

The Digital Pipe Digest

Canadian Concrete Pipe Association



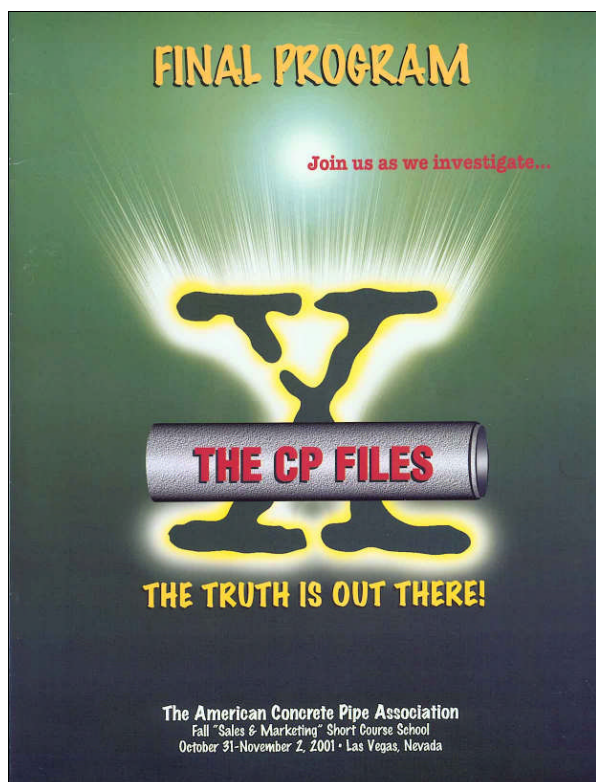
Association Canadienne des Fabricants de Tuyaux de Béton

Editor: A. Grant Lee, MCIP, RPP, FCInst.M

November 2001

Don't miss the **Fall 2002 ACPA Sales & Marketing Short Course School in Vegas**

If you were unable to attend the Fall 2001 Sales & Marketing Short Course School in Las Vegas last week (October 31-November 2), you missed a great professional development opportunity. Plan now to attend next year's program that will be held in early November at the Golden Nugget in Vegas.



Leo Steffler, and his task group comprised of Bill Dunn, Mike Shook, Mike Kusch, Jim Davis, Pat Liston and Mike Saubert did an outstanding job of pulling the program together, despite the hardships and uncertainties brought on by bin Laden and

his outlaws. Of course, attendees risked a little more than just a date with the slots.

Leaders in the industry presented new information on plastic tubing and corrugated metal materials. These presentations were followed by a series of success stories that clearly demonstrated the high quality of reinforced concrete pipe products, and the shortcomings of other products when used for inappropriate applications. It was clear that much work remains to be done in educating specifiers, regulators and contractors about the proper application of drainage products.

Participants were treated with presentations that pointed out challenges in developing industry ads, and business etiquette considering the new communications technology we use daily.

A rapid succession of consecutive seminars was in the program for the final day. These were designed to enable participants to choose certain areas of marketing and sales that would benefit them most in enhancing their skills. Such professional development would, in turn, make their companies more effective in the marketplace.

Mike Shook's "Who Still Wants to be a Hundredaire?" was once again a test of limited intelligence and attention span of the two-day program. It is a brilliant cap on reviewing the program and having fun at the same time.

All considered, this year's Fall Short Course School was rated excellent in accommodation, programing, and content.

As an added bonus to the Short Course

School, several executive directors of national, state, and provincial concrete pipe associations met through Saturday to strategize and plan to help make their associations and member firms stronger by sharing technical and marketing information.

Attendees of the school were provided a CD carrying case that included complimentary copies of all of the program's PowerPoint presentations, a CD of the ACPA's Resource Catalog, CAPE, DASH, the Concrete Pipe Design Manual, and PipePac 2000. All worth the price of admission!

November of 2002 is not too far away to begin plans to attend. Tack a "fin" (\$CAD5 for non Canucks) on November 2002 as a reminder, and as an investment. You may need that fin for a \$US2 wager!

Concrete Pipe University

The ACPA Concrete Pipe University is holding another program December 6 to 7 in Irving TX. CPU 101 "Concrete Pipe Basics will touch on the basics of hydraulics, soil properties, and the indirect design method of determining pipe class. Technical sales personnel, engineers who are new to the pipe industry, and municipal and consulting engineers can benefit from this program. Design examples will be performed by hand and with PipePac for a better understanding of the concepts.

The cost is \$US225.00 per person. The fee includes all course materials, handouts, lunch, breaks and a Thursday evening reception.

Attendees have to make their own reservations at the Harvey Hotel – DFW.

Contact the ACPA at 972.506.7216 for information.

Proform Concrete Services Inc joins CCPA

Proform Concrete Services of Red Deer Alberta has joined the CCPA as a Producer Member upon the recommendation of Lafarge Construction Materials, Calgary.



Proform's contracting division uses 5 Gomaco extruders to remove and replace, or construct new curb, gutter and sidewalks. The company also pours concrete paving, (i.e. airport runway). Its precast division produces and markets a large array of precast concrete products from paving stone and Allan Block to man-hole materials. Proform's precast plant rents and sells various equipment and is involved in recycling waste concrete.

For more information about Proform services and products, contact Curtis Bouteiller at:

Proform Concrete Services Inc.
201-43 Street, Red Deer, Alta.,
T4P-2C6.
P: 403.343.6099 F: 403.347.4789
admin@proform.ab.ca
www.proform.ab.ca

Concrete Pipe Industry Billboard



2001

Concrete Pipe University

Irving, Texas
December 6 to 7

2002

World of Concrete 2002

New Orleans, Louisiana
January 9 to 12

Production Short Course School/MCX 2001

Indianapolis, Indiana
January 30 to February 2

CCPA/OCPA Annual General Meetings

Las Vegas, Nevada
February 18 to 23

Ontario Good Roads Association Conference

Toronto, Ontario
February 24 to 27

94th ACPA Annual Convention

Tucson, Arizona
March 19 to 24

CON/EXPO – CON/AGG 2002

Las Vegas, Nevada
March 19 to 23

Environmental Management & Compliance

Toronto, Ontario
April 9 to 10

Water Environment Association of Ontario

Hamilton, Ontario
April 21 to 23

Construct Canada

Toronto, Ontario
November 27 to 29

CCPA Media Campaign update

A CCPA media campaign was launched in 2000 to complement the media programs of the ACPA, OCPA and Tubécon. Following are publications of articles in industry media during 2001, through the CCPA.

Article by M. Smith of Inland Pipe and M. Schmidler of Lafarge Canada, on Standard Installations was published in the 2001 Directory of Environmental Science & Engineering.

An installation photograph by Brunet Ltée was used in the editorial of the September issue of Environmental Science & Engineering Magazine, and as the cover page photo. The photograph was taken on the construction site of the "Matte Intermunicipal Sanitary Phase II" collector that includes construction of a major trunk sewer in the cities of Brossard and St-Hubert near Montréal. The story is featured in the Fall Issue of Concrete Pipe News.

If you have a product application story with a feature of general interest to the concrete pipe industry, contact Grant Lee at glee@aglmarketing.com

Tubécon releases special Issue of Concrete Pipe News in Québec

Tubécon and the ACPA have concluded an initiative that was agreed upon at the February 2001 AGM of the Canadian Concrete Pipe Association.

Next week, 500 special edition copies of Concrete Pipe News will be distributed to specifiers, regulators and contractors throughout la belle province. The distribution includes a French language insert detailing the use of reinforced concrete pipe for a new sanitary sewer collector servicing the municipalities of Brossard and St-Hubert. The same article is included in the regular distribution of Concrete Pipe News throughout the USA and Canada.

Béton Brunet Ltée, an active member of Tubécon, the CCPA and ACPA, provided the article and photos for the story.

The initiative was prompted by the “Strategic Promotion Plan for Concrete Pipe in North America sponsored by the American Concrete Pipe Association, American Concrete Pressure Pipe Association and Portland Cement Association. The strategic plan includes the idea to increase subscription to Concrete Pipe News.

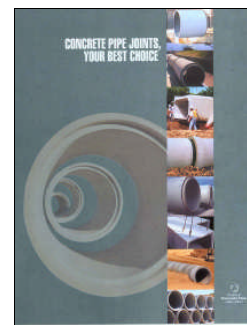
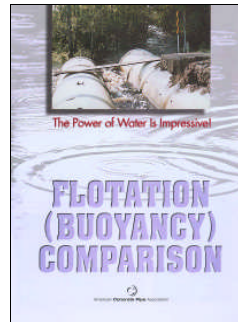
The CCPA, Tubécon and OCPA support the Strategic Promotion Plan.

ACPA releases two new brochures

Committees of the ACPA have produced two new brochures for distribution to engineers and specifiers making decisions about what pipe product to use.

The Flotation (Buoyancy) Comparison brochure informs readers about potential

problems when pipe materials that are susceptible to flotation are installed. The Concrete Pipe Joints brochure addresses claims of alternate pipe product manufacturers about concrete pipe joints.



The new brochures can be ordered from the ACPA Resource Centre by calling 1.800.290.2272.

You Should Know publication covers fire in storm sewers

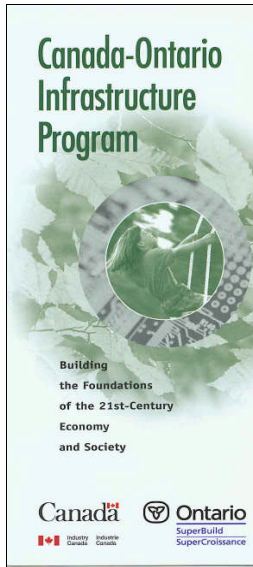
The latest “**You Should Know**” published by the ACPA addresses durability, and the exposure of buried pipe products to fire.



The flyer notes that “In addition to the possible loss of the pipe and associated infrastructure, the owner and designer must consider the danger to the general public and firefighters from flames and hazardous fumes.” The flyer also summarizes four situations where plastic tubing products were damaged by fire.

For copies, contact the ACPA at 972.506.7216, or a local concrete pipe producer.

Canada-Ontario Infrastructure Program means more pipe work



The Canada-Ontario Infrastructure Program represents a six-year, \$680.7 million federal investment in partnership with Ontario, its governments, and the private sector. The program's purpose is to invest in urban and rural municipal infrastructure in Ontario. It is expected to stimulate more than \$2 billion in capital investments.

As a priority, the program has listed water and wastewater management systems, solid waste management and recycling, and energy-efficient buildings.

The Canada-Ontario Infrastructure Program complements Ontario's SuperBuild municipal infrastructure initiatives; Ontario Small Town and Rural Development Initiative; Sports, Culture and Tourism Partnerships; and Millennium Partnerships.

For more information, go to:
www.tbs-sct.gc.ca/info-bni or,
www.SuperBuild.gov.on.ca

AASHTO approves a new test for slow-crack growth for HDPE

The following is an excerpt taken from the Summer 2001 Newsletter of the Mountain States Concrete Pipe Association, comprised of Wyoming, Utah, Colorado and New Mexico. The Association's Director is Randy Wahlen, PE (rwahlen@networld.com)

For several years it has been known that the environmental Stress Crack Resistance test required in AASHTO 294 does not effectively eliminate HDPE resins that may be susceptible to slow-crack growth in the field. To establish a more appropriate test, AASHTO sponsored a National cooperative Highway Research Program (NCHRP 04-24). This research culminated in NCHRP Report 429, recommending that the Single-Point Notched Constant Tensile Load (SPNCTL) test replace the test requirement in M 294. The SPNCTL test requires that a dog bone sample of resin be subjected to 15% of its maximum yield stress for 24 hours on average without failing.



After a year of discussion and consideration, the recommendation of NCHRP Report 429 was developed into a ballot item for the AASHTO Subcommittee on Bridges and Structures, and a ballot item for the AASHTO Subcommittee on Materials. The Bridge Engineers passed the ballot item in June 2000. This was a rare occurrence because the Bridge engineers usually do not put material testing requirements in their design standards; but it attests to the importance of the new test. The Materials Engineers passed the same ballot item.

The new material test will require HDPE producers to use a higher quality resin that is less susceptible to cracking over time.

Just the Facts on concrete vs. corrugated steel pipe

The Ontario Concrete Pipe Association has published a handy reference guide that clearly compares concrete and CSP buried pipeline performance and design.

The document shows the standards for both products that should be considered when making decisions on pipe materials. It describes the Manning's *n* factor for these materials within the context of corrugation and laboratory studies. Deflections and deformations are discussed in the context of installation. Other comparisons in the document include durability, joint, flotation, salvage value, and materials used in the two types of product.

Contact the OCPA at 905.631.9696, or info@ocpa.com for more information on pipe material comparisons.
www.ocpa.com

Providence Children's Centre benefits once again from CCPA program

Calgary's Providence Children's Centre is the beneficiary of another \$100 donation from the CCPA on behalf of Lafarge Construction Materials, Calgary.



Providence has been caring for Calgary's disadvantaged children since 1943 and

pioneered integration programs since 1968. The organization assists children who are challenged by a variety of disabilities and conditions.

The CCPA's charity-of-choice program was established at the 2000 Annual General Meeting. One hundred dollars is deducted from membership dues of any member who is responsible for bringing a new company into the CCPA. The deduction is in turn donated on the member's behalf to a charity of its choice.

Include a Media Campaign in your 2002 Marketing Plan

The immediate reaction of many businesses in an economic downturn, or recession, is to reduce the company's marketing budget. This can be a big mistake, as it is just as critical to maintain your market position and identity through the bad times as well as the good.

When drafting your 2002 marketing plan, you may wish to commit to smaller ads in black and white. This way you can reduce your advertising budget and still maintain a presence in the media.

Magazines and newspapers are especially grateful in downturns for good editorial copy and ads. Keep telling your stories through hard times. Your clients and prospects will be reassured that when they are ready to start up their projects, you are able to provide services and products. Editors will remember your support.

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