grout is dry and the surface is cleaned, apply a final coat of sealer. Limestone-based overlays tend to be more porous than traditional overlays, so sealing is always recommended. Most any sealer system can be used. To lock in color, you should seal with a film-forming sealer, especially if a topical color-wash system is used. A penetrating sealer is an option on uncolored material if a "natural," zero-gloss look is desired.

Regional popularity

Limestone overlays are primarily found in the Sunbelt states of Texas, Arizona, California and some parts of Florida. The primary uses include pool decks, driveways, walkways, patios and entryways for commercial buildings. After watching these systems grow in popularity in those regions over the last five years, I'm convinced they could be popular in many other markets.

Like many of the other decorative finishes that have become universally popular, the install side of the business needs to give limestone overlays a try in undeveloped markets. When you consider there are



Apply a 1/4 inch-thick carvable limestone texture coat over a scratch coat and then trowel.

many areas where limestone overlays are completely unknown, it could be a great opportunity for entrepreneurs looking to be first in their area or established contractors expanding their offerings.

For those interested in learning more about carvable limestone overlays, I recommend attending a training with a distributor or independent trainer who can get most anyone up to speed in a few days.

www.carvablelimestonesystems.com

Chris Sullivan is vice president of sales and marketing with ChemSystems Inc. and a member of the Decorative Concrete Hall of Fame. He has led seminars and product demonstrations throughout North America. Reach him at questions@concretedecor.net.

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Photos courtesy of Concrete Mystique Engraving

Going for a Scroll

by Rick Lobdell

Now that I've explained the Cartesian coordinates I can get into more elaborate design work. The theory of using the coordinates to plot points can be used anywhere in the room. It doesn't only have to be about medallions. This is where I ask you to question what a medallion is to you. Is it just the center image in a room or can it expand into the space and be duplicated throughout?

I can use these points throughout the room. The space I've been using to film my articles is not big enough to show the true potential of this technique. Regardless, for this article, I brought back the basic tile pattern as a background and then added scrollwork throughout the pattern.

Define scroll

In art, the scroll is an element of ornament and graphic design featuring spirals and rolling incomplete circle motifs, some of which resemble the edge-on view of a book or document in scroll form. Others are "plant" scrolls, which loosely represent plants, such as vines with leaves or flowers attached. Scrollwork is a term for some forms of decoration dominated by spiraling scrolls, today used in popular language for two-dimensional decorative flourishes and

arabesques of all kinds, especially those with circular or spiraling shapes.



Scrollwork in its strictest meaning is rather different. The scroll is imagined as the curling end of a strip or sheet of some flat and wide material. It develops from strapwork, as the ends of otherwise flat elements, loosely imitating leather, metal sheets or broad leaves rather than plant tendrils. Rather than the "profile"

view displaying the spiral, the forms are often shown front on with the width of the

DESIGN THEORY

strip seen. It began in the Renaissance, and became increasingly popular in Mannerist and Baroque ornament.

Scrollwork (in the popular definition) is most commonly associated with Baroque architecture, although it's been used in almost every decorative application, including furniture, metalwork, porcelain and engraving. In Mannerism, strapwork forms often terminated in scrolls. Modern blacksmiths use scrolls in ornamental wrought-iron work gates and balustrades, and they have formed the basis of many wallpaper designs.

Enter the coordinates

Let's dig into what I had to do to add scrollwork into my design. For this article, it involves a 3-foot tile pattern on a diagonal. Then I created my Cartesian coordinates by chalking a big X through my design. You can use the diagonal intersections to help chalk those lines.

I started to draw my first scroll and realized I needed another large X in the floor. I mentioned in the last article how I use the Cartesian coordinates to my advantage even if I don't use them exactly



by the book. This is one of those times.

The more you split up your symmetrical space, the easier it is to draw the design. The second X allows tighter symmetry. To draw the second X, I measured another point from the center point. For this design, I measured 2-feet out and up in all four directions and then chalked through those points. We did the same thing to find the diagonal lines of the compass rose in the first medallion article. (See photo above.)

I drew my first scroll between the perpendicular and diagonal coordinate lines. Then I mimicked it by plotting its



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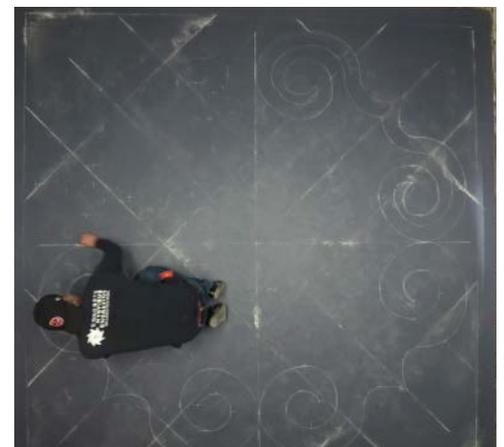


points to finish off the first quadrant. With a quarter of the design now done, I can decide if I need to change anything.

The plot thickens

From this point, it can be a plotting nightmare, but once you get the hang of plotting points it gets easier and it will go a lot faster than you expect. At the onset, though, it looks and sometimes feels like it takes forever.

Think about everything you need to do for a basic interior stain and seal job. You have so much time-consuming cleaning,



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grinding and prep work that must be done before you get to the fun part. But once you get there, everything goes relatively fast. This design feels the same. Once all the points are plotted the drawing takes seconds.

I have done designs like this so much that I can easily match the width I want throughout the design. To control the width of the scrollwork, I use the same technique as when I'm working on a border for a patio or a pool deck. A lot of those spaces have curved edges.

For this design, I did a 4.5-inch width. I just set my tape measure close to that width and plotted as many points as I needed to draw the second side of the scroll. I know it seems tedious but look at the results.



In my next article, I'll discuss how you can use the tile pattern as part of your plotting technique. 📱

Rick Lobdell, a classically trained artist with a master's in fine arts in painting from the Savannah College of Art and Design, has also studied math and drafting. In this series, the owner of Concrete Mystique Engraving in Tennessee explains how he lays out his well-known designs. He can be reached at rick@concretemystique.com.

To see a video on how to draw scrolls, go to <http://bit.ly/2eUkSd2>

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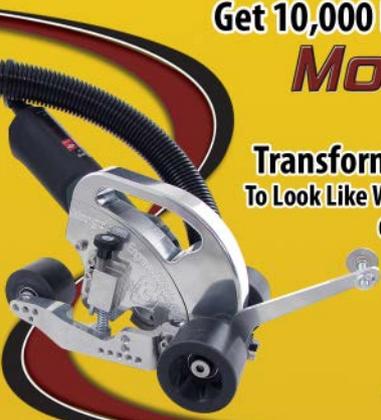
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Decked Out

by Stacey Enesey Klemenc

At first glance, the dock looks like it's floating just above the water. "It turned out exactly how I wanted it," says Reuben Keim, co-owner of Keim Concrete in Wooster, Ohio, about his concrete platform. The pier and dock, which sit about a foot above the surface of a 2-acre pond in Keim's backyard, was fashioned with Proline form liners, stamps and texture mats and built with an array of products largely from Deco-Crete Supply.

Keim, with help from his decorative work crew and his wife and five kids ages 4 to 15, built the pier and the 20-foot diameter dock in the evenings and weekends over a span of about four months. The project began with Keim draining the pond, cleaning it out and building a rebar and concrete foundation that includes a 4-by-4-square-foot platform that's about 8 feet tall and supports the dock.



Photos courtesy of Keim Concrete

The pier leading to the dock features a pattern formed with Proline's Reclaimed Timber stamps and Brownstone color hardener and Chocolate release, flanked by 8-inch borders created with a Quarry Stone texture mat and colored with Travertine color hardener. Keim used one of Proline's two-part

step liners to do the walkway's edgework, which also includes LED lights that shine down on the water when the sun sets.

The dock's focal point is a stamped 16-Point Star Medallion acid stained in a variety of blacks and surrounded by a Roman Slate border with Brownstone color hardener and Chocolate release.

The time and money invested in this backyard amenity was fully worth it, Keim says, as the kids love it and "spend hours out there swimming." After work, he says, he finds himself dockside just about every night and a perfect weekend includes "sitting out there on top of the water grilling steaks." As if the setting couldn't get any better, the pond is fully stocked with largemouth bass, bluegill and crappie. 🐟





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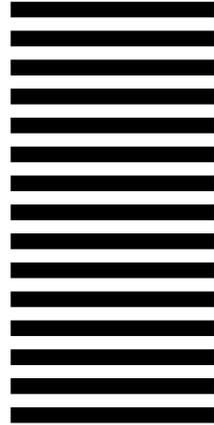
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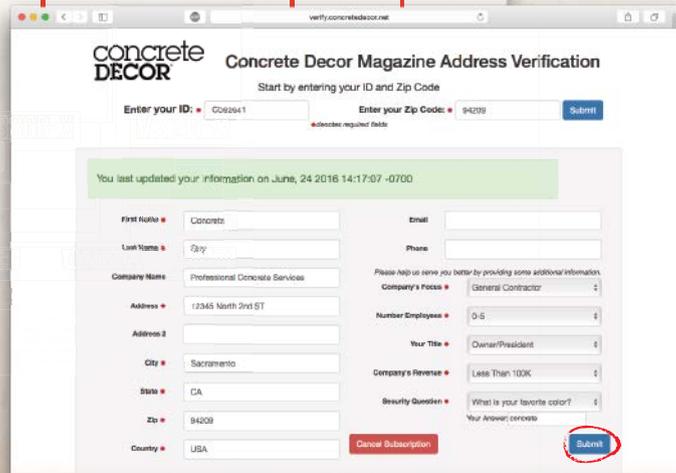


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The screenshot shows the ConcreteDecor.net website interface. At the top, the URL is www.concretedecor.net/departments/surface-preparation/. The navigation menu includes Home, Magazine, Blog, Topics (selected), Resources, Subscribe, and About. A 'Store' link is also visible. The main content area is titled 'Surface Preparation' and features three articles:

- Mechanical, Chemical or Water: Which Prep is Right For the Job?** - Includes an image of a concrete grinding machine and text discussing equipment selection for surface preparation.
- Prepping Your Finished Concrete Surface for a Sealer** - Includes an image of a yellow measuring tool on a stone-patterned concrete surface and text explaining the importance of surface preparation for sealers.
- Joints: Control Your Concrete Cracks** - Includes an image of a concrete slab with expansion joints and text providing tips for joint placement.

A sidebar on the left lists various topics, with 'Surface Preparation' highlighted by a mouse cursor. At the bottom left, there are logos for 'concrete DECOR SHOW' and 'concrete DECOR ROADSHOW'. The footer of the page repeats the URL: www.concretedecor.net/departments/surface-preparation/.

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