



# Hard Facts

## Newsletter

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### News From The President



*Mimi Rainero Coles  
Permatile Concrete Products Co.*

THE PRECAST SHOW, a new trade show hosted by NPCA and ACPA featuring products, services, education and a host of other events designed specifically for precast concrete and concrete pipe manufacturers was held February 18-23, 2009 in Houston, Texas. The 80,000sf show, with over 300 exhibitors, provided the newest equipment, products and technology on the market along with three days of great educational programs for producers and associate members. Most importantly, the show provided educational and networking opportunities for producer and associate members from the United States and Canada to come together

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### J-J Hooks Precast Concrete Barriers in Place for Presidential Inauguration

Smith-Midland Corporation,® a rental supplier of J-J Hooks® concrete barriers, provided three miles (17,000 linear feet) of precast concrete security barriers to line the parade route in Washington, D.C., for the inauguration of the 44th U.S. President, Barack Obama.

It took 160 tractor-trailer loads of barriers, delivered from Midland, Virginia (located 50 miles outside of Washington, D.C.), to safeguard the parade route.

To minimize disruption to traffic and tourists, Smith-Midland had multiple crews install the barriers overnight. The barriers were picked up on Inauguration night after the festivities ended. The contract for the concrete barriers was valued at over \$1 million.

Smith-Midland has been furnishing security barriers for presidential inaugurations for more than 25 years. "It is always an honor to have our product lining the way for our new President," says Ashley Smith, President and COO of Smith-Midland Corporation.



Smith-Midland Corp. installed 17,000 sf of concrete barriers in Washington, D.C., for the Inauguration.

The J-J Hooks barrier connection system has been crash tested to Na-

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## Inauguration Barriers

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The barriers in "action."

tional Cooperative Highway Research Program 350 standards. Self-aligning, identical ended J-J Hook connectors allow for quick, easy installation of the barrier. There is no loose hardware, permitting a single section to be easily removed without disturbing adjacent sections and eliminating the possibility of lost, stolen or damaged parts. This is important for easy emergency access and protection against tampering and vandalism. J-J Hooks Precast Barriers can be used as a temporary or permanent barrier system..

### Thought for the Day

“If you are coasting,  
you are  
going downhill.”



The J-J Hook Precast Barriers were excellent for crowd-control.

## Five Ways to be Fearless When Making a Sales Call

Often salespeople get a stomach full of butterflies when they call on a new prospect or on a C-level executive in a large corporation. Here are five tips to help you calmly accomplish your objectives.

### **Be prepared.**

Do your research on the prospect. Learn what problems are typical for his/her industry and know what solutions you can offer to solve them.

### **Rehearse.**

Practice the opening statement until you feel confident it will get the prospect's attention.

### **Know what you want to accomplish.**

Where are you in the sales process? Write down your goal for this sales call.

### **Organize your presentation.**

Think through how the sales call might go. What presentation materials can you bring along to support you?

### **Plan your close.**

Whether it's asking for the order or setting up the next step in a long sales cycle, be prepared to get what you want.

### **Bonus Tip: Check your attitude.**

Are you confident you'll get what you need from the sales call? If not, then more preparation is needed. Go back to Step One. Preparation builds confidence.

~Lois Carter Fay, *Marketing Idea Shop*