

The Kentuckiana Concrete Promotion Group invites to you attend its builder/ designer luncheon series.

Concrete Parking Lots:

Discover the Benefits of Using Concrete for the "Welcome Mat" of Your Building

This program was created to give designers, owners and contractors a detailed explanation of why concrete is worth considering for your next project. Right now it's an asphalt world with about 95% of all parking lots in Kentucky being designed and constructed using asphalt. Why are most parking lots constructed of asphalt? Asphalt has been the product of choice for decades because it has been an inexpensive solution for surfacing roads and parking lots for 50+ years. This trend started when oil was cheap and plentiful and oil could be bought at \$3/barrel (1957). Also, environmental concerns were at the bottom of the list and sustainable pavement designs were not important to most builders and owners. Today crude oil prices are the highest in history and the world demand is increasing (\$110.00/ barrel as of a few day ago). Asphalt tar is a byproduct of the crude oil refining process and its pricing has a direct correlation to the price of oil. We are at a time when concrete is now a competitive alternative to asphalt parking lots. In addition to being cost competitive, concrete provides aesthetics and design flexibility, enhanced safety, reduced lighting costs, strength and durability, it is environmentally friendly and is by far the most economical over the long-term. Parking areas, in any type of project, are much more than just driving surfaces for cars and trucks. They are the "WELCOME" mats for buildings and they should make a positive contribution to them. Attend this educational seminar to discover that you do have options when it comes to the pavement type of your next project!

The Marriott is located at 280 W Jefferson in the heart of downtown Louisville. There is parking conveniently located at the Hyatt/ Convention Center parking garage next door or at the Marriott parking garage located underneath the hotel itself. The meeting will be listed under the Kentuckiana Concrete Promotion Group (KCPG).

Date: April 23, 2008
Time: 11:30 - 1:30 PM
Location: Downtown Marriott



**CEU CREDITS
AVAILABLE
(1.5 hours)**

LUNCH PROVIDED



If you are interested in attending please contact Diana Deters at the Kentucky Ready Mix Concrete Office at (800) 737-1535 or ddeters@krmca.org. Please RSVP by Monday April 21st.