

Spring 2012

Message from WPCA President Steve Olson

Greetings to WPCA Members and Associate Members,

This is the first newsletter with Klaetsch Public Affairs Strategies, LLC (KPAS), our new association management and lobbying organization. They have asked me to include a letter to ensure that everyone is up to speed as to how we have gotten to this point.

As you remember at our winter meeting, Pat Essie and his company submitted their resignation letter to us. This created a void in the WPCA. The board was quick to react to get us back on track. The Wisconsin Liquid Waste Carriers Association and the Wisconsin Onsite Water Recycling Association, who were also under Essie's management, joined us in soliciting proposals for association management and lobbying to four different firms. WPCA Past-President John Meade represented the WPCA, and with the other associations, interviewed the firms and decided on KPAS. I have met with George, Erin and Justin, at their offices just off the square in Madison, and they strike me as a young and up and coming management firm. I am of the opinion that we are fortunate to contract with them at this point in their careers as they are offering their combined services at a lower rate than we were previously paying. This savings will enable us to meet our budget and possibly put some money away in the event future lobbying efforts should arise. I believe KPAS is up for the challenge.

Challenge is the proper word to describe what KPAS is encountering as they piece back reports and records from our meetings to get us back on track. There are some gaps and catching up that must be done to make us current and to be in good graces with the state. They are moving along and by the summer meeting we should have everything running smoothly.

Our winter meeting went well, considering Pat was unable to attend. Kim Cunningham from Pat's office did an excellent job of organizing the meeting and providing information. We were given a presentation from OSHA in regards to the new crane bill, which will require anyone operating a boom truck to be tested and certified by 2014. Marc Rowe from Huffcutt Concrete, Andy Winkler from Wieser Concrete, and Jeff Rasmussen from Wilbert of Marshfield, have agreed to research the crane bill issue and provide information on how we may be able to provide training and certification as an organization. This information should be available at our summer meeting.

Our summer meeting is set for the afternoon of July 13th and 14th and will be held near Fond du Lac. Ledgeview and Wieser of Fond du Lac have graciously offered plant tours on Friday afternoon. Details of the summer meeting will follow later in the year.

See Message on page 2.

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- Past President** John Meade
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- Associate** Darryl Cloud
Concrete Sealants

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Association Manager
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Message (continued from page 1)

John Meade and myself were in Madison a few weeks ago to assist in moving boxes of WPCA records to our new offices. I found records dating back until at least 1983. KPAS is now the fourth management firm to represent WPCA in that time span. The WPCA has a long history and solid financial records. We welcome KPAS to the WPCA and I look forward to everyone meeting with them as the year progresses. Please note the updated WPCA contact information. Please call them and introduce yourself at some point, and feel free to contact me or another board member if you have any questions or have additional information.

Thank you,

Steve Olson
WPCA President

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WPCA Welcomes Klaetsch Public Affairs Strategies

George Klaetsch will serve as Executive Director



WPCA Executive Director
George Klaetsch

First, let me say thank you. I am very grateful that the board of directors has chosen me to serve as your Executive Director, and my company Klaetsch Public Affairs Strategies as your association management firm.

I have been President of Klaetsch Public Affairs Strategies (KPAS) since September 2008. Prior to forming KPAS, I was the Senior Vice President for the Madison office of a regional public affairs firm. From 2000-2005, I was the Public Affairs Manager for Alliant Energy, a Fortune 1000 investor-owned utility servicing electric and gas service to customers in Illinois, Iowa, Minnesota, and Wisconsin. Prior to my private sector career, I served in Governor Tommy Thompson's administration from 1993-2000.

During that time I served in the Department of Development and Department of Commerce and served as the Coalitions and Political Director for Governor Thompson's 1998 re-election campaign.

Justin Laxton, will serve as Association Manager. Justin has a solid understanding of event planning, association management, fundraising, and data and website management. Justin currently handles association management duties for the Association of Wisconsin Lobbyists, assists the Wisconsin Agribusiness Council with fundraising, and handles website management for several KPAS clients. Prior to joining KPAS, Justin worked for numerous legislative campaigns and for companies specializing in hospitality and customer service.

KPAS is a government affairs, grassroots advocacy and trade association management firm located in Madison, Wisconsin. We have extensive experience in the legislative and regulatory arenas. I have strong working relationships with a number of divisions within the Department of Safety and Professional Services (DSPS), including the Division of Safety and Buildings, and the Division of Environmental and Regulatory Services. Erin Krueger, who is also on my staff, has experience working with the Department of Natural Resources, specifically within the Division of Air and Waste and the Division of Water. We understand the importance of maintaining relationships with those who regulate and oversee your business.

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Legislative Update

Walker Delivers State of the State

Republican Governor Scott Walker delivered his second State of the State Address before a joint session of the legislature and crowded viewing gallery. Governor Walker stayed on message as he has this past year, touting the difficult decisions that were made to balance a \$3.6 billion deficit while avoiding major tax increases and mass government employee layoffs.

Throughout the speech, Walker focused on his continued goal of job creation, an improved business climate and on his Wisconsin Working jobs plan, which is intended to direct policies and resources towards Wisconsin's workforce through training investments and recruitment services. Additionally, Walker indicated his support for mining reforms which can possibly create thousands of jobs throughout Wisconsin.

Continued on next page.

WPCA Scholarship Winners Announced

Kevin Urban and Jesse Kressin Winners

Kevin Urban will be attending Fox Valley Technical College and will study for an Associates Degree in Printing and Publishing; followed by applying to the University of WI - Stout where he plans to major in Graphic Communications Management. Kevin's father is Dan Urban, a Crivitz Redi-Mix employee.

Jesse Kressin will be attending the University of Wisconsin - Eau Claire and will major in Elementary Education. Jesse's father is Kevin Kressin, a Huffcutt Concrete.

Both students won \$400 scholarships.

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Legislative Update continued.

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Legislative Activity

Both Houses of the Legislature held floor sessions between February 14-23. This leaves only one remaining regularly scheduled floor session (March 6-15) for the 2011-2012 session schedule. The primary focus in both houses continues to be permitting of ferrous mining in Northern Wisconsin. While mining has been the main event, there is active legislation of interest to the industry.

Assembly Bill 547, relating to technical changes to the authority and responsibilities of the Department of Safety and Professional Services (DPS) was introduced two weeks ago. This legislation updates and makes various changes to the industry such as changing the terminology of -private sewage system to - private on-site wastewater treatment system. Klaetsch Public Affairs Strategies will continue to monitor legislation of interest.

George Klaetsch
Executive Director

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Precast Concrete: Paving a Better Future

If you've ever driven on a road that is past its prime, you know how quickly road repairs and replacements can become urgent. Potholes, cracks and uneven driving surfaces can lead to unsafe driving conditions, vehicular damage and driver frustration.

Until recently, road replacement required extended lane closures. That's all beginning to change, though, thanks to precast concrete paving systems (PCPS). On January 10, the Florida Department of Transportation (FDOT) and the Federal Highway Administration (FHWA) held a PCPS Showcase in DeLand, Fla., to highlight the benefits of using PCPSs.

Continue on next page.

Paving a Better Future continued.

From previous page.

The FHWA and the American Association of State Highway and Transportation Officials (AASHTO) are also championing PCPSs as part of their Technology and Implementation Group's Highways for Life program.

Through an innovative use of precast panels, several proprietary systems across the country have gained ground. Each is unique, but the general concept is the same:

Evaluate the project site and design the slabs; Casting and curing slabs off-site before any road repair begins; Remove and replace sections of damaged roadway in sections that can be completed in one day, during off-peak traffic hours; Deliver, install and level the precast slabs using a crane and various leveling methods; Reopen the road to traffic in as little as 15 minutes following placement- usually with no interference to rush-hour traffic; Repeat the process until the project is completed.

The greatest advantage of a PCPS is its ability to meet municipalities' traffic mitigation goals. A PCPS virtually eliminates road closures and the countless headaches of motorists, DOT officials and road crews. In addition, the quality and durability provide a lifespan in excess of 50 years thanks to production in controlled environments.

For a more in-depth look at PCPSs check out the spring issue of Precast Solutions.

-From NPCA News Blog

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Precast Concrete Towers Over the Competition

For decades, water towers have stood as high-rising landmarks of cities and towns across the country. They are sometimes even used as a blank canvas to depict the local culture, a local company, or a well-known aspect of the community.

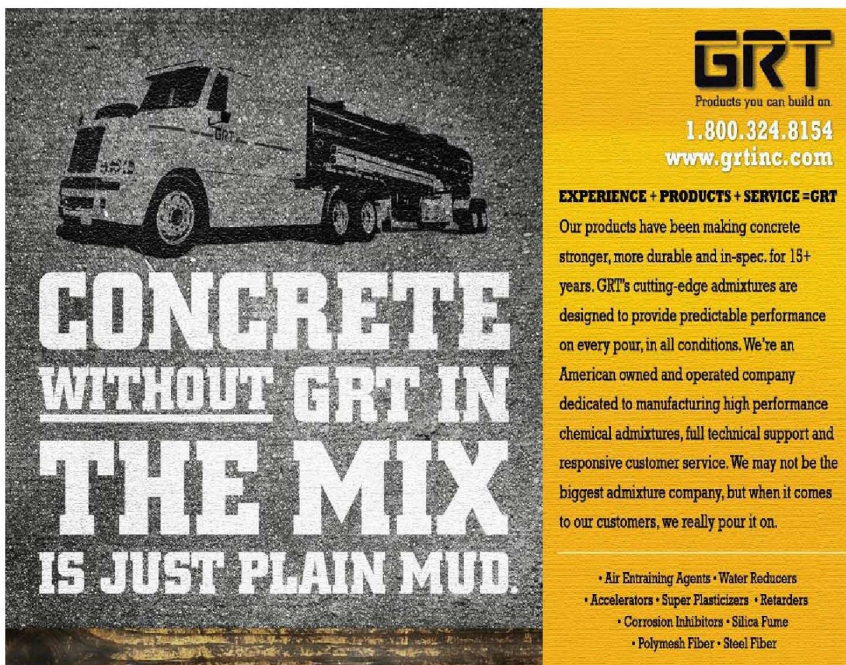
At their core, though, water towers are very functional and necessary. They supply the water pressure needed for the surrounding area and hold enough water for a typical day of use. To achieve the needed water pressure requires a building material strong enough to safely reach the specified height. In the past, this has been steel, but precast concrete may soon become the material of choice due to its inherent benefits of affordability, strength, durability, uniformity, quality and ease of installation.

In its Winter 2012 edition of Form + Function, a quarterly newsletter, Hamilton Forms featured one such project in Ontario, Canada. The article cites long-time use of precast concrete for water storage tanks, and outlines why it may become the material of choice for water towers. The featured tower's base is constructed of 16 conical precast segments, and the platform or stem, is also being constructed of precast concrete.

As the economic recession drags on, and sales of traditional precast concrete products continues to lag, precast manufacturers are increasingly finding new markets that can be served by these versatile products. Examples where precast has replaced other materials are becoming more prevalent, such as the Indianapolis Super Bowl Walk project featured in the Fall 2011 issue of Precast Solutions. In addition, plants are taking on more custom projects or starting new product lines that better match the evolving needs of their communities.

Whatever the need, precast concrete is always up for the challenge. With an almost endless array of possible shapes, sizes, colors and finishes, as well as durability, strength and quality, no other building material can match the functionality and versatility of precast concrete.

-From NPCA News Blog.



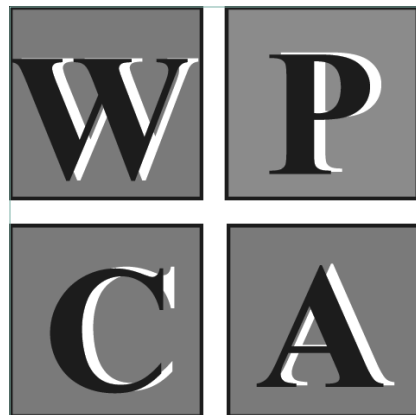
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