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Rohrer's Quarry:

A Dream Realized

By Ken Stadden



Photo by Greenfield Photographic Services

Rohrer's Quarry's new CON-E-CO SLP-GS-HRM central mix plant was built directly in front of a working dry batch plant.

Rohrer's Quarry, Inc. has been a good neighbor and a respected business for as long as anybody around Lititz, Pa. can remember. So when this family-owned company was ready to expand its commitment to the ready-mix concrete business, nobody was surprised at the lengths to which they went to do it right.

The result—on the outside a simple-looking rectangular building that rises from the old quarry floor—is a technological leap into the 21st century, a brand-new, gravity-fed CON-E-CO SLP-GS-HRM central mix concrete batch plant.

Purchased by Rohrer's Quarry, Inc. from Mid Atlantic Concrete Equipment, the plant has at its heart

the very first CON-E-CO HRM-12 horizontal reversing mixer to go into service. The multi-million dollar project includes a spacious, modern batch room that resembles the bridge of the Starship Enterprise, and new driver locker rooms, kitchen, and offices. Eleven Bosch video cameras zap digital images to two large flat panel monitors (and another smaller monitor) arrayed before the dispatcher and batch operator.

The project was years in planning, with the major plant components being erected in January by R&C Heavy Mechanical, Reading, Pa., and the surrounding building assembled over the spring and summer by Lancaster, Pa.-based Horst Construction, which also acted as project manager. *continued on page 3*

YOU CAN PAY FOR IT NOW OR PAY FOR IT LATER.

By Christopher M. Hopkins

Being a good corporate neighbor takes a lot of time and effort—but the rewards are significant.

Rohrer's Quarry, Inc. experienced the benefits first-hand when it recently won permits for a new concrete plant in Lititz, Pennsylvania.

Rohrer's has a long history of community involvement, from community open houses (last year's attracted more than 3,000 visitors) to school tours and participation in the "Pennsylvania Rock Hound Kit" program sponsored by Pennsylvania Geologic Survey.

Rohrer's realizes that in the age when NIMBYism (Not In My Backyard) is the prevailing attitude, building relationships with your community is essential to a peaceful existence and any future plans for expansion.

My company, The Saint Consulting Group, navigates clients through the political landmines that often threaten to derail permitting of an aggregate mine or similar facility. And once we do, we strongly advise our clients to put aside any animosity and embrace the citizens who opposed the project and the community at large. Gloating over your vanquished enemies might deliver a welcome jolt of immediate gratification once you get your permits, but it

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The Contractor Factor

Contractor Bob Siple has been a Rohrer's Quarry customer for over 20 years. We spoke with him as his crew finished up a concrete driveway job. Concrete driveways are unusual in the area, but thanks to oil price increases, his quote was only \$300 higher than for asphalt, about a five percent difference.

Have you seen any differences since Rohrer's started producing from the new central mix plant?

Well, as you can see, within the next couple minutes, we'll be out of here. The first concrete truck got here at 7:00; we got started around 8:00. It's now 10:30. So we actually have time to take a nice, early lunch and go to our next project. With the old mix we'd have probably been here another few hours.

What else has changed besides faster set time?

After twenty loads, I have yet to find a clump of cement. And it finishes a lot nicer; I mean, it's night and day. The previous mix didn't seem to be quite as creamy. Sometimes little sand particles would come to the top and when you ran across it with a steel trowel, you always ended up with a little ripple effect.

With the new mix, you can see it's trowelling out really nice, and it's just a lot less work. You can get on it, get an edge held real quick. You're cutting out a step, because you don't have to go through it two or three times to get it to cream up; it's just there.



Bob Siple

So are you happy that Rohrer's made the investment in central mix? It definitely has increased my productivity...for me, I can't say enough. It's making me good money, because I can actually double my pours up.

To see the video of the driveway project from which this interview was excerpted, go to http://maconcrete.com/mace_videos.asp. ■



You Can Pay For It Now...

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will bring only pain in the long term.

Imagine for a moment the implications of having that opponent you can't stand attend a public hearing in the neighboring county where you are attempting to permit another facility. How will the permitting board view your new application when your still-angry enemy describes how, once you got what you wanted, you ignored the community, didn't return phone calls and became a horrible corporate neighbor?

Turn that nightmare scenario around

Could there be a better spokesman on behalf of your new application than a neighbor who describes his past opposition to your business and how you proved him wrong by being responsive and becoming an active member of the community and a welcome addition to the community?

Making that happen is actually a very simple process. But it does take time and effort.

One of the most significant public relations obstacles our industry faces is that not a great deal is known about us outside of our offices, associations and meetings. The average person does not equate an aggregate quarry or a ready mix facility with his or her everyday life. Making the public aware of what the materials are used for is one simple but effective way to significantly improve the perception of the industry.

The fact that the materials are being used to build local homes, schools, roads, hospitals and churches—not to mention the everyday

products that consumers use—will allow the community to better relate to us. Personalizing the need and benefits for area residents will start a dialogue that can ease the inevitable pain of seeking a permit.

Rohrer's has shown that inviting the community to tour and visit your facility can generate goodwill and launch valuable relationships. Townspeople may see neighbors and members of their church they did not know worked at the facility, or parents from the school their children attend. The business will become more local. The public will see the science, the safety procedures and care involved throughout the mining process to have as minimal impact on your neighbors as possible.

When you involve your community and are involved in your community, there can only be a positive outcome. No aggregate or ready mix company ever got vilified for being too responsive, too generous and too caring. If you make the effort to practice now, it will pay off later. Or you can forgo the effort and pay later—your choice. ■

Chris Hopkins

Christopher M. Hopkins is the senior vice president of aggregates and mining for The Saint Consulting Group, which does land use political consulting in the United States, Canada and the UK. Involved in electoral politics for over 15 years prior to joining Saint in 2000, Chris holds a Master's Degree in Public Policy from the University of Massachusetts. He works out of the company's office in Franklin, Tennessee, where he resides with his wife and two children. For more info on Saint Consulting, visit http://maconcrete.com/partner_links.asp

