

**At Stouffer's Riverfront Towers
St. Louis, Missouri, Oct. 30-Nov. 2**

Preview of 1977 PCI Convention Program

The Prestressed Concrete Institute will hold its 23rd Annual Convention October 30 through November 2 at Stouffer's Riverfront Towers in St. Louis, Missouri.

The theme for this year's Convention is "The Expanding Horizons of the Precast and Prestressed Concrete Industry." Reflecting this overall theme, a comprehensive and in-depth program has been carefully planned to be of maximum value to producers, design professionals, and suppliers to the industry.

The program offers sessions on production of precast and prestressed concrete, on good manufacturing and design practices, on legal responsibilities and the interrelationship between designer and producer, and on the latest technical and marketing developments. Even personal efficiency receives attention in two noteworthy sessions.

Two special events are conducted concurrently with the Convention: the "Seismic Design Seminar" for architects and engineers, and the "Chief Executive Officers' Round Table" for producers.

■ **Seismic Design Seminar** — This three-part seminar addresses the problem of designing an all-precast prestressed concrete multistory building to meet Zone III earthquake design criteria.

The presentations are given in step-by-step design procedures for all aspects of a 15-story office building. The seminar also covers design philosophy, recommended design approach, and details to consider in achieving a practical building design.

It is anticipated that the papers of the seismic design seminar will be published in the PCI JOURNAL in serial form.

■ **Chief Executive Officers' Round Table** — A limited-attendance, two-part workshop will be led by **Curtis W. Symonds**, president of Financial Control Associates, author, and popular speaker for the American Management Association.

The theme of this workshop is financial management and control, including inflation accounting, the costs and sources of capital, a working financial model for complete integration in business planning, and many other topics and demonstrations of immediate interest.

■ **Personal Effectiveness Sessions** — Outstanding business leaders describe means of bringing personal effectiveness in business life to optimum level.

Robert E. Levinson, vice president of American Standard, Inc. and president of the Steelcraft Manufacturing Company, kicks off the Convention with "How to Squeeze 70 Minutes Out of Every Hour."

Ty Boyd, nationally-renowned sales consultant, speaks on "Developing Total Effectiveness" in interpersonal communications and in motivating others.

■ **Marketing** — Top men from large corporations in related industries (Owens-Corning, Butler Manufacturing, Armstrong Cork) describe how they developed their markets, and discuss sales strategies they use which hold promise for effective application in marketing of precast prestressed concrete products.



One speaker (from La Quinta Motor Inns) reviews his experience in buying from the precast concrete industry.

■ **Other Convention Features** — Speakers on the subject of production explore conservation of energy and materials, the “energy-saver wall,” glass fiber reinforced concrete and precast segmental production.

A session on Code of Practice features an authoritative panel on legal responsibilities and the relationship of producer and designer.

A program on the theme “Good Practices Lead to Better Building Performance” discusses architectural precast concrete, parking structures, foundations, detailing, and manufacturing and erection.

The featured speaker at this year’s Special Luncheon for Professional Members is **Jack R. Janney**, president, Wiss, Janney, Elstner & Associates, Inc., Northbrook, Illinois, who speaks on “Professional Liability.”

Similar to past Conventions, we will retain the traditionally popular:

1. Annual PCI Business Breakfast Meeting.

2. PCI Membership Luncheon.

3. PCI Awards Luncheon.

In addition to the Board of Directors and Technical Activities Committee meetings, most of PCI’s Technical Committees will be convening. We cordially invite you to attend these meetings.

As in past years, the Convention will feature a huge Exhibition of machinery, equipment, materials, and services — all so essential to the vitality and growth of the precast prestressed industry. (Note that at the end of the Program, we list the names of the companies exhibiting together with their major displays.)

Concurrent with the Convention is a full and lively Ladies’ program. Lastly, once the gavel closes PCI Convention No. 23, there is an opportunity to participate in a post-Convention tour to Las Vegas and its environs.

Never before has a PCI Convention been brighter, more stimulating, filled with greater practical knowledge and inspiration. Reap priceless, profit-making tips from the invited experts and from your industry colleagues. Join us in expanding industry horizons!

CONVENTION PROGRAM

SUNDAY, Oct. 30

9:00 to 5:00

PCI Board of Directors Meeting

Interested Members are invited to observe.

9:00 to 5:00

Committee Meetings

12:00 noon

Official Opening of Exhibits – The Exhibition is open daily from 9:00 to 6:00

MONDAY, Oct. 31

7:45 to 10:00

PCI Business Meeting Breakfast



Curtis W. Symonds

Chief Executive Officers' Round Table

This limited attendance workshop is led by Curtis W. Symonds, President of Financial Control Associates. Part 1 (Monday) will see discussions in depth on: strategic planning and tactical budgeting, the dangers of a fragmented approach, the need for total integration, profit planning and the management of capital, planning for the use of capital, planning for the source of capital, and practical application of zero-based budgeting. Featured will be a working demonstration of a financial model for complete integration in business planning.

Part 2 (Tuesday) is concerned with cause and effect of inflation, the present outlook, the impact on financial measurements and reports, the concept of current value accounting, consequences of inflation, the increasing costs of capital, pricing under inflation, sources of capital for the future, and concludes with a case study demonstration.

Attendance at the Round Table will be limited to the first 40 persons registering. See Registration Card for additional fee required.

Few industries enjoy the close personal relationships we boast in ours among producers, architects, engineers, owner-developers, and suppliers. This comprehensive mix of interests makes the PCI Convention of great value. I urge you to take your place in this working forum . . . listen, learn and profit. I look forward to *expanding the industry's horizons*—with you—at the 1977 PCI Convention.



Leonard M. Perlmutter
President of PCI

11:00 to 12:00

Opening Session — Chairman: *Gerd H. Marohn*. PCI Vice President, Arnold Stone Company.

Speaker: *Robert E. Levinson*. V.P., American Standard, Inc., and President. The Steelcraft Manufacturing Company — **How to Squeeze 70 Minutes Out of Every Hour.**

12:00 to 1:45

Luncheon for Professional Members

Speaker: *Jack R. Janney*. Wiss, Janney, Elstner & Associates, Inc. — **Professional Liability.**

2:00 to 4:00

Chief Executive Officers' Round Table (part 1)

Leader: *Curtis W. Symonds*. President. Financial Control Associates.

A give-and-take workshop dealing with financial management and control, including inflation accounting and other vital aspects of management

2:00 to 4:30

Developing Total Effectiveness — Chairman: *Jacob K. Kurtz, Jr.*. PCI Secretary-Treasurer. Kurtz Precast Corporation.

Speaker: *Ty Boyd*. sales and communications consultant. Boyd, whose clients include Ford Motor Company, Eastern Airlines, and other large corporations, explains techniques to develop effectiveness in interpersonal communications and in motivating others.

4:30 to 5:00

The County Bridge Replacement Market —

Speaker: *James F. Bir*. Reliance Universal, Inc.



Robert E. Levinson



Ty Boyd



Jack R. Janney

PROFESSIONAL MEMBERS' LUNCHEON

Monday, October 31
12:00 noon to 1:45 p.m.

Speaker: Jack R. Janney,
President, Wiss, Janney, Elstner &
Associates, Inc., Consulting
Engineers, Northbrook, Illinois.

Subject: Professional Liability

Seismic Design Seminar

Designing a multi-story building of precast and prestressed concrete elements to withstand seismic forces has been considered by many engineers to be a difficult design problem. This Seismic Seminar addresses the problem by presenting step-by-step design procedures for all portions of a 15-story office building. The building will be totally of precast and precast, prestressed concrete elements properly designed and connected to meet current Zone III earthquake design criteria.

Following a complete description of the building to be designed and of the criteria and loads that must be met, exhaustive presentations will cover the building frame, shear-resisting bearing walls, non-structural cladding, floor and roof diaphragms, and pile foundations. Structural engineers with well-known engineering firms will share their many years of seismic design experience, especially as applied to precast and prestressed concrete, and thereby provide you with their design philosophy, recommended design approach, and details to consider in order to achieve a practical building design.

Important: The Seismic Design Seminar is open without additional charge to those who register for the full convention. To reserve a place, you must check the appropriate box on the registration card. If you are not registering for the full convention, return the Seismic Design registration card.

MONDAY, Oct. 31

2:00 to 4:00

Seismic Design Seminar (part 1)

Seminar Chairman: *Eric Elsesser.*
Forell/Elsesser Engineers, Inc.

In three sessions, the group is led step-by-step through concept and design of an actual structure

Introduction to Design Problem —
Eric Elsesser.

Seismic Criteria and Loads — *Sigmund A. Freeman, URS/John A. Blume & Associates.*

Frame Design — *Robert E. Englekirk.*
Ruthroff & Englekirk

6:30 to 10:00

PCI Get-Acquainted Party

Cocktails, dinner, dancing, and entertainment.
Jim Dandy's Banjo Group, Russ David's Orchestra, and the Pat Holt Singers.

TUESDAY, Nov. 1

9:00 to 11:45

Marketing Tips from Other Industries —
Chairman: *G. Paul Jones, Jr., PCI Past*
President, Macon Prestressed Concrete
Company.

In this extraordinary session, top men from giant corporations selling to our customers tell how they do it. They share their knowledge of effective sales approaches to architects, engineers, and owners; describe how they developed their markets; and discuss the sales strategies they use. One speaker represents a firm whose principal

PCI GET-ACQUAINTED PARTY

Monday, October 31
6:30 to 10 p.m.

Don't forget! The traditionally popular PCI Get-Acquainted Party will this time include cocktails, dinner and dancing. The entertainment will be provided by Jim Dandy's Banjo Group, Russ David's Orchestra, and the Pat Holt Singers. Here's an ideal opportunity to see old and new friends and meet the experts under very relaxing conditions.

PCI AWARDS LUNCHEON

The popular PCI Awards Luncheon will be held on Tuesday, November 1, from 12:00 to 1:45 p.m. Presiding at the awards ceremonies will be PCI President **Leonard M. Perlmutter.**

products compete with ours. Another reviews his experience in buying from us.

Speakers: *Ron J. Peterson, Owens Corning Fiberglas Corporation; Donald H. Pratt, Building Products Division, Butler Manufacturing Company; Marvin Rubin, Project Development, La Quinta Motor Inns; Philip Unger, Architectural Ceilings Department, Armstrong Cork Company.*

9:00 to 11:45

Chief Executive Officers' Round Table (part 2)

9:00 to 11:45

Seismic Design Seminar (part 2)
Bearing Walls — *Sepp Firnkas, Sepp*
Firnkas Engineering, Inc.

Non-Structural Exterior Walls — *Ray A.*
McCann, Basalt Rock Co., Inc.

12:00 to 1:45

PCI Awards Luncheon — Presiding: *Leonard M. Perlmutter, President of PCI, Stanley Structures.* Winning architects and engineers accept their Awards. Featured are descriptions of winning structures with slides.

2:00 to 4:30

Seismic Design Seminar (part 3)

Horizontal Diaphragms —
Walter D. Saunders, Martin & Saunders.

Foundations — *Nicholas F. Forell, Forell/*
Elsesser, Engineers, Inc.

Concluding Remarks — *Eric Elsesser,*
Seminar Chairman

PCI Seismic Committee Goals —
Joseph Manning, Portland Cement
Association.

2:30 to 4:30

Exhibitors' Open House

WEDNESDAY, Nov. 2

9:00 to 11:45

Production of Precast Prestressed Concrete —
Chairman: *Jacob K. Kurtz, Jr., Kurtz Precast*
Corp.

PCI MEMBERSHIP LUNCHEON

The traditional PCI Membership Luncheon will be held on Wednesday, November 2, from 12:00 noon to 1:45 p.m. Plaques of recognition will be given to the retiring officers and directors of the PCI, to the Medal of Honor winner, to award-winning authors of PCI JOURNAL papers, and to the winner of the PCI Associate Member Award.

Energy—Conserving Construction Materials/Methods—Arthur R. Anderson. Concrete Technology Corp.

Energy Conservation in Curing—Donald W. Pfeifer. Wiss. Janney. Elstner & Associates. Inc.

Glass Fibre Reinforcement—Richard G. Welch. Concrete Technology. Inc.

The Energy Saver Wall—A Producer's Experience—John S. Dick. C. W. Shirey Co.

Segmental Production—Brice F. Bender Construction Products Corp.

9:00 to 11:45

Code of Practice—Chairman: Arthur R. Meenen. Sverdrup & Parcel and Associates. Inc.

An authoritative panel explores legal responsibilities and the interrelationship between the designer and the producer.

12:00 to 1:45

PCI Membership Luncheon

PCI honors its retiring Directors and presents a number of important awards.

2:00 to 4:30

Good Practices Lead to Better Building Performance—Chairman: John M. Hanson. Wiss. Janney. Elstner & Associates. Inc.

Architectural Precast Concrete, Lessons Learned in Trouble-Shooting—Kai Holbek. Kai Holbek Associates Ltd.

Parking Structures—Irwin J. Speyer. Consulting Engineer.

Reducing Manufacturing and Erection Problems—Norman L. Scott. The Consulting Engineers Group. Inc.

Detailing for Better Buildings—Charles F. Terry. Charles F. Terry. Inc.

Better Use of Prestressed Concrete in Building Foundations—Prof. Ben C. Gerwick. Jr.. University of California. Berkeley.

2:00 to 4:30

Meeting of State Associations affiliated with PCI.

Ladies Program

MONDAY, Oct. 31

10:00 to 11:30—Benita Beilenson, director of the week's activities for the ladies, presents a **program orientation** and an introduction to St. Louis. The history—and the true “spirit of St. Louis”—is dramatized by Dorothy Birk using remarkable glass slides actually taken by her father at the **1904 World's Fair**. What they did back then was beyond belief! You'll step into the bold, confident, lusty world of yesterday when the Midwest was bursting with the pride commemorated today in the gargantuan St. Louis Arch. This most extraordinary of all Fairs featured 1,500 exotic buildings, 62 exhibiting nations, lagoons, spectacular fountains, primitive villages... and you'll see, too, a fascinating parade of fashion styles of the times. This presentation helps you visualize the ghosts of days gone by when you tour the actual site, Forest Park, this afternoon.

1:00 to 4:45—Coach tour stops at: **Missouri Historical Society Museum** (Jefferson Memorial) to see colorful exhibits of Old Toy Shop, Aerospace Gallery, Lindberg, Lewis and Clark, and Thomas Jefferson Collections; **Cathedral of St. Louis** with its Byzantine architecture, its solid marble interior, world-renowned mosaics, and many fabulous art treasures; **Birdenheir's Winery** for inspection of the winemakers art, and

CONVENTION EXHIBIT

Over the 23 years of its Conventions, the Prestressed Concrete Institute has seen its exhibitions of products and services grow in both size and scope.

The exhibition now dominates the Convention with its extensive display of machinery, equipment, materials, accessories, and services used by the industry.

This highlight of the Convention is of value, not only to producers of prestressed and architectural precast concrete, but to the architects and engineers designing in these materials.

Listed below in alphabetical order, are the names of the exhibitors together with their main exhibit:

American Spring Wire Corp., Bedford Heights, Ohio—Prestressing steels.

American Steinweg Company, Atlanta, Georgia—Prestressed concrete equipment and accessories.

Armco Steel Corp.—Union Wire Rope, Kansas City, Missouri—Prestressing steels.

The Burke Company, San Mateo, California—Prestressed concrete equipment and accessories.

Concrete Construction Supply, Inc., Dallas, Texas—Prestressed Concrete equipment and accessories. Post-tensioning systems.

Concrete Products Magazine, Chicago, Illinois—Trade publication.

Digital Machines International, San Diego, California—Rebar fabricating equipment.

Drott Manufacturing Division of J. I. Case—A Tenneco Company, Wausau, Wisconsin—Materials handling equipment.

Dur-O-Wal, Inc., Baltimore, Maryland—Prestressing steels.

Dyform Engineering Ltd., Vancouver, B.C.—Building systems. Hollow-core slab machines. Materials handling equipment.

Prestressed concrete equipment and accessories.

Fehr Bros. Inc., New York, New York—Prestressing steels. T-hangers.

FIP (Federation Internationale de la Precontrainte) Eighth Congress, London, England.

Florida Wire and Cable Company, Jacksonville, Florida—Prestressing steels.

FMC Corporation, Lakeland, Florida—Forms.

Hamilton Form Co., Inc., Fort Worth, Texas—Forms.

Jayhawk Fibre Form Company, Lawrence, Kansas—Forms.

Kao Soap Company, Ltd., Wilmington, Delaware—Concrete chemicals and allied materials.

KSM Welding Systems, Division Omak Industries, Moorestown, New Jersey—Connection anchors, stud welding type.

Leap Associates, Inc., Lakeland, Florida—Computer programs. Computers.

Martin Industries, Ft. Worth, Texas—Building systems. Hollow-core slab machines. Materials handling equipment. Vibration and automation equipment. Complete turnkey plants.

Master Builders—Division of Martin Marietta Corporation, Cleveland, Ohio—Concrete chemicals and allied materials.

Mi-Jack Products, Hazel Crest, Illinois—Materials handling equipment. Prestressed concrete equipment and accessories.

Mitsubishi International Corporation, New York, New York—Prestressing steels.

EXHIBIT HOURS

The PCI Exhibit will officially open at noon on Sunday, October 30 and will close at 6:00 p.m. on Wednesday, November 2, 1977.

wine tasting. Viewed from the coaches: St. Louis riverfront area, Gateway Arch, Old Courthouse, Old Cathedral, Forest Park where the 1904 Fair was held, and the St. Louis Zoo.

6:30 to 10:00 — **PCI Get-Acquainted Party.** Dinner, dancing, and entertainment.

TUESDAY, Nov. 1

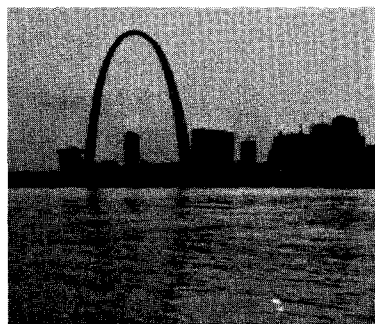
9:30 to 5:00 — **Kaleidoscope Coach Tour** includes brunch and fashion show at the unique **Magic Pan.** Stops are made at the new **Plaza Frontenac** shopping complex featuring Neiman-Marcus, Saks Fifth Avenue, Gucci, and fabulous antique shops and boutiques; **McDonnell Planetarium** for a thrilling view of outer space in the "Show of Stars"; **Missouri Botanical Gardens** housed in the spectacular giant Climatron, the world's first geodesic dome to be enclosed in rigid plexiglas; and the famous **Henry Shaw House** furnished with priceless antiques.

WEDNESDAY, Nov. 2

10:00 to 11:30 — **Lecture: The Thumb on the Butcher's Scale.** Marion O'Brien, Food Editor, talks on food budgeting for the family, costs of food, how to understand today's food labels, and relates dollars to nutrition.

12:00 to 1:45 — **PCI Membership Luncheon.** Join the men and women of our industry in honoring those who have made outstanding contributions.

2:00 to 3:30 — **Lecture: Nutritional Needs.** Martha Round, well-known lecturer on slimnastics talks on energy burn related to calories, differences in nutritional needs, and proper feeding of the family.

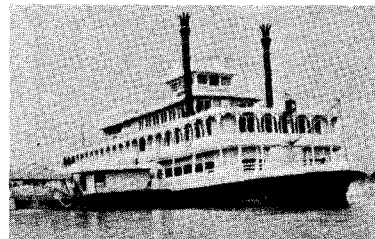


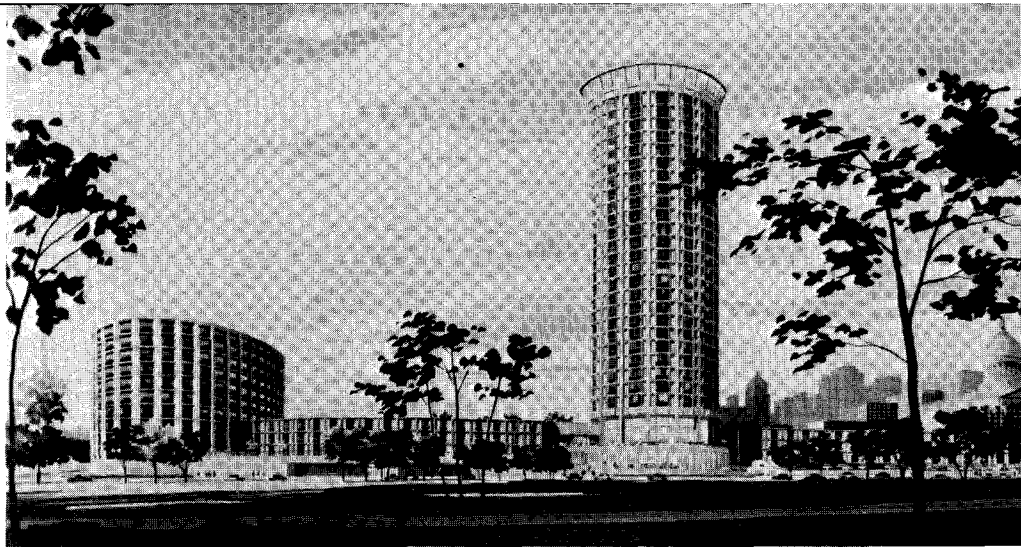
THE SPIRIT OF ST. LOUIS— GATEWAY TO THE WEST

The spirit of St. Louis is alive. At Stouffer's, you are just steps from downtown landmarks like the famed Gateway Arch, symbolizing the Gateway to the West, and beautiful Busch Stadium, home of the baseball and football Cardinals.

Not far away are scores of other interesting sights and attractions: Anheuser-Busch Brewery; Missouri Botanical Gardens; Grants Farm; the St. Louis Arena; Kiel Auditorium; Powell Symphony Hall; and world famous Forest Park, with its golf courses, zoo, planetarium, art museum, and outdoor municipal opera.

Best of all, Stouffer's downtown location on the banks of the mighty Mississippi is just two blocks away from five major highway exits and only 20 minutes from Lambert Field, St. Louis' International Airport, via Interstate 70.





Modern Concrete, Pit and Quarry Publications, Inc., Chicago, Illinois—Trade publication.

Neturen Co., Ltd., Tokyo, Japan—Prestressing steels.

Kurt Orban Company, Inc./Sumitomo, Wayne, New Jersey—Prestressing steels.

Plant City Steel Co.—Division of Harsco Corporation, Plant City, Florida—Forms.

Preco Industries, Ltd., Plainview, New York—Concrete chemicals and allied materials. Prestressed concrete equipment and accessories. Chemical retarders for exposed aggregate concrete.

Prestress Supply Inc., Lakeland, Florida—Forms. Prestressed concrete equipment and accessories.

Primary Steel, Inc., Atlanta, Georgia—Prestressing steels.

RPC Corporation, Roxboro, North Carolina—Materials handling equipment.

Shinko Wire Company, Ltd., Tokyo, Japan—Prestressing steels.

The T. L. Smith Co., Division of A-T-O, Inc., Charleston, South Carolina—Turbine mixer.

Spancrete Machinery Corporation, Milwaukee, Wisconsin—Hollow-core slab machines.

Span-Deck, Inc., Franklin, Tennessee—Forms. Hollow-core slab machines. Materials handling equipment.

R. L. Spillman Company, Columbus, Ohio—Concrete chemicals and allied materials. Forms. Prestressed concrete

equipment and accessories. Vibrators.

Springfield Industries, Springfield, New Jersey—Prestressing steels.

Stelmo Inc., Columbia, Maryland—Forms. Vibration systems.

Superior Concrete Accessories, Inc., San Diego, California—Concrete chemicals and allied materials. Prestressed concrete equipment and accessories.

Supreme Products Division, St. Louis, Missouri—Prestressed concrete equipment and accessories.

Teka Equipment Corp., Syosset, New York—TEKA force mixer (heavy-duty/high-speed concrete mixer).

TrefilARBED Inc., New York, New York—Prestressing steels.

Van Doren Industries, Inc., Hays, Kansas—Building systems. Forms.

Watson Bowman Associates Inc., Buffalo, New York—Expansion joint sealing systems and bearings.

EXHIBITORS' OPEN HOUSE

On Tuesday, November 1, there will be an Exhibitors' Open House in the Exhibit Hall between 2:30 and 4:30 p.m. Be sure to stop by the Exhibit Area for refreshments and take the opportunity to discuss your technical problems in a relaxed and informal atmosphere.