

The Digital Pipe Digest



Canadian Concrete Pipe Association
Association Canadienne Des Fabricants De Tuyaux De Béton

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April 2001

Concrete Pipe News and Concrete Pipe Journal are powerful marketing tools

The concrete pipe industry has many tools that are available through national, provincial, and state associations for marketing concrete pipe. Sometimes, these are overlooked in busy times. And, not all producers have the resources to produce their own newsletters and software programs to market their products. But all producers should be aware of the support material that is available for their marketing programs, to make them stronger. Two such products are the American Concrete Pipe Association's Concrete Pipe News and the Ontario



Concrete Pipe Association's Concrete Pipe Journal.

The Concrete Pipe News is produced in a magazine format. It has become the flagship publication for members of the American Concrete Pipe Association, as has the Concrete Pipe Journal for members of the Ontario Concrete Pipe Association and Canadian Concrete Pipe Association. Both publications provide powerful messages that are easy reads for specifiers, contractors, and regulators.



At the Annual General Meeting of the CCPA, there was discussion about increasing the distribution of Concrete Pipe News in Canada to complement the marketing tools of Canadian producers, Tubécon, the OCPA, and CCPA.

Most recently, at the Annual General Meeting of the American Concrete Pipe Association, the CP News was recognized as a premier marketing tool, and members were strongly encouraged to help increase the circulation to

levels far above the current distribution level of 12,500 copies quarterly.

The ACPA recently gave permission to *Concrete Products Magazine* to republish an article in its Winter 2001 issue on how precast boxes were used to pre-empt urban flooding. The ACPA name and the article will be distributed nation wide in an additional distribution.

And don't overlook the value of the Concrete Pipe Journal. The publication was given a national focus through the CCPA, and continues with that tradition. The OCPA does a tremendous job bringing fresh and newsworthy material to the infrastructure industry in Canada. Editors of industry and trade magazines read the *Journal*, and recently, its lead story was picked up and carried on the front cover of *Environmental Science & Engineering Magazine* (20,000 + distribution).

The concrete pipe industry has many great marketing tools at its fingertips to compete with alternate materials. Contact Mike Saubert at the ACPA to order Concrete Pipe News msaubert@concrete-pipe.org, or Lisa Longhouse at the OCPA to get copies of the Concrete Pipe Journal info@ocpa.com.

We need to get our messages to the people who build North America's buried infrastructure. We can do this through increasing the distribution of these two fine publications. Distribute them to your local specifiers and contractors with a cover letter or insert displaying your corporate logo and message. These may be an economical alternative to producing your own newsletter.



CCPA welcomes new member

The CCPA is delighted to welcome **Irving Wire Products Division Ltd.** as an Associate member of the Association. The company was sponsored by Lafarge Pipe & Standard Products of Calgary. We encourage members of the CCPA to contact Sandy Irving and welcome him to the Association. He can be contacted at:

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7015 Macleod Trail S.W.
Calgary, Alberta
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T: 403-255-6661
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Email: s.irving@cadvision.com

Farewell to Gerry

Following the CCPA Annual General Meeting in February, Gerry Maucieri took retirement after many years with Lafarge Calgary and a lifetime in the concrete pipe industry. The CCPA wishes Gerry and his wife, Tina, good health and good times in their retirement. Gerry is busy putting the final touches on his new home. He can be reached through the Lafarge office in Calgary.

Hamilton Kent purchases assets of N.C. Rubber

On March 2, 2001, Hamilton Kent (HK) issued a press release announcing that HK of Toronto and N.C. Rubber Products Inc. of Kitchener had entered into an agreement for the purchase by HK of the assets of N.C. Rubber effective February 19, 2001.

As of that date, N.C. Rubber has been operating as part of Hamilton Kent.

Products and services will be amalgamated over the coming months.

For further information, contact:

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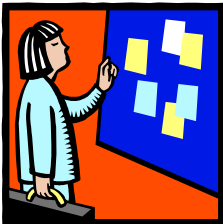
Concrete Pipe Industry Billboard

2001

AWWA Annual Conference & Exposition
Washington, DC
June 17 to 21, 2001

American Public Works Association
Philadelphia, Pennsylvania
September 9 to 12

WEFTEC 2001
Atlanta, Georgia
October 13 to October 17



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

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

Giffels continues to design software for concrete pipe industry

A few years ago Giffels was retained by the concrete pipe industry to design PipePac, a software program that helps to analyze the bearing loads on buried pipe, determine embedment costs, and perform lifecycle cost analysis.

Recently, the Illinois Concrete Pipe Association (ICPA) retained the services of Giffels to integrate HEC1, TR55, and TR20 hydrological modeling software into one unified modeling system. The resulting toolset will provide the ability to determine stormwater runoff, develop and layout the required pipe retention capacity, utilize the load analysis features of PipePac, and compare construction costs.

For further details on PipePac and the ICPA Toolset, see www.ocpa.com and www.il-concretepipe.org

State/Provincial/Regional concrete pipe associations supplied with PowerPoint presentation CD

Fifteen copies of a CD loaded with a variety of PowerPoint presentations promoting the use of concrete pipe have been supplied to your local concrete pipe association. The CD was produced through a joint effort between association executives and the American Concrete Pipe Association.

These CDs are available to producer members. The CCPA has copies for its members upon request. Please contact Grant Lee at lee@aztec-net.com to get your copy.

PipePac 2000 mentioned in CEO newsletter

The March e-zine of Consulting Engineers of Ontario called *E-Update*, carried mention of PipePac 2000.

The news clip reports that PipePac 2000 is a new computer program that relates the interaction of soil forces with concrete pipe and pipe bedding to achieve an effective and efficient sewer design. It goes on to say that the program has helped the City of London's Subdivision and Development staff to develop the Concrete Sewer Pipe Classification Table: a quick and easy assessment to selecting the best pipe for both structural and economical needs. This table is city-approved and is designed for developers and consultants in lieu of the PipePac 2000 program.

The contact at the City of London is Maureen Looby at 519-661-4905.

New C.S.A. Canadian Highway Bridge Design Code published

A Canada-wide program has been launched to present a course that covers the significant features of all 15 chapters of the new code. For the first time, precast concrete pipe and boxes are included.

Copies of the new code may be purchased through C.S.A. at 800-463-6727. The on-line store is at www.csa-international.org The CSCE is sponsoring the program. Contact the CSCE office at 514-933-2634 for details, or e-mail: mahmoud@csce.ca

Section 7.8 references the requirements for reinforced concrete buried structures. Below are the dates and venues of the course.

April 23-25, Toronto	Ramada Plaza Hotel Toronto Airport East
April 26-27, Ottawa	Ramada Plaza Hotel, Hull
May 7-9, Edmonton	Delta Edmonton Centre Suite Hotel
May 10-11, Winnipeg	The Fairmont Winnipeg
May 24-25, Moncton	1 CEU, CFB Moncton
May 29-30, Victoria	Clarion Hotel Grand Pacific

Grant Lee has a copy of the Code.
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