

PPA Marketing Results

Direct Customer Contacts through Exhibits

PA Concrete in Transportation Conference	January 31, 2007
VA Concrete Conference	March 6 – 7, 2007
MD Concrete Conference	March 14, 2007
ASHE Annual Convention (New Jersey)	May 20 – 24, 2007
International Bridge Conference (Pittsburgh)	Jun 3 – 6, 2007

Promotion/Advertising

Precast Solutions Magazine – distribution to 650 contacts each quarter

Changes in Specifications

Self Consolidating Concrete specifications / permeability standards
CS 4171 signature requirements
RC 34M specifications
RC 67M specifications
Highway Occupancy Permits
PTM 615 / AASHTO T27

Owner Relations

Welcomed key PENNDOT personnel at bi-monthly meetings
Participate with the Federal Highway Administration on PCEF Committee
Attended AASHTO Bridge Committee meetings

University Support and Education

Member Education

VOC regulations and limits