

NAWSRC FOUNDATION *news*

DECEMBER, 2004

A Newsletter for the Waterproofing
and Structural Repair Industry



**Happy Holidays
from the Board
of Directors and
Staff of the
NAWSRC!**

Las Vegas Hosts the World of Concrete January 17-21, 2005

World of Concrete 2005 returns to Las Vegas where registration topped 71,000 in 2003! Only World of Concrete delivers all the resources, information and opportunities you need to successfully build and brand your business.

The World of Concrete Exhibition is larger this year with over 700,000 net square feet and 1,500 exhibitors.

WOC is also holding more than 90 of their first-class seminars for the most in-depth educational program in

products, resources and critical information you need to strengthen your operation, start the year out right. Make it your business to be here.

Register with enclosed form through November 19, 2004, for FREE advance Exhibits-Only Registration and \$10 discount on WOC Seminars.

After November 19th register online at www.worldofconcrete.com Be sure to use code A15 so that the NAWSRC gets credit for your attendance. See you in Las Vegas!

the business.

No other event has the scope or focus of World of Concrete. To get all the

Schedule Set for NAWSRC Mid-Year Meeting

The NAWSRC will hold a Board Meeting and Certification Testing on Tuesday, January 18, 2005. That evening we will have our meeting registration and Welcome Reception at the Luxor Hotel & Casino.

On Wednesday, the NAWSRC is providing the entire day to attend the exhibition and seminars without conflicting with our educational program.

At 2:00 PM on

Thursday, January 20th, a NAWSRC Panel Discussion "What it Takes to Pass the Certification Tests" will be held at the LVCC. Our panel will be led by Certification Chair and Chair of Waterproofing, Rickie Bramlett, CWS, Scott Robeson, Chair of Structural Repair, Rafael Rivas, CAWS, Chair of Above-Grade Waterproofing, Robin Bryan Culver, CWS on

Ethics, and John Aiple, CWS, CSRS on OSHA regulations.

We strongly encourage anyone who has thought about taking any of these exams to attend this informative session.

The NAWSRC will hold a dinner at Caffe Giorgio, in Mandalay Place, on Thursday evening at 7:00.

Register with the enclosed form for the NAWSRC Mid-Year Meeting.



Protecting Those Basement Investments

With people spending more time at home and investing in finished basements — complete with guest rooms, kids' playrooms, bars, home theaters and storage — it is more important than ever for your customers to have more reliable sump pump systems.

And not just any system — the trend today is bigger, heavy-duty systems with sophisticated battery back-ups and high water alarms.

"Rather than selling something you'd find at Home Depot, we're selling what we would normally put into a commercial building," says Ryan B. Stickney, design engineer at Daugherty Sales.

Typically, these are 1/3-horsepower sump pumps that pump 60 gpm at 10 starts per hour. Most residential models are rated six starts per hour.

While these pumps may cost more than regular residential pumps — sometimes five or six times more — most manufacturers offer a five-year warranty, compared to smaller residential pumps that carry a one-year warranty. Homeowners seem to like that extra security, Stickney says.

The only problem with these larger pumps is that they need larger basins to perform properly, he explains. If the basin is too small, the system short-cycles: The water is pumped out too fast, the basin quickly fills up and the pump immediately turns on again. This can cause the pump to burn out.

"That larger basin gives homeowners more time to react and the pump more time to rest when it needs to," he says.

Typical residential basins are 18 inches x 24 inches. Stickney recommends a 24-inch x 48-inch basin for the larger pumps. While

this is easy to do when building a new home, it's much more complicated in a retrofit situation.

"There are two things that can happen," he explains. "You can install a heavy-duty pump that can take a little more of a beating into the existing basin, which may be only 24 inches or 30 inches deep. We've seen success with that. Or you can break the concrete floor, pull out the existing basin and install a new one. That's a lot more labor-intensive at a pretty heavy cost."

Back-Ups & Alarms

Along with the sump pump, Stickney always suggests installing a battery back-up and high water panel alarms to complete the system. Even if a home has a smaller residential pump, a battery back-up is crucial when the power goes out.

"A lot of people don't know about battery back-ups — until their basement floods!" he notes. "About 20 percent of the homes we go into have some type of battery back-up system. It's the homeowner's insurance policy. If you lose power — I don't care what kind of pump you have — it's not going to work. That back-up system is imperative."

Most of today's back-up systems are no longer DC-powered. They are inverter systems that plug into the wall, and the AC-powered pump is plugged into the inverter. Average operation is about eight hours.

Conventional DC-powered pumps are dedicated to the battery back-up, but they only work when the power fails. And how often do homes lose power long enough for the basin to fill? Batteries lose their charge over time, so when a DC-powered pump is needed, it may

not have enough energy to do the job.

An inverter system automatically senses power loss. It takes power from the batteries (24V or 12V) and converts it to the 115V needed to power the sump pump.

"It's the same principle as an inverter plugged into your car's cigarette lighter; it converts the energy to whatever is needed to power your cell phone or your CD player," Stickney explains.

High water alarms also are important, he adds. It tells the homeowner when his sump pump has failed, or if the water is rising too fast and the pump isn't keeping up. The local alarm has a buzzer and a light, so it's easy to hear and see when people are at home. Some also come equipped with an auto-dialer that is set to call your customer's cell phone or home phone, depending on whether he or she is at home. The unit also can be set to call you in the event your customers are out of town. Kelly Faloon - Kelly Faloon is the Senior Editor of Plumbing & Mechanical.

Thank You, 2004

This has been a very prosperous year for most waterproofing contractors. The hope of the Board of Directors is that during this busy holiday season, you take time to reflect on your many successes during 2004.

We have so much to look forward to in 2005. Our association is growing and is going to be offering many new benefits with your NAWSRC membership.

Thank you for your support in 2004 and we look forward to serving you in 2005.

Welcome New Members

All About Waterproofing, Inc.
1114 Saddle View Way
Forest Hill, MD 21050
Phone: 410-836-8666
Fax: 410-836-9190
Email: cskripas2@comcast.net
Website:
www.allaboutwaterproof.com

Keystone Foundation Repair, Inc.
229 Petersburg Road
Carlisle, PA 17013
Phone: 717-243-2040
Fax: 717-243-3055
Email: jthkeystone@aol.com
Website:
www.keystonefoundationrepair.com

Changes?

Please inform NAWSRC Headquarters of any address changes or corrections.

Phone: (800)245-6292
Fax: (410)931-2060
Email:
nawsrc@managementalliance.com

FOUNDATIONnews

© 2004 National Association of Waterproofing and Structural Repair Contractors

Foundation News is published by the National Association of Waterproofing and Structural Repair Contractors, 8015 Corporate Drive, Suite A, Baltimore, MD 21236. First-class postage paid at Baltimore, Maryland. Copyright 2004 National Association of Waterproofing and Structural Repair Contractors. All rights reserved. Reproduction in whole or in part without written permission is prohibited. National Association of Waterproofing and Structural Repair Contractors and the NAWSRC logo are protected through trademark registration in the United States.

Postmaster: Send address changes to NAWSRC, 8015 Corporate Dr. Suite A, Baltimore, MD 21236

Note: The opinions expressed by the authors of articles published in this journal are those of the author and not the National Association of Waterproofing and Structural Repair Contractors. The reader is strongly urged to confer with a professional before taking any action as a result of statements made in this publication.

membership survey

The NAWSRC is YOUR Association. In order for YOUR Board of Directors and YOUR association management team to make this a better association for YOU, please complete the following survey and fax YOUR response to 410 931-2060

What is the best time of year for YOU to attend meetings?

“Why” do YOU not attend the meetings?

Do YOU bring anyone else from YOUR Company when YOU do come?

Do YOU find the seminars beneficial?

Name (optional) _____

Company _____

www.atlantic-foundation.com

Atlantic Foundation & Repair

The Stabilizer™
FOUNDATION REPAIR SYSTEMS

Construction or repair
featuring The Stabilizer™ helical pier.

Atlantic Foundation & Repair
919-855-0855 • 877-PIERS-40

We Fix Broken Homes.

© 2003 Registered Trademark Atlantic Foundation & Repair

Attention Certified Specialists

Do you need CPE credits to fulfill your biannual obligation? The World of Concrete is coming in January presenting an opportunity for you to obtain those needed credits.

Work at the NAWSRC Booth at the World of Concrete and you will be credited your CPE hours according to the amount of time you spend at your duty. One hour will earn you .5 credits. Please contact Denise Brown

(517) 552-9111 to sign up for WOC January, 2005.

We have extended the "Each One Reach One" Contest through World of Concrete 2005. In Orlando last year both Mary Alice Trotter, CWS and Stan Marko, CWS each signed up a new member and received credit during this membership campaign.

As a reminder, each Certified Specialist must attend at least one

NAWSRC sponsored meeting a year.

You may write an article for the NAWSRC newsletter, "Foundation News". A committee will review the article for submission in the newsletter. Each approved article is worth five CPE credits.

You can gather information on a waterproofing or structural repair topic. You will need enough information for a speech

to last at least 45 minutes. Each approved seminar is worth 5 CPE credits.

Finally, you can facilitate a Roundtable. You will need at least fifteen (15) minutes worth of speech and the remaining time will be for question and answer among the table participants. Hosting a 45 minute Roundtable is worth 2.5 CPE credits.

NAWSRC Board of Directors

Officers

President

Robin Bryan Culver 2006
Bryan Waterproofing
410 344-1121

Vice President

Clark Campbell 2007
Absolute Waterproofing
Solutions, Inc.
770 427-9508

Secretary/Treasurer

Denise Brown 2007
Basement Cracks and
Leaks Metro, Inc.
517 552-9111

Supplier Liason

Todd Jackson
Fortress Stabilization, Inc.
734 424-0966

Directors

Alan Chandler 2005

All Dry, Inc.
270 465-2311

Michael Trotter 2005

Trotter Company
770 458-0810

Anthony Valentine 2005

Everdry Waterproofing of
Toledo
419 841-6055

Richard Young 2005

Young Waterproofing
716 893-1939

John Aiple 2006

Terrycorp, Inc.
937 223-0167

Rafael Rivas 2006

Citadel Restoration Services,
Inc.
512 860-2932

Scott Robeson 2006

Ram Jack Distribution
248 328-0292

Rickie Bramlett 2007

L.R. Bramlett and Son, Inc.
540 977-1800

Stan Marko 2007

Concrete and Waterproofing
Solutions, Inc.
810 793-8878

NAWSRC Staff

Executive Director

Claudia J. Clemons
410 931-3332 ext. 108

Associate Director

Linda Jones
410 931-3332 ext. 106

NAWSRC Headquarters

8015 Corporate Drive
Suite A

Baltimore, MD 21236

410 931-3332

Fax 410 931-2060

nawsrc@managementalliance.com

www.nawsrc.org

FORTRESS

STABILIZATION SYSTEMS

www.fortressstabilization.com



Before

High Profit Margin
Shortest Install Time
Easiest to Install



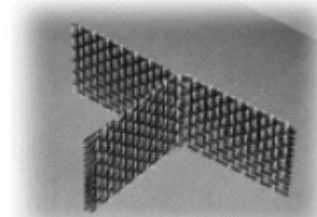
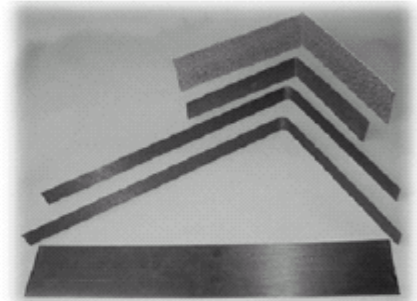
After

Rock Solid Wall Reinforcements
Using Advanced Carbon Fiber Technology

Carbon/Kevlar Grid Straps
Specialized Epoxies
Seal Plate Designs
Pre-Fab Corners
Carbon Anchors

We Reinforce:

- Block Foundation Walls
- Poured Foundations Walls
- Bridges
- Commercial structural Reinforcement
- Highway Culvert Reinforcement
- Sewer and Storm Drain Repairs



Call: 1-800-207-6204

U.S. Patent# 6692595
other patents pending

Key: * - World of Concrete Events (Pre-registration required)
 ** - NAWSRC Events (Pre-registration required)

SCHEDULE OF EVENTS

<u>EVENT</u>	<u>LOCATION</u>	<u>TIME</u>
Monday, January 17, 2005		
*WOC 2005 Seminars	LVCC	8:00am - 11:00am 1:30pm - 4:30pm
Tuesday, January 18, 2005		
*WOC 2005 Seminars	LVCC	8:00am - 11:00am
*WOC 2005 Exhibition	LVCC	9:30am - 5:00pm
**Board of Directors Meeting	LVCC	1:00pm - 5:00pm
**Certification Testing	LVCC	1:00pm - 3:00pm
**Meeting Registration	Luxor Hotel & Casino	7:00pm - 9:00 pm
**Welcoming Reception	Luxor Hotel & Casino	7:00pm - 9:00 pm
Wednesday, January 19, 2005		
*WOC 2005 Seminars	LVCC	8:00am - 11:00am
*WOC 2005 Exhibition	LVCC	9:30am - 5:00pm
Thursday, January 20, 2005		
*WOC 2005 Seminars	LVCC	8:00am - 11:00am
*WOC 2005 Exhibition	LVCC	9:30am - 5:00pm
**NAWSRC Panel Discussion	LVCC	2:00pm - 4:00pm
<i>~ Promoting NAWSRC's Certification Program & What It Takes to Pass the Tests ~</i>		
**NAWSRC Dinner	Caffe Giorgio Restaurant	7:00pm - 9:00pm
Friday, January 21, 2005		
*WOC 2005 Seminars	LVCC	8:00am - 11:00 am
*WOC 2005 Exhibition	LVCC	9:30am - 1:00 pm
LVCC - Las Vegas Convention Center		

HOTEL INFORMATION

Luxor Hotel & Casino
 3900 Las Vegas Blvd. South
 Las Vegas, NV 89119-1000

Rate: \$79.00 per room/night exclusive of tax
 Hotel Reservations are made on "Individual Basis"
Cut off date - Monday, November 29, 2004

Contact: Stephanie Young at 1-800-221-3531 x2177
 or Email at: syoung@tphousing.com
IDENTIFY YOURSELF AS NAWSRC



REGISTRATION FACTS

How do I register for NAWSRC's Mid-Year Meeting?

- Complete the registration form. List each registrant and type of registration. Remember that you may register your spouse/guest for the full convention program or just purchase a dinner ticket.
- Enclose a check or charge card authorization for the total amount due.

How do I register for the World of Concrete?

- Complete the attendee registration form with the **NAWSRC** logo and use code **A15** for **FREE** Advance Exhibits-Only Admission with our compliments and **\$10 NAWSRC discount** on WOC Seminars.
- Fax or mail WOC form to WOC

What do I do next?

- Contact Stephanie Young at (800) 221-3531 x2177 or email her at syoung@tphousing.com to secure your reservation at the **Luxor Hotel & Casino**. Identify yourself as **NAWSRC**. Room rate is \$79 per room/night exclusive of tax. Our special room rate and block expires Monday, **November 29, 2004**. After that date, rooms are subject to the hotel's availability at prevailing rates.

What will you receive from NAWSRC Headquarters?

- NAWSRC will mail you a confirmation form listing your registration information.

CANCELLATION POLICY

All registration fees are considered final and non-refundable after **December 14, 2004**.

What will you receive from World of Concrete?

- Badge packets will mail in December 2004.
- Register with WOC through November 19, 2004. Online registration closes December 31, 2004.
Remember to Use CODE A15 to Receive NAWSRC'S Discount.

Contact NAWSRC's Headquarters (800) 245-6292 to find out how to receive CPE credits working NAWSRC's Booth at the World of Concrete.



HANLEY-WOOD
 WORLD OF CONCRETE
 WORLD OF MASONRY

January 18-21, 2005
Seminars: January 17-21
Las Vegas Convention Center
Las Vegas, Nevada

Attendee Registration Form

(EXHIBITORS: Do NOT use this form. See your Exhibitor Service Manual.)



Register with this form through
November 19, 2004. Online registration
closes December 31, 2004.

*After December 31, please register at the
 show—full admission prices will apply.*

REGISTER ON THE WEB

WorldofConcrete.com
Use code A15 for
FREE

Advance Exhibits-Only Admission
 with our compliments.

Or FAX this Form Toll-Free

888-562-3890 or 301-694-5124
 (include credit card information)

Or CALL US Toll-Free

888-562-4962 or 301-694-5194
 (have your credit card ready)

Or MAIL IT with payment to

WOC, c/o ExpoExchange Registration
 P.O. Box 590 · Frederick, MD 21705 USA

How do you prefer to receive updates and
 information about World of Concrete?

E-mail (specify e-mail here)

Direct Mail

Register online for Technology for
 Construction conferences and Executive
 Forum at www.technologyforconstruction.com

PLEASE PRINT Entire form **MUST** be completed in order to process your registration.

First Name _____ Last Name _____

* Registration confirmations and important show updates will be sent via e-mail and fax.

E-mail _____ Fax _____

Company _____

Address _____

City, State/Province, ZIP/Postal Code _____

Country _____ Area _____

FREE BADGE FOR SPOUSE (Spouse attending seminars must register on a separate form as an attendee.):

First Name _____ Last Name _____

Business Category Required

Primary business; (✓) Check all others that apply:

World of Concrete Categories

- 10 Concrete contractor
- 11 General building contractor
- 12 Specialty concrete contractor
- 13 Concrete repair contractor
- 14 Concrete pumping
- 15 Public works
- 16 Residential construction
- 17 Commercial/Industrial construction
- 18 Paving/highway/bridge construction
- 19 Other heavy construction
- 20 Demolition contractor
- 21 Concrete cutting
- 22 Decorative concrete contractor
- 23 Landscape architect/contractor
- 30 Architectural/engineering firm
- 31 Construction mgmt doing concrete work
- 32 Gov't agency, testing lab, educational institution, trade assoc, library
- 33 General rental center
- 34 Distributor
- 35 Manufacturer
- 90 Other

Technology for Construction Categories

- 50 Architectural
- 51 Engineering
- 52 Construction Management
- 53 Civil/Structural
- 54 Design/Build
- 55 Developer
- 56 General Contracting
- 57 Government Facility Management
- 58 Mapping/GIS
- 59 Mechanical/Electrical
- 78 Power/Process
- 79 Manufacturer
- 83 Distributor
- 84 Systems Consultant/VAR/Vendor
- 93 Other

World of Masonry Categories

- 60 Masonry contractor/specialty masonry contractor
- 61 General building contractor
- 62 Masonry repair contractor
- 63 Masonry craftsman/bricklayer
- 64 Commercial/Industrial construction
- 65 Residential construction
- 66 Landscape architect/contractor
- 70 Architectural/design/engineering firm
- 71 Construction mgmt doing masonry construction
- 72 Brick producer
- 73 Concrete block producer
- 74 Government agency, testing lab, educational institution, trade association, library
- 75 General rental center
- 76 Distributor
- 77 Manufacturer
- 92 Other

Other Business Categories

- 80 Advertising Rep
- 81 Manufacturer's Rep
- 82 Consultant
- 99 Student/youth 13 or older

Producer Center Categories

- 40 Ready mix concrete producer
- 41 Precast concrete producer
- 42 Prestressed concrete producer
- 43 Concrete block producer
- 44 Materials supplier (cement, aggregate, admixtures, reinforcing steel, prestressing strands)
- 45 Distributor (plants, mixers, forms, accessories, etc)
- 46 Manufacturer (plants, mixers, forms, accessories, etc)
- 91 Other

Your Title/Job Function (choose one only):

- 1 President, Owner, Partner, CEO, COO
- 2 VP, Director, General Mgr, Other Officer
- 3 Construction Mgr, Project Mgr, Supervisor, Foreman, Div Mgr, Purchasing Director
- 4 Sales/Marketing Mgr
- 5 Architect, Designer, Engineer
- 6 Estimator, Sales Personnel
- 7 Technical Field Personnel
- 9 CFO, Director of Finance
- 10 CIO/CTO/Information Technology Executive
- 11 Computer/CAD/CAE/IT Manager
- 12 MIS Manager
- 13 Project/Program Manager
- 14 GIS Manager
- 15 Specifier/Specification Writer
- 16 Surveyor
- 17 Purchasing Agent
- 18 Facility Manager
- 8 Other (Please specify) _____

Number of employees in your firm:

- A. 1-9
- B. 10-49
- C. 50-99
- D. 100-499
- E. 500+

World of Concrete Seminar Selections

\$85 BEFORE 12/10/04, \$125 AFTER 12/10/04 (SUBJECT TO AVAILABILITY)
 PER SEMINAR. SEMINAR RATE DOES NOT INCLUDE EXHIBITS FEE.

SEMINAR DAY AND TIME	SEMINAR CODE
Mon, 1/17 8:00 am-11:00 am	MO - [] [] [] []
Mon, 1/17 1:30 pm-4:30 pm	MO - [] [] [] []
Tues, 1/18 8:00 am-11:00 am	TU - [] [] [] []
Wed, 1/19 8:00 am-11:00 am	WE - [] [] [] []
Thu, 1/20 8:00 am-11:00 am	TH - [] [] [] []
Fri, 1/21 8:00 am-11:00 am	FR - [] [] [] []

World of Concrete Seminars begin Monday,
 January 17. Exhibits open Tuesday, January 18.

CERTIFICATION REGISTRATION CODE

- Tilt-Up Exam-\$100 WE - [T] [U] [S] []
 Wed, 1/19, 3:30 pm-5:30 pm
 Seminar (TU-63) not included.
- Flatwork Exam-\$100 TH - [C] [F] [F] []
 Thu, 1/20, 3:30 pm-5:30 pm
 Seminar (WE-37) not included.

Advance Fees & Payment Exhibits \$40 by 12/10/04, \$50 after 12/10/04. Fees due with registration. Sorry, no billing. Make checks payable to World of Concrete.

Exhibits Only (\$40) Compliments of NAWSRC.	\$	FREE	★ CODE A15
Seminars (# of seminars _____ X \$85 / \$85 - this is your NAWSRC discount)	\$		
Tilt-Up Exam (\$100 advance & onsite)	\$		
Flatwork Exam (\$100 advance & onsite)	\$		
CONCRETE CONSTRUCTION magazine (1 year subscription - 12 issues)	\$		
<input type="checkbox"/> USA - \$24 <input type="checkbox"/> Canada/Mexico - \$33 <input type="checkbox"/> Rest of the World - \$75	\$		
MASONRY CONSTRUCTION magazine (1 year subscription - 10 issues)	\$		
<input type="checkbox"/> USA - \$24 <input type="checkbox"/> Canada/Mexico - \$33 <input type="checkbox"/> Rest of the World - \$75	\$		
TOTAL (U.S. DOLLARS)	\$		

Visa MasterCard American Express Check/Money Order enclosed
 Card Number _____ Exp Date _____
 Cardholder's Name (please print) _____
 Cardholder's Signature (if required) _____
 ZIP/Postal Code of Cardholder _____



2005 MID-YEAR MEETING REGISTRATION

Las Vegas, Nevada ~ January 18-20, 2005

COMPANY INFORMATION (Please Print) **DEADLINE: December 13, 2004**

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____ - _____ Fax (_____) _____ - _____

E-mail _____

REGISTRANT INFORMATION Only registrants admitted to Panel Discussion

Type: Print full name of each Registrant: *Nick Name*

Type: Print full name of each Registrant: *Nick Name*

REGISTRATION FEES Includes: Welcome Reception, Panel Discussion on Certification, and Dinner at Caffe Giorgio

Type: ME Member: \$ 225.

Type: NM Non-Member: \$ 400.

Type: MA Additional Members from Same Company: \$150.

SPOUSE/GUEST TICKETED EVENT Indicate the total number of tickets

Welcome Reception & Farewell Banquet ONLY - \$100.

PAYMENT **Total Amount Due \$ _____**

Payment by: Check Visa Mastercard Amex

Credit Card Account # _____ Exp. Date ____ / ____

Authorized Signature: _____ Amount \$ _____

Copy this form when registering more than three persons and their guests.

Cancellations: All cancellations must be received in writing on or before **December 7, 2004**. A \$50 processing fee will be charged against each cancellation. All refunds will be processed after the Annual Meeting. No refunds will be made for no shows or cancellations after December 14, 2004.

Return to NAWSRC ♦ 8015 Corporate Drive ♦ Suite A ♦ Baltimore, MD 21236

Phone (410) 931-3332 ♦ Fax (410) 931-2060

NAWSRC@ManagementAlliance.com ♦ www.nawsrc.org

Do not use this form to register for World of Concrete 2005

NAWSRC to give Certification Tests at Mid-Year Meeting

The National Association of Waterproofing and Structural Repair Contractors will offer certification testing in the three specific disciplines of waterproofing on Tuesday, January 18, 2005 at our Mid-Year Meeting in Las Vegas, NV.

The NAWSRC Certification Program recognizes technicians who demonstrate the experience and skills required to install and maintain quality waterproofing procedures. The program is intended to improve and ensure high performance standards throughout the waterproofing industry and encourages technicians to seek professional training and continued education.

There are three tests available. Each provides technicians the opportunity for certification in a specific area of study. The Certified Waterproofing Specialist (CWS) exam is for below-grade waterproofing contractors, the Certified Structural Repair Specialist (CSRS) exam is for piling and structural repair contractors, and the Certified Above-Grade Waterproofing Specialist (CAWS) exam is for contractors in this specialty.

The NAWSRC Certification Testing will begin at 1:00 PM on Tuesday, January 18, 2005. The exams take about two-hours and are closed-book tests covering basic knowledge with specialty questions relating to each waterproofing field. Questions on OSHA regulations dealing with the particular area of waterproofing and the NAWSRC Code of Ethics are also included on the exams.

Pre-registration and application for the test is required and available by calling the NAWSRC at 800/245-6292. To qualify for registration you must be a member of the industry for at least four years and your company must be a member of NAWSRC for at least one year. You must demonstrate high industry standards and dedication to continuing your professional education. As part of the certification process, you will obtain a comprehensive library of books and articles which contain a rich store of reference material.

For questions about the NAWSRC Certification Exams, contact the NAWSRC offices at 800/245-6292, email nawsrc@managementalliance.com

Show the industry that you are a cut above the rest.

No Matter How You Slice It...



**Certified Specialists
are
A Cut Above the Rest**

The only waterproofing professionals who are required to

- pass a rigorous exam
- continue education
- uphold ethics

Certified Specialists, the upper crust of waterproofing professionals since 1981.

The NAWSRC Charitable Trust Cathy Ilieff Scholarship Fund

The primary purpose of the Cathy Ilieff Scholarship Fund is to provide scholarships to deserving individuals to enhance their education, provide funds for deserving individuals who wish to pursue higher education, or enhance their knowledge in the waterproofing and structural repair industries by providing funds to attend trade or like schools. Call the Association office at 800/245-6292 for an application.

Scholarship Requirements:

1. **Application** Must be typed and include three letters of recommendation (one personal, one from your school and one from your employer, if any.)
2. **Academics** Academic transcripts for the last two years must be attached.
3. **Leadership & Activities** The applicant must be able to demonstrate his/her leadership qualities through activities and positions of responsibility held in school, religious or volunteer organizations.
4. **Honors** Applicants should note any academic honors (National Honor Society, etc.) they have received as well as any awards or recognition they have received from local, civic or religious organizations.
5. **Financial Need** Applicants must demonstrate financial need. A financial need document can usually be obtained from the school.

Note: Each applicant will be rated in all five categories (academics, activities, leadership, honors and need.) Winners are selected by the NAWSRC Board of Directors and will be notified by mail. The winner will also be announced in the NAWSRC Foundation News.

Please return all applications and attachments by December 31, 2004 to:
NAWSRC, 8015 Corporate Drive, Suite A, Baltimore, MD 21236-4977



EMECOLE, INC.

P.O. Box 7486
Romeoville, IL 60446
800-844-2713 Fax 815-372-3893

lcole@emecole.com
www.emecole.com



The company to see for your concrete repair systems needs, in general, and for **poured wall basement crack repair systems** in particular:

1. In dual cartridges and in pails
2. 6 viscosities of injection epoxies
3. Hydrophilic & hydrophobic foams
4. Rapid, odorless surface seals
5. Peelable surface seals
6. Specialty polyureas
7. Ports, packers, manual tools
8. Carbon fiber crack repair stitch kits



Accepting Dealerships in Selected Areas for Qualified Contractors



Training you to dominate your market, close jobs
and install with out call backs.

• *No Franchise Fees!* •

- Instant Credibility

- National Recognition
- Professional 24 hour Technical Assistance
- National Brand Sales

- Patented & Patent Pending Products...
that Blow the Competition Away!
- Growth Opportunities & Ideas
- Nationally Registered Trademarks & Logos

- Instant Business Start-up



1-800-BUSY DOG • www.basementtechnologies.com

What is the Next Step in Your Business?

Every business must perform four basic functions in a coordinated way to succeed: Sales & Marketing, Operations/Delivery, Finance/Administration and Human Resources Management. Whether you are General Motors or a sole practitioner working out of your home, these are the tasks that must be done.

Phase I is the Owner Phase. The owner does it all and usually has to because there is no one else around to do it. This can work for a while until success erodes the time that can be devoted to all of them. Working hours stretch out: dinners are missed; details get put off or overlooked. This is the first “trough” where business owners get stuck. They are reluctant to hire people to help or to give up the details because “if you want something done right, you have to do it yourself.”

The major strategy to get unstuck from Phase I is to compare and hire a management team and move the business to Phase II. This can propel the firm to greater revenue, greater profits and greater success in the marketplace.

Phase II is the Owner/Management Phase. At last the owner created at least the beginnings of a management team. People are put in charge of each of the four functions (Finance is usually last.) The owner gets some relief but experiences a different trap. Unless the managers of each function are encouraged and empowered to make their own decisions and run their areas, the owner is still stuck with making all the major decisions. “Upward delegation” is the curse of the Owner Manager stage.

It almost seems like owners cannot give up the rush that comes from solving all the problems. Smart employees sense this and can only be too willing to bring the problems to the boss to be solved. They accomplish two things by doing this- somebody else has to make the decision and, more importantly, somebody else is accountable, for the results. That somebody else is the owner.

There are two steps in getting unstuck in this phase. First, the owner has to learn to resist the urge to solve all problems and develop the patience and discipline to respond to “Boss, we have a problem with X, what are we going to do? With “I don’t know, what do you think?” Building a management team that learns to identify and resolve issues instead of upwardly delegating them is the foundation of a successful Phase II company. This can free the owner to focus on his or her highest and best use and take the second step: preparing the company for the future.

Phase III is the CEO Stage. A company can certainly stay in Stage II and be successful for a long period of time. But if the owner’s vision is for the firm to grow substantially and even go public, then Stage III is the final step. This transition is much more complex than the previous one. One important part of the complexity is that not all owners who successfully navigate Phase I and Phase II are the right person to be the CEO in Phase III.

This is an especially difficult concept to accept if you have put years of effort into building a company. Bringing in another person to lead the firm takes courage, insight and a willingness

to see an organization that will survive and prosper with or without the original owner. On the other hand, if becoming the qualified CEO of a larger firm entails the acquisition of some skills or education, then find a way to get those skills.

The critical step to take to get unstuck in Phase III is to commit to have the right people in the right places in the organization as it grows. There are examples- Howard Head of Head Ski and Prince Raquets and Edwin Land; inventor of the Polaroid camera, among many other things- of people who found a place for themselves after experienced executive management came in to run their companies.

When companies go under, the most frequently sighted reason is the lack of proper cash flow to sustain the business. But, that may be a symptom of a company that failed to recognize that it was stuck between Phases. What is the next step for your business?

**Advertising
Reminder
Please
remember to
use the proper
certification
authority when
advertising for
your company.**

RICHTECH

PHCC PRO SERIES 2200

BATTERY BACKUP SUMP PUMP SYSTEM

12 Volt



Dependable 2200 GPH, continuous-duty, submersible pump.

- Pumps 2200 GPH at a 10-foot lift.
- Stainless steel shaft, rulon seal, and rustproof housing provide long-lasting, reliable operation.
- Can run dry without damage during the weekly test procedure.

Fully automatic 13 amp charger.

- Runs pump when AC power is available without draining the battery.
- Recharges quickly when the battery has been discharged.
- Shuts off completely when the battery is fully charged to increase the life of the battery.

Computerized controller continuously monitors the pump, battery, and power condition to ensure dependable operation.

- Tests the pump weekly by running it 3 seconds.
- Indicates the percentage of battery power available.
- Sounds alarm and indicates when:
 - The battery fluid is low and water needs to be added.
 - The battery is discharged, defective or the terminals need cleaning.
 - The AC power is out or the circuit breaker has blown.
 - The pump is clogged or defective.
 - The pump was activated.
- Alarm can be silenced in an emergency and will automatically reset in 24 hours.
- Use two B2200 batteries for 15 hours of continuous pumping time.

Universal-mount float switch permits installation in narrow or shallow sump pits.

- Adjustable activation level.
- Compact switch attaches easily to discharge pipe.

Richtech distributes the full line of PHCC products. Please call for details for special ordering of non-stock items.

Change Announced in NAWSRC Dues Structure

The Board of Directors has approved a new dues structure for the NAWSRC. Effective January 1, 2005, membership dues will be \$795.00 per year. Included in the new dues will be:

- All NAWSRC Publications
- Use of NAWSRC Logo
- Certification Eligibility-- available in three disciplines of waterproofing
- Listing on the NAWSRC website
- A \$400 NAWSRC meeting credit which can be used for registration to any NAWSRC's meetings

The \$400.00 meeting credit will be valid for NAWSRC meetings during your membership year. The credit belongs to your company membership and can be used to pay for meeting registration fees for anyone in your company and/or their guests. It is possible that the amount of the credit may not fully cover meeting registration fees. There are no refunds and on your anniversary date any unused portion of your meeting credit will revert to the association's general fund.

The Board was motivated to increase the dues for a number of reasons. First and foremost, we believe that the influence and instant credibility that the NAWSRC logo provides is value in itself. Membership dues have not increased in the past ten years, though our costs have increased significantly. Our goal is to encourage attendance at our meetings and bring in top outside speakers to present seminars at our meetings.

We have experienced an increase in membership because of the value that our logo

represents. However, this increase has not carried over to our meetings. The Board wants to see that each member of the Association adheres to the Standards set by the NAWSRC,

- "To encourage and assist waterproofing, water diversion, and structural repair contractors in improving their competence so that they can better service their customers and the public."
- "To encourage the Corporation's members as individuals to take an active part in the resolution of public issues pertaining to those industries."
- and
- "To cultivate a spirit of good fellowship in the industry."

We want our members to attend our meetings and our excellent education programs. We want our members to benefit from our vendors and the new products and technologies that they introduce. We want our members to participate in the informative roundtables and have the ability to network with other waterproofers nationwide, as well as the ability to guide the future direction of this ever-evolving and expanding organization.

By connecting membership dues with meeting credits, we are combining the ability for members to use membership in the NAWSRC as a qualifier of credibility, and the NAWSRC standards which necessitate involvement in our educational programs.

SELL AND INSTALL THE

SUPERIOR™
Wall Bracing System

U.S. PAT. 6,357,190B1



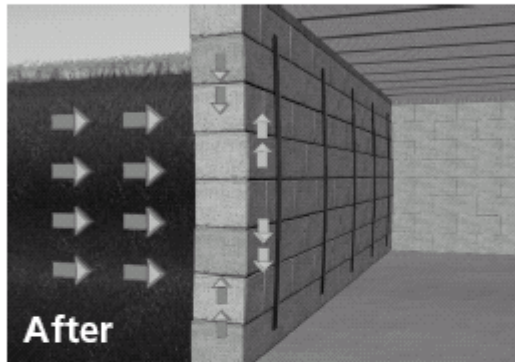
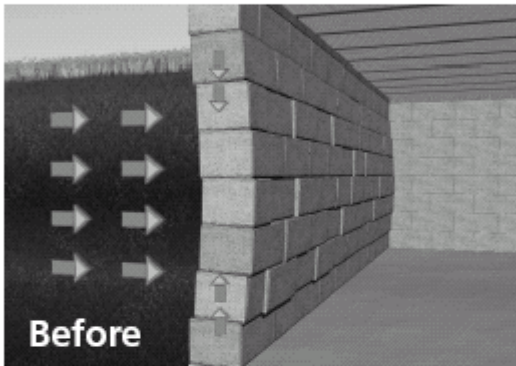
- **Not a franchise**
no required start up fees
- **No huge cash outlay for expensive installation equipment**
- **Average job installed in less than one day using common hand and power tools**
- **No outside digging, all work is done on the inside**
- **Highly profitable add on to your business**
- **Training can be held at your business location**

FOR MORE INFORMATION:

CALL 1-800-427-9959
Engineered Products, Corp.



The Original Patented Carbon Fiber System





Replace the need for steel beam installation

- Stronger • Easier • More Attractive
- Experienced Engineering Design & Support
- Minimum Investment • Maximum Profit



 Messy Concrete

 Heavy Equipment

 Invasive Measures



For more information on how to become a certified installer,
Call Nationwide Reinforcing, Ltd **1-877-33FORCE(36723)**
or Visit our website at www.TheReinforcer.com