

Concrete Cares

The Concrete Industry is Mighty! Concrete is found all over the world, as it is the #1 building material. The industry cares about those in pain, suffering, struggling with disease, cancer and medical ailments. We recognize how those with challenges need everyone's compassion, prayer and donations to fund research and medical solutions. Placement of decorative concrete draws attention to those needs.

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Mission Statement:

To allow local concrete industry to identify a local unifying project. Then to place decorative concrete to draw attention to that need. Pulling contractors, concrete suppliers, concrete companies and everyone in the industry together to donate in kind materials and labor/talent to create the show piece.

Concrete Cares was proud to be one of the featured installers at this year's Concrete Construction / Concrete Surfaces Artistry in Decorative Concrete exhibit area at the World of Concrete in Las Vegas, February 5-8, 2013. The Concrete Cares team was led by Tamryn Doolan, owner of Surface Gel Tec, along with a group of Concrete Industry Management (CIM) students from various universities from around the country. Each artisan was given a 10' x 10' concrete slab to work with, and asked to cre-



involved. Mike and Donna Murray, the founders of Concrete Cares, were on site along with other sponsoring companies to help answer questions and spread the word about the "50 pours in 50 states" program for 2013. In 5 days Concrete Cares touched thousands of people and sold over 100 pink Concrete Cares t-shirts. The project was a success, and Concrete Cares looks forward to returning to the Artistry in Decorative Concrete pavilion next year. A special thank you to all the sponsoring



ating the final design into concrete through the use of Surface Gel Tek's Flattoo stencils, acid stains, water based tints, and sealers. The final result was a blend of traditional acids stain in conjunction with water based stains in various colors, each one representing a different type of cancer.

Traffic through the demonstration area was steady as people from all over the country, and the world, stopped by to ask about the Concrete Cares initiative, and how they can get



ate a decorative concrete project within that area during the week of the show. Show attendees are encouraged to walk through the demonstration area to watch as the artisans work on their respective projects.

Concrete Cares asked the CIM students to come up with design ideas for our slab, of which the top three were integrated into one final design for the show. The theme was to show how decorative concrete is supporting the fight against all cancer. Tamryn, with the help of the CIM students did an amazing job incorpo-



companies (Decorative Concrete Supply, Surface Gel Tek, Helix Color Systems, and Construction Industry Management) for your support and dedication to the Concrete Cares cause.



Concrete Décor Show 2013 Auction

Concrete Cares was a proud sponsor of the 1st annual Pinkcrete Silent Auction held on Thursday March 14th, 2013 during this year's Concrete Decor show in Charlotte NC. About 20 different pieces of various styles, sizes and colors were donated by leading decorative concrete artisans which were auctioned off to the highest bidder.

Karen Frazier with Eco Concrete Concepts headed up

the event, along with support from many volunteers from the industry. All proceeds from the auction went to the Charlotte Chapter of the Susan G Komen Foundation. Concrete Cares donated \$500 toward the

event and was pleased to be a part of what we hope will be an ongoing event at future Concrete Décor shows.



ARMCA Concrete Truck Drivers Competition

The Arkansas Ready Mixed Concrete Association conducted their annual convention March 21, 23, 2013, in Hot Springs, AR. During the conference they conducted the Arkansas Concrete Truck Driver Competition. The pink concrete truck (Shown to the right) was on display during the



ARMCA Driver Competition and Trade Show.

Larry Lowe with GCC Mid Continent Concrete won the competition, he is also the driver of the pink concrete truck. Congratulations, Larry!

Concrete Cares Projects can be Big or Small

Remember it's the thought that counts. Projects around the U.S. for Concrete Cares, can be small and mighty! Pictured to the left is Tamryn Doolan, President/CEO, of Surface Gel Tek, working on a concrete table top. Her company has committed to provide Flat-too images to support Con-

crete Cares projects everywhere! Tamryn is one of our most active volunteers. This American Cancer Society Table is waiting for it's final "home" to be found! Tamryn used the ACS logo in a teaching demonstration. Thank you to Tamryn who developed our Concrete

Cares Logo! We love it!



NAWIC Bowling Team Supports Concrete Cares

The National Association for Women in Construction (NAWIC) "Super Bowl" was held on Jan. 27th at Aaron Lanes, in Belton, MO.

Thanks team DCS for advertising Concrete Cares!

Pictured to the right is team *Decorative Concrete Supply* with Elyse Douglas, Tasha Griffith, Alexis Douglas, Denise Valdepena and Ashley Swabb, all proudly wearing their Concrete Cares T-Shirts. They didn't report their final scores...hum.



O'Brien Ready Mix

O'Brien Ready Mix (serving southeast Kansas and southwest Missouri) is one of many concrete companies who have sported a pink truck in recent years. When asked why pink? the answer is as you might expect, many people in the company have been touched by breast cancer and other cancers. The



truck driver of this specific truck's, wife is fighting breast cancer! This is not their first pink truck. They see the truck as a community service. Visibility is everything. It's hard to miss a pink concrete truck driving down the road! If your company has a pink truck, let us know. We'd like to see a picture!

Concrete Cares T-shirts for Sale!

Concrete Cares T-Shirts Available:

- Small \$20
- Medium \$20
- Large \$20
- XLarge \$20
- XXLarge \$22

Include shipping as follows:
1 t--shirt \$5.60
2 to 5 t-shirts \$12.35
6 to 10 t-shirts \$16.85

Please make checks payable to:

Concrete Cares
c/o Decorative Concrete Supply Inc., 8329 Monticello Rd., Suite E., Shawnee, KS 66227

Please include your phone number on the check, in case, clarification is needed. Also indicate: Your name,

shipping address, city, state, zip code, email and phone. Purchase them for yourself or your crew!

Questions can be directed to Denise Valdepena, 913-422-4443, denise@murraydecorative.com.



Help Us with the Pink Ribbon Challenge!

A Pink Ribbon on Every Concrete Truck, October 1, 2013

Help us with our goal:

Every Concrete Truck in Every State!

Place a pink ribbon on:

- Every concrete truck
- Every company vehicle
- Every construction vehicle
- Your personal car/truck

Place a Pink Ribbon:

- Tie a Ribbon on!
- Paint a Ribbon on!
- Magnetic Ribbon on!
- Any way that works for you



How does that old song go? Dolly Parton, Tony Orlando and Dawn, Harry Connick Jr. and Brenda Lee all sang:

“Tie a Yellow Ribbon Round the Old Oak Tree!”

We are rewriting the lyrics to “Tie a Pink Ribbon Round the Old Concrete Truck!”

We want your pictures of your ribbons on the trucks and cars! Send in your pictures to:

martinc@concretepromotion.com

We look forward to posting as many as possible in our winter newsletter!

Social Media & The Internet — Getting Connected

Join Concrete Cares on Facebook, Linked In and on the web! This is how we can stay connected between newsletters. Help us recruit others to connect with Concrete Cares. **Our goal is 50 projects in 50 states.** We really need you.

Please “Like” us, “Friend” us, click on us. The more the merrier.

Concrete Cares thanks



Edward Winslow, Niche Quest Media for donating his time and talent to create **www.concretecares.com** for us. We appreciate his expertise.

We would also like to thank Judy Ann Lorenz, Bar JD Communications for updating our website and keeping it tweaked for us. Judy is just joining our team of volunteers! Thank you Judy!

Concrete Cares

Project Recap Reporting Form

Please provide the information below, then email to:

Mike Murray Mike@MurrayDecorative.com Chris Sullivan CSullivan@ChemSystemsInc.net Christy Martin MartinC@ConcretePromotion.com



- **Project Name:** (This is the name we will use in the newsletter and website to identify it. Keep it simple)
- **Street Address:**
- **City/State/Zip:**
- **Description of the location:** (Example: Behind the building or in the front lobby or in the parking lot or north side of the building, in the stadium, etc.)
- **Describe the concrete donation:** (Example, concrete table, polished lobby floor, pink concrete handicap ramp, decorative patio, etc.)
- **Give very specific details about the decorative concrete:** (Example: stamp pattern, stencil description, integral color, shake hardener, acid or water based stain, dyes, names of colors, etc.) Too much information is not possible.
- **Donations by:** (Give the names of ALL companies and/or individuals and what they donated in materials, their own time etc.)
- **Why was this project chosen or why was it special?** (Is there a concrete connection? Was it tied to an event, like a golf tournament or run to raise money for the cause?)
- **What was a challenge or hard obstacle to overcome, if any?** (A lesson learned that can be passed on to others, so that they don't make the same mistake or can avoid a difficulty)
- **Media Coverage:** (If you had any media coverage, who and what did they say or show? Did you get any feedback from the media coverage?)
- **Anything Else** that is an important detail, we may have forgotten: (Example: Made up t-shirts for everyone on the team who volunteered to place the decoration concrete. Where did the money come from to print the t-shirts?)
- **Pictures:** (Lots of pictures please!, some during construction, some post construction. Send the pictures to the same three people listed at the top of this form.)

This information will be given to our webmaster to upload to our website. It could end up in one of our newsletter updates too! Thank you very much for your time in filling this out!
