



You Are Cordially Invited To:



Graniterock[®]

EXPO

CONTRACTOR EXPO 2012

Friday, February 24, 2012

Embassy Suites on Monterey Bay

1441 Canyon Del Rey Blvd. Seaside, CA 93955

This year's Graniterock Contractor EXPO will be exclusively for The Architect, The Designer, The Professional Contractor, The Professional Tradesmen, for YOU!

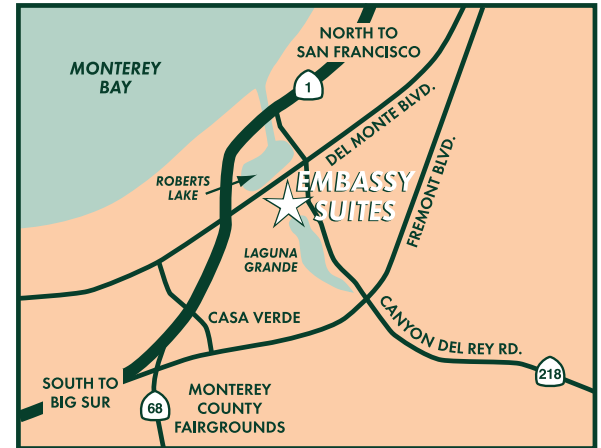
The Contractor EXPO 2012 is being held by invitation only. There are a limited number of seats available and they will be available on a first-come, first-served basis. Please, send your RSVP in early.

Graniterock is pleased to offer a highly informative day that is absolutely free. You have been invited to be one of a select few to hear experts in the field deliver

high-powered seminars that address issues, questions and situations you face on the job every day. New this year you will find a significantly larger number of product exhibitors in the Laguna Grande Ballroom.

Choose from the informational seminars listed on the following pages to attend throughout the day, and at your leisure, visit the more than 40 vendor booths in the Ballroom.

You will come away with the knowledge to do a better job, to enhance your skills and the keys to help you be a success!





Graniterock Contractor EXPO 2012 Schedule

- 7:30 am Continental Breakfast at the beautiful Embassy Suites on Monterey Bay
- 8:00 am Session I - Breakout Sessions Start
- 9:15 am Session II
- 10:30 am Session III
- 11:30 am Lunch and tour of the Vendor Booths
- 12:30 pm Session IV
- 1:45 pm Session V

A delicious gourmet boxed-lunch will be available from 11:30 am until 12:30 pm in the Laguna Grande Ballroom.

These will be the vendor booths that are available throughout the day in the Laguna Grande Ballroom.

Aqua Scapes	Bocce Ball Courts	Delta Blue Grass	Graniterock Customer Service	McNeely-Yuill Corp.	Quikrete	Stone Universe
Architectural Acoustics	Boral, Inc.	Dry-Treat, Inc.	H.C. Muddox	Merlex Stucco Inc.	Red Wings	Troy Lighting
Associated Energy Systems	Buechel Stone	DuPont-Stone Tech	Headwaters Stone	Montana Rockworks	Semco	Vineyard Rock Products
Basalite	Calstone	Escea International	ICPI	MS International	Simpson	Western Blended Products
Belgard	Carmel Stone Imports	FireRock	Lompoc Stone	Mt. Moriah Stone	Solomon Colors/ Brick Form	Western States Wholesale
Blue Book	Classic Tile and Mosaic	Glaze N Seal	Mark Concrete	New Image Foam Products	Southwest Greens	
BMI Products, Inc.	Concrete Chemicals	Grace Construction Products	McNear Brick and Block	New Look and Stegmeier	Stepstone	
	Concut, Inc.				Stone Transitions	Xypex



Project Management

NEW

Graniterock is pleased to have Jack Headley, Pavex Construction Division, this year to lead this informative and much needed segment. He was educated in Business at Santa Clara University. He has been directly responsible for the project management and estimating of projects ranging in size from \$500 to \$15 million. He has recently joined the Graniterock team working with the Pavex Construction Division and has been in the industry for over 10 years. You can manage a project, complete it on time, and under budget and with a satisfied owner. Learn how!

Using a Mechanics Lien to Secure Payment

A mechanics lien is often a contractor's most effective tool for securing payment on a project. But the lien law is technical, detailed, and full of contractor pitfalls. Are you sure you know all the legal steps you must follow to enforce your rights under the lien law? In this seminar, Graniterock's Assistant General Counsel, Kevin Jeffery, will take a step-by-step approach that shows you how Graniterock uses mechanics liens (and similar construction law remedies) to secure full payment, and how you can do the same in your contracting business. We'll also

cover recent changes to the mechanics lien law effective January 1, 2012.

Since graduating from Stanford Law School, Kevin's been in practice for 12 years, the last five of which he's spent as Graniterock's Assistant General Counsel. In that role, Kevin oversees Graniterock's collection efforts and helps the Company and its customers find solutions to all sorts of problems that crop up on construction projects. An important part of that work deals with properly exercising the payment rights laid out in the California Mechanics Lien Laws – and explaining to contractors and their customers how those laws work. He's happy to have a chance to talk with you about that topic this morning.

State of the Economy

NEW

John Adams, Executive Vice President, Wells Fargo Bank, and Bruce Woolpert, President and CEO, Graniterock, will discuss the current economic environment, particularly the business conditions that exist in the San Francisco and Monterey Bay areas. In many ways, the California Central Coast faces improved prospects compared with other California regions as well as emerging long-term challenges. With the economic trends of this region as a background, Mr. Adams and Mr. Woolpert will discuss the

construction market and what can be expected in commercial, public and private construction in 2012 - 2013. After brief presentations, the speakers will open the session for audience questions and comments.

Construction Laws that Impact You Making a Living

NEW

Richard Rudisill, RCA Enterprises, will update all attendees on the new tax laws, some of which have been in place but may have been overlooked and some of which took effect January 1, 2012. These are major laws for contractors that could impact you financially if you are not fully aware.

CalGreen

NEW

Charles "Russ" Russell, CBO, Vice President VCA Code Group, will discuss CalGreen, how it can impact you and your projects, and what you need to know. The new CALGreen code was formally adopted by the State of California on January 1, 2011. The challenges of this new code are now a reality and must be faced by design professionals and project owners.

Mr. Russell, is recognized statewide as an expert on the topic. He will provide a quick overview of the residential code and new amendments, an overview of the non-

residential code and amendments and do a Q & A. One important piece of advice: understand the enforcement strategy your local building department is adopting. Understanding the goals and objectives of the building department will help keep the project schedule on pace to achieve a certificate of occupancy on time.

Contractor's License Board Enforcement

David Leary, California State Contractor's License Board inspector will talk about what services the Contractor's License Board provides and get into a discussion of what Contractor's and CSLB can do together about unlicensed activity. David Leary has been with the State of California for 22 years and was assigned to his current position in February of 2009. Mr. Leary has a degree in Criminal Justice.

Understanding the "New" Storm Water Construction Permit

NEW

Come update your knowledge of the State General Permit for Storm Water Discharges Associated with Construction and Land Disturbance Activities (Order No.2009-0009-DWQ), the "new" storm water permit. This permit affects construc-

Graniterock Contractor EXPO 2012 Seminars

tion projects disturbing 1 acre or more. What is a QSP/QSD and how do I become one or find one? What is the difference between an erosion control plan and a SWPPP? What do all these acronyms mean and why should you care? What is new in the permit from what was done in the past? Join us to find out the answers to these questions and more before your project is shut down and issued steep fines! Representatives from both the Engineering and General Contractor Communities will be leading the discussions. Please note this seminar is not a CASQA or State Water Resource Board sponsored event. Peter Lemon and Jennifer Rudolph will present.

Ms. Rudolph has over 10 years of experience in land development engineering. Since joining WWD Corporation in 2001, she has been involved in the planning, design and construction administration for large scale residential communities throughout California.

Peter Lemon has 15 years' experience in the application of storm water protection in the field. He is a registered Professional Civil Engineer in the State of California and is a Qualified Storm Water Practitioner and Developer (QSP/QSD) certified by the State Water Resource Board and CASQA.

Walking on Water: **NEW**

How the Groundwater Beneath Our Feet Is Becoming a Creative Solution to Peninsula Water Supply Problems

In this session, two General Managers from Peninsula public agencies and a newly elected Water Board Director will outline the current state of water supply issues on the Peninsula and specifically address two significant infrastructure projects for the Seaside aquifer: Groundwater Replenishment and Aquifer Storage and Recovery.

Modeled after the successful "Water Factory 21" project in Orange County, the Groundwater Replenishment Project sponsored by the Monterey Regional Water Pollution Control Agency would inject highly purified water from its regional wastewater treatment plant into the Seaside Basin. After meeting time and distance standards, this water could later be recovered from the aquifer for potable use.

In Aquifer Storage and Recovery sponsored by the Monterey Peninsula Water Management District entails diverting excess water flows in the winter season from the Carmel Valley Alluvial Aquifer (CVAA) through existing California American Water facilities and injecting the water into the Seaside Groundwater Basin via two

MPWMD wells for later recovery in dry summer periods. Additional wells are planned.

Jeanne Byrne founded her architectural firm, Jeanne C. Byrne, AIA Architects in Pacific Grove in 1982. She currently sits on Pacific Grove's Planning Commission and in November was elected to the Monterey Peninsula Water Management District.

David J. Stoldt, General Manager, Monterey Peninsula Water Management District joined the Monterey Peninsula Water Management District as General Manager in September 2011.

Keith Israel has been General Manager of the Monterey Regional Water Pollution Control Agency (MRWPCA) since 1988. Keith is a long-term member of the Water Environment Federation (WEF), American Water Works Association (AWWA), and the WaterReuse Association.

Erosion Control

Graniterock's Erosion Control experts will get you up to speed on all the latest laws and products. Erosion Control-Are You Ready? With the recent large-scale fires and subsequent deforestation, and the record rainfall in such a short time span, erosion control will be more important than ever. Robert Ellenwood, Graniterock's Erosion

Control expert will talk about the laws, and the new products, and solutions available.

Protecting Concrete from the Inside Out! **NEW**

Bryan Jones, of Xypex Chemical Corporation, has seen the growth of the use of "Crystalline Technology" to protect concrete in many projects from waste water treatment plants to home owner basements. Mr. Jones is a member of ACI and Construction Specifier Institute and has been with Xypex for over 23 years.

Bryan will discuss how these technically advanced products work and provide value engineering solutions on the toughest projects.

Concrete Repair and Renovation

Quikrete representative Dave Ford will provide tips and knowledge to help you with concrete repair and renovation. Dave will cover topics such as crack repair, stucco systems, concrete resurfacing, and go over all the new products Quikrete has to offer to help make your projects more successful. Dave Ford has been working for Quikrete for 16 years. He has jobsite experience, as well as excellent product knowledge to help the contractors as well as the homeowners with all their projects. He has taught classes at

Chico State's Concrete Management Program, and has attended and taught at every Graniterock Expo to date.

Troubleshooting and Maintenance for a Carefree Water Feature **NEW**

No one likes call-backs due to a problem or maintenance issue with the water feature built for a customer. Spend a few minutes with us today learning about the top Troubleshooting Techniques and Maintenance Options for a more carefree water feature in the future.

Lisa Sweet has been working with water features for over seven years and is a Senior Territory Sales Manager for Aquascape, Inc. of St. Charles, IL. She enjoys the water gardening lifestyle in her own backyard and loves to share her experience and knowledge with others so they too, can enjoy a more carefree and relaxing experience with their water features.

Innovations in Plaster Systems **NEW**

The very latest in the rapidly changing and improving world of plaster will be discussed in Innovations in Plaster Systems, including; base-and-mesh crack prevention systems, energy efficient plaster (one coat), acrylic stucco, recycled content stucco, and

waterproofing. All these innovations address common issues that plasterers face everyday – water intrusion, discoloration, and cracking.

Nick Brown is President of Merlex Stucco and is currently serving as President of the Stucco Manufacturers Association. Nick has nine years experience in stucco, plus four years in drywall. Nick holds a B.A. in Economics from Princeton University and an M.B.A. in Manufacturing from the Ross School of Business at the University of Michigan.

Interlocking Pavers

This presentation will include discussion of permeable interlocking concrete pavements (PICP), application and design methods to achieve storm water management, pollution control with an environmentally sustainable design and meet LEED credits for USGBC and local C.3 requirements. Brian McThorn has over 30+ years experience in the hardscape and construction industry. In the past, he has worked with leading manufacturers as a product representative for contractors, distributors, architects and engineers. Brian was a senior project manager/senior estimator for both union and open shop installation companies. He is a certified ICPI (Interlocking

Concrete Pavement Institute) instructor and installer of both sand-set and permeable interlocking paving stones and works closely with ICPI guidelines, practices and recommendations.

Beginning in early 2007, Brian formed his own independent consulting and installation business specializing in interlocking paving stones, permeable pavements and segmental retaining wall systems. He works directly with designers, engineers, contractors and developers to assure proper guidelines and installation methods are followed and satisfied.

The Ins and Outs of Natural Stone Fabrication **NEW**

Discover the remarkable capabilities of fabricated natural stone from the beginning as the raw product is extracted and harvested at the quarry to the final product. An in depth discussion will highlight which type of stone is best for particular applications and why. Steve Bell of Semco has been in the Industry for over ten years, with experience from the quarry side to the end point fabrication. He has successfully dealt with a wide range of distributors and projects from small landscape to large-scope commercial installations.

Geology of Natural Stone

This presentation will be an audience-participation discussion and hands-on workshop covering some of the properties and special qualities of natural stone on the market today. Participants will have the opportunity to learn the basic rock types and how the properties of each type may affect which types of stone are best suited for selected applications. We will also point out some important things to look for to avoid future problems with home applications. Ample time will be allowed for a question/answer session. Emphasis will be placed on the most commonly supplied natural stone products.

Ben Licari has a Bachelor of Science Degree in Geology from UC Davis, and is a Registered Geologist in the State of California with over 30 years of experience in the mining industry. He is also a LEED AP and a Certified Green Building Professional.

Delivering the Concrete Job Your Customer Desires

One of the most common problems seen in both structural and architectural concrete is unsightly cracking. How many times has your perfect job been compromised by an unexpected or unanticipated crack right in the worst possible location? In this session,



we will discuss best practices for prevention of concrete cracking. Standard procedures will be reviewed, including planning, site preparation, mix design and field adjustments that can be made based on changing conditions.

Mike Cook, Graniterock's Director of Quality Services, will lead the discussion. Mike has been with the Company for twenty years, and is a graduate of Stanford University.

Ensuring the Quality of Integrally Colored Concrete

From a best-practices oriented perspective, review aspects that effect the final color of integrally colored concrete such as with water's utilization along with other materials' and production related impacts, plus discuss appropriate practices and preventative measures towards meeting "colored concrete" expectations.

Art Tyson has been with Grace Construction Products since 2004, and has since served as its West Region decorative and architectural concrete specialist. His support activity in this role to our industry has been in the areas of integrally colored, textured surface finishing and aesthetic related concreting attainment and performance, by serving both projects in the field as well as the landscape and architectural design specification community.

Sessions Schedule and Seminar Locations

All Seminars are **AIA APPROVED** – Be sure to sign-up at each class

Sessions		Laguna A & B	Laguna G	Del Monte	El Camino Del Mar
Session I	8:00 am	Contractor's License	Project Management	Ins and Outs of Protecting Concrete	Erosion Control
Session II	9:15 am	CalGreen	Walking on Water Local Water Issues	Innovations in Plaster Systems	Ins and Outs of Stone Fabrication
Session III	10:30 am	State of the Economy	New Stormwater Construction Permits	Delivering the Concrete Job Your Customer Desires	Interlocking Pavers
Lunch	11:30 am	Gourmet boxed-lunch available			
Session IV	12:30 pm	State of the Economy	Mechanic's Liens	Concrete Repair and Renovation	The Geology of Natural Stone
Session V	1:45 pm	Construction Laws that Impact You	CalGreen	Troublefree Care of Water Features	Ensuring the Quality of Integrally Colored Concrete



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