

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. The placement of decorative concrete can help draw attention to those needs.

June 2015
Year 4, Issue 1

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.

National Recognition for Kearney Concrete, Kearney, NE



The Manufacturers, Products & Services (MPS) Division of the National Ready Mixed Concrete Association (NRMCA) has awarded the 2015 Concrete Cares Award to Kearney Concrete located in Kearney, NE. Kearney Concrete winner has been honored for their exceptional charitable contributions to their community.

The company was recognized for supporting cancer-related organizations, which ultimately lead to the creation the non-profit, statewide organization, Concrete Cares of Nebraska. In the summer of 2013, Stan and Kyle Poff of Kearney Concrete worked with local companies to paint and install

Concrete Cares ribbons on each ready mix truck in Kearney's fleet. Later that year, they called on the Nebraska Concrete and Aggregates Association for help in promoting a community event called Concrete Cares.

With no formal committee or structure, the 2013 event was a great success and lead to the formation of Concrete Cares of Nebraska. In September 2014, the event expanded toward offering family oriented activities, live music, food and a car show. The event was sponsored by local businesses. You can find out more about this event inside this newsletter. To date, Concrete Cares of Nebraska has raised nearly \$10,000 to help cancer patients and their families in Nebraska.

Congratulations to Stan and Kyle Poff who are the ones who made these magical events and fund raising look easy. So much hard work goes into the organization and execution of the events. Thank you for your hard work and dedication.



Stan Poff receiving NRMCA Concrete Cares Award 2015



Concrete Cares Newsletter

ACI Arizona Makes Lightweight Pink Concrete Heart Necklaces

October is Breast Cancer Awareness Month. To highlight the event the Arizona Chapter of ACI and the ACI Student Chapter at Arizona State University worked together to make lightweight pink concrete heart necklaces to sell for a small donation. The money collected was passed on to the Desert Cancer Foundation an affiliate of the American Cancer Society. The project encompassed a concrete technical challenge in lightweight mix design, an art form, working as a team, shows the versatility of concrete and offers a symbol of hope to families and individuals.

Source: Concrete International, September, 2013)



2nd Annual Nebraska Concrete Cares Event at the Archway!

On September 28th, 2014, Concrete Cares of Nebraska held its second annual event. Offering family oriented activities, live music, free archway tickets, silent auction gifts, food, and a new addition of a car show. The car show was coordinated by the car club, Highway Creepers. This event drew nearly 30 local exhibitors and 45 cars. Concrete Cares of Nebraska, now in its second year, has raised nearly \$10,000 for cancer stricken patients in need of assistance. What makes this even better? **All the funds raised can only go to Nebraska recipients!**

In closing, I have never been more humbled and honored to be a part of such a great movement. I cannot express the amount of gratitude I feel to be included with Concrete Cares and its mission to make a difference. Thank you to everyone who volunteered time and/or resources to make this event such a great success. See you later this year.

Jereme Montgomery,
Exe. Dir. Nebraska Concrete &
Aggregate Association

2014 Concrete Cares Event Sponsors:

Car Show & Shine: *Highway Creepers*

Entertainment: *Bases Loaded & Kearney Live Music*

Silent Auction: *Turner Body Shop of Kearney (w/ custom paint job on pedal car & mail box)*

Archway Tickets: *Kearney Concrete Company & Nebraska Concrete & Aggregates Association*

Event Co-Sponsor: *Nebraska Concrete & Aggregates Association*

Tables & Chairs: *Construction Rental*

2014 Exhibitors

Caribou Coffee
Coke
Dickey's BBQ
Jockey
Jumparoo of Kearney
JuJu Belle
Kasey Ellis
Kearney Crete & Block
Lia Sophia
Mary & Martha
Mary Kay
Miche Purses
Nurium

Pink Zebra
Premier Jewelry
Advocare
Stephens & Smith Concrete Co.
Susan G. Komen of Nebraska
Tastefully Simple
Thirty One
U Med Spa
Vault Denim
Childrens Museum
American Dreams
Damsel in Defense
Essential Oils
Norwex
Younique
Usborn

Special Thanks

UNK Construction Management Organization, Staff at the Archway, and the community of Kearney!

Resources 2014 Recipients

Mandy Yandra
Dennis Streeter

Please join us September 27, 2015 for the 3rd Annual Event!

Archway 2015 video: <https://youtu.be/WwAY93eCnnQ>

Concrete Cares Newsletter



2nd Annual Kearney Concrete Cares Event at the Archway September 2014



SAVE-THE-DATE
September 27, 2015



Find the "Concrete Cares of Nebraska" on Facebook!

Concrete Cares Newsletter

Show us Your PINK TRUCKS!



Consolidated Concrete, Omaha, NE



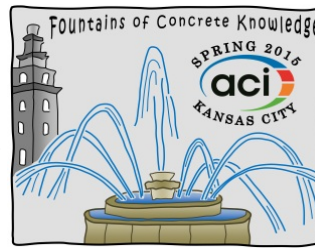
Marshall Concrete Products Inc., Minn./St. Paul, MN

ACI Spring Convention in KC Show OFF Concrete Trucks

This beautiful Pink Concrete Truck greeted 1000 plus concrete professionals from all over the world, while attending the American Concrete Institutes Convention and Expo, in Kansas City, MO April 2015.

time to drive the trucks to KC and leaving them on display. What a nice daily reminder to the attendees to support the fight against cancer, and Concrete Cares!

Also greeting the attendees was this wonderful Antique Concrete Truck, the Ole #1 (1949). Thanks to Geiger Ready Mix for letting everyone enjoy this treasure! Both trucks sat street side for three days for everyone to enjoy!



Thanks to O'Brien and Geiger for taking the



Concrete Cares Newsletter

Our Founder takes Concrete Cares to Mongolia

Mike Murray, and his wife Donna, headed to Mongolia June 2-14, 2015. They traveled with concrete enthusiast Luke Snell and wife, Billie. Over the years attending ACI conferences and other concrete events the Murrays and Snells have become good friends. Once in Mongolia they enjoyed two fun days with students making over 160 Pink Concrete Heart Necklaces. The students will be taking them to a local cancer center to hand out to nurses and patients.

Snell and Murray were speakers at the Mongolian Premium Concrete Conference. Murray spoke on Decorative and Stamped Concrete ending his program “with making a difference with concrete”! We hope to publish more pictures and stories in a future newsletter about their trip to Mongolia.



Murray Awarded ACI Fellow

April 12, 2015, Mike Murray was awarded ACI Fellow status. Pictured here receiving his certificate from ACI President William Rushing and with his wife Donna, wearing his Pink Concrete Cares Hard Hat the entire evening!

A Fellow shall have made outstanding contributions to the production or use of concrete materials, products, and structures in the areas of education, research, development, design, construction, or management. In addition, a Fellow shall have made significant contributions to ACI through committees and/or local chapters



Concrete Cares Newsletter

Do you have a Concrete Cares Story? Tell Us!

- If your state or region has a story to tell, we want to hear about it! Concrete Cares still wants to have representation in all 50 states!
- Write Up
 - Identify People, Companies
- Send them to mar-tinc@concretepromotion.com
- Pictures



Wearing Pink Proudly

Mike Murray, always the consummate Concrete Cares promoter, proudly wears his Concrete Cares T-shirt on April 29, 2015, the Kansas Chapter of the American Concrete Institute held its annual Fund Raiser & Golf Tournament. Mike, his wife Donna, granddaughter Katie (the golfer) and grandson Colton, all donned their pink shirts to promote Concrete Cares! You can always find Murray at an event, and happy to tell you why he's wearing pink. He'll recruit you too!



Many, Many Thanks

- Thank you to all the people around the country who are helping us get the word out! We fear we may leave someone out, but onward with the thank you's:
- Richard Sealy, (in Memoriam)
 - Rachel Bruce
 - Tamryn Dolan
 - Dan Vruno
 - Scott Farr
 - Les Davis
 - Carl Cabot
 - Josh Cunningham
 - Larry Rowlands
 - Debbie Orland
 - Darrell Adamson
 - Luke & Billie Snell
 - Bob Harris
 - Rusty Owings
 - Chris Sullivan
 - Christy Martin
 - Dave Suchorski
 - Matt Eichman
 - Todd Sharich
 - Chris Becker
 - Alise Martiny
 - Local 518 Kansas City
 - Rita Madison
 - Francis Griffith
 - Bill Palmer
 - Kyle & Stan Poff
 - Jereme Montgomery
 - Woody Moses
 - Fred Vernor
 - Dwayne O'Brien
 - Julie Geiger-Baldwin
 - and anyone else we accidentally left off

Concrete Cares Newsletter

ICE ICE BABY!



The Tri-City Storm Hockey Team wore specialty jerseys last March against the Des Moines Buccaneers as part of Concrete Cares Night presented by Kearney Concrete Company. Concrete Cares of Nebraska is a non-profit organization dedicated to creating cancer awareness with a tagline: Making a difference, one yard at a time. Concrete Cares of Nebraska hosts an annual event that draws hundreds of local supporters.



Kyle Poff, Kearney Concrete Company, designed the uniforms, which were auctioned on eBay. Proceeds from the auction will go to Concrete Cares of Nebraska, which helps cancer stricken patients who are in need of assistance in Nebraska. Kearney Concrete Company also sponsored a puck giveaway for the first 1,000 fans through the doors of the Viaero Event Center. The original vision for the organization came from Mike Murray of Mike Murray Concrete Solutions. He hoped to raise awareness of

breast cancer by placing pink concrete nationwide, in hopes that by installing something pink and permanent, the concrete industry could show how much we care.

The EBay auctions for the Concrete



Cares jerseys ran for 3 days. The Storm provided information on the auction via the team's Facebook and Twitter accounts. When it was all said and done, the 28 Tri-City Storm / Concrete Cares Uniforms raised \$9,500, a tremendous success! In addition, during intermission, Concrete Cares of Nebraska had the opportunity to award Mike Murray and his wife Donna, with the Concrete Cares of Nebraska, "Names of Fame", 6-foot personalized banner. Which was preceded by the public viewing of Concrete Cares of Nebraska's, Save the Date video, reminding them of the big event coming up September 27, 2015.

Jereme Montgomery
Executive Director

Nebraska Concrete & Aggregates Assn.

