



Perspective of the United States Cement Industry

Cary Cohrs, Chairman
Portland Cement Association



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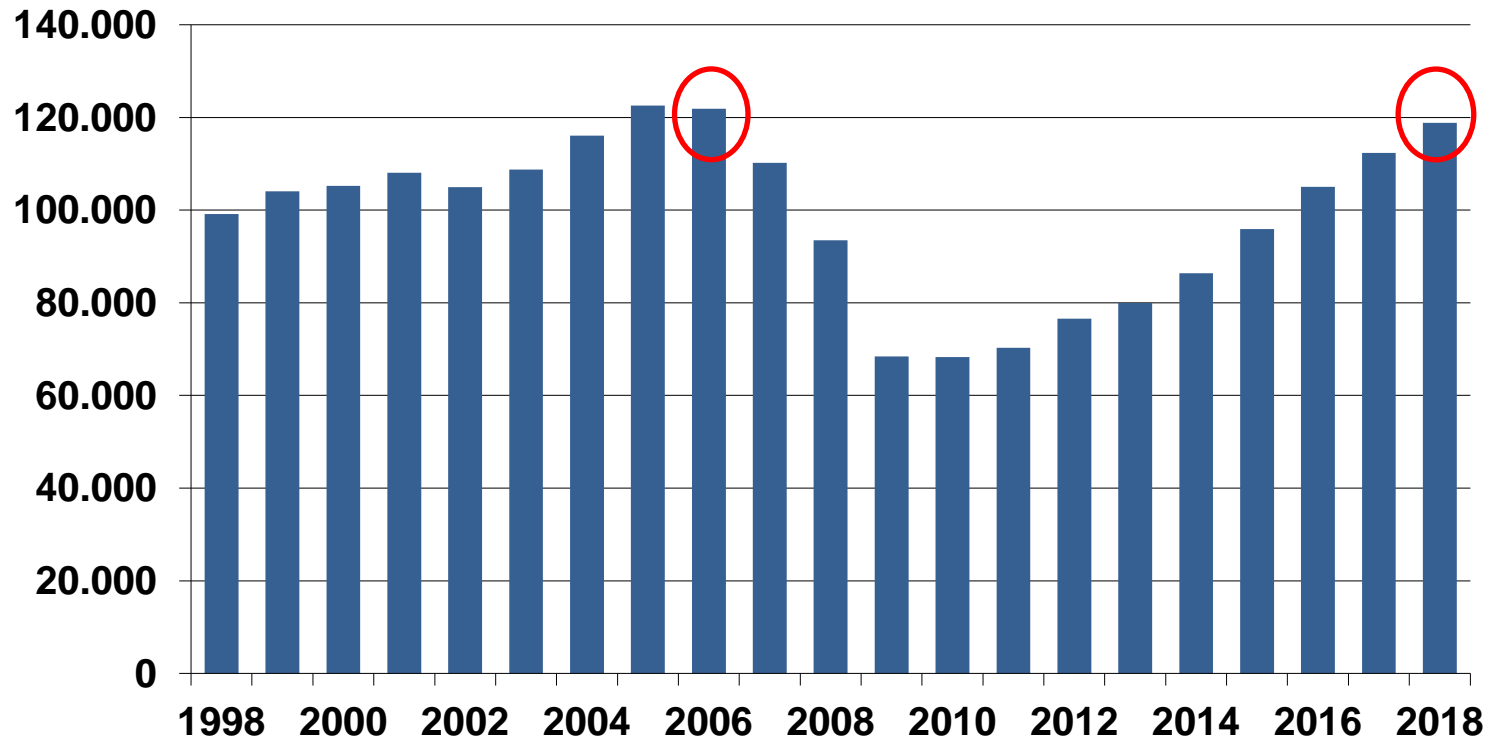
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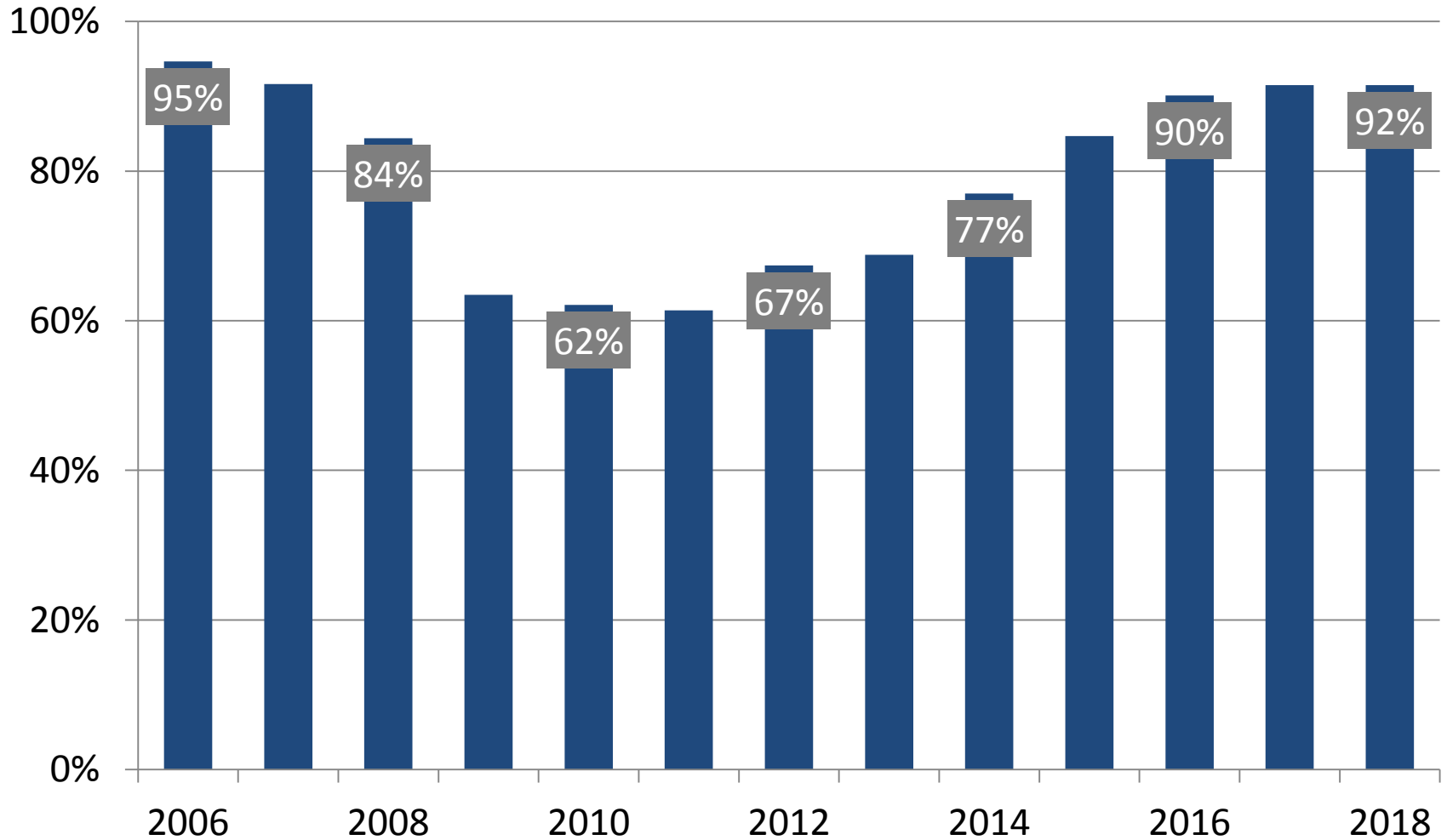
- **Outlook for U.S.**
- **Growth markets**
- **Growth Opportunity: Resilience**

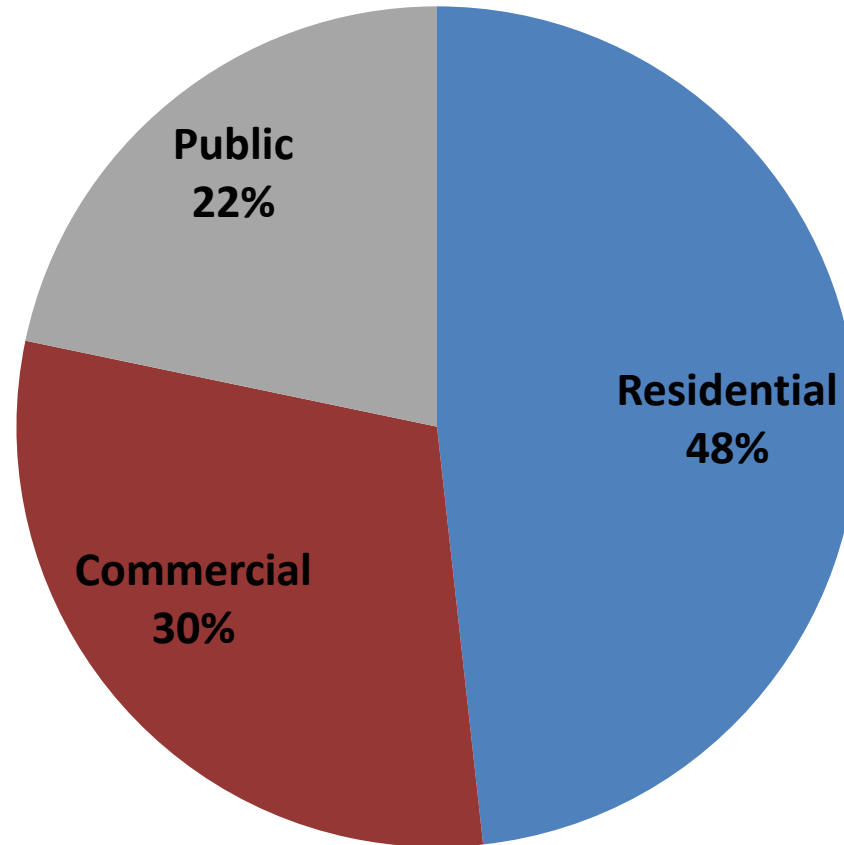
Annual gains in cement consumption:

- 2014: 8.1 percent
- 2015: 9.7 percent
- 2016: 10.8 percent
- 2017: 6.9 percent
- 2018: 5.8 percent









- **Paving:**
 - Because of rising oil prices, concrete is cost competitive with asphalt for the first time

- **Life-cycle analysis:**
 - Decision makers in both the private and public sectors are evaluating materials in terms of their performance throughout their usable life, giving concrete an advantage in both cost and environmental impact

- **Resilience:**
 - For housing and commercial buildings, there is a push for structures that can better withstand natural disasters



- The ability of buildings and communities to survive and recover from disasters
- “The greenest building is the one still standing”
- Concrete homes and buildings offer safe and sustainable communities

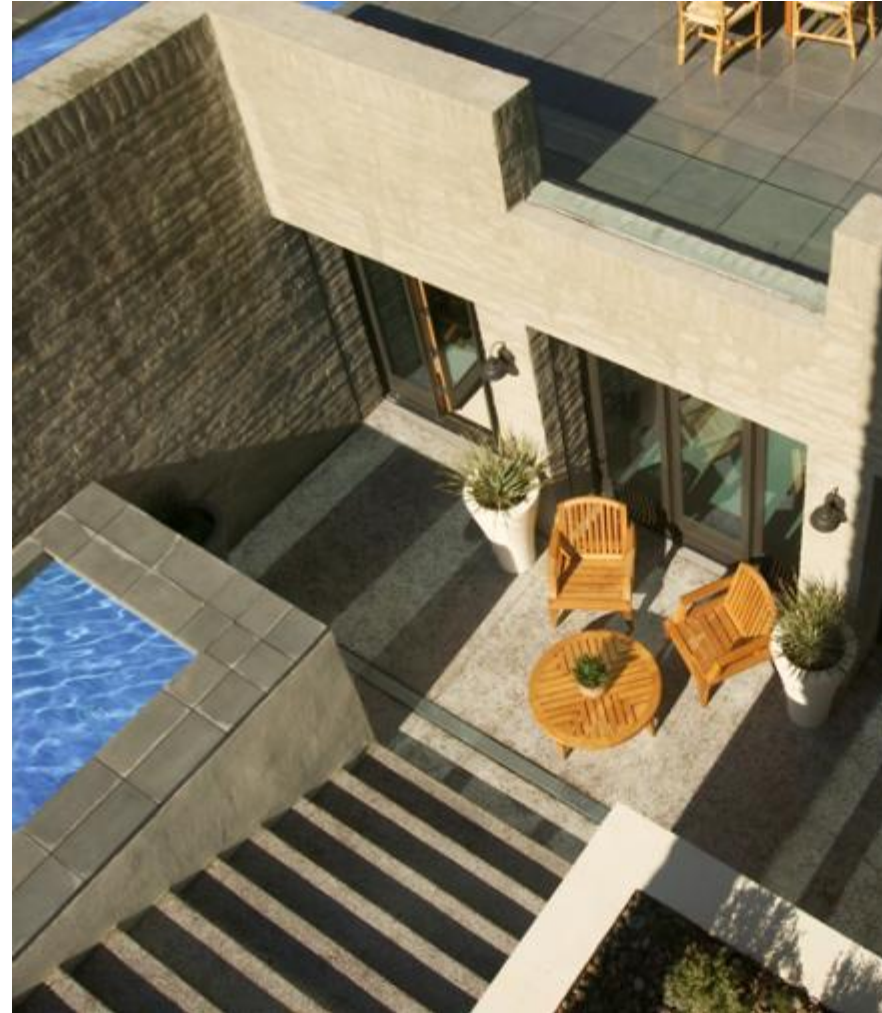


The ability to adapt to changing conditions and prepare for, withstand, and rapidly recover from disruption.

- **Concept applicable to a home, business or community**
- **Inherent attribute of concrete**
- **Recognized by technical audiences and the general public**



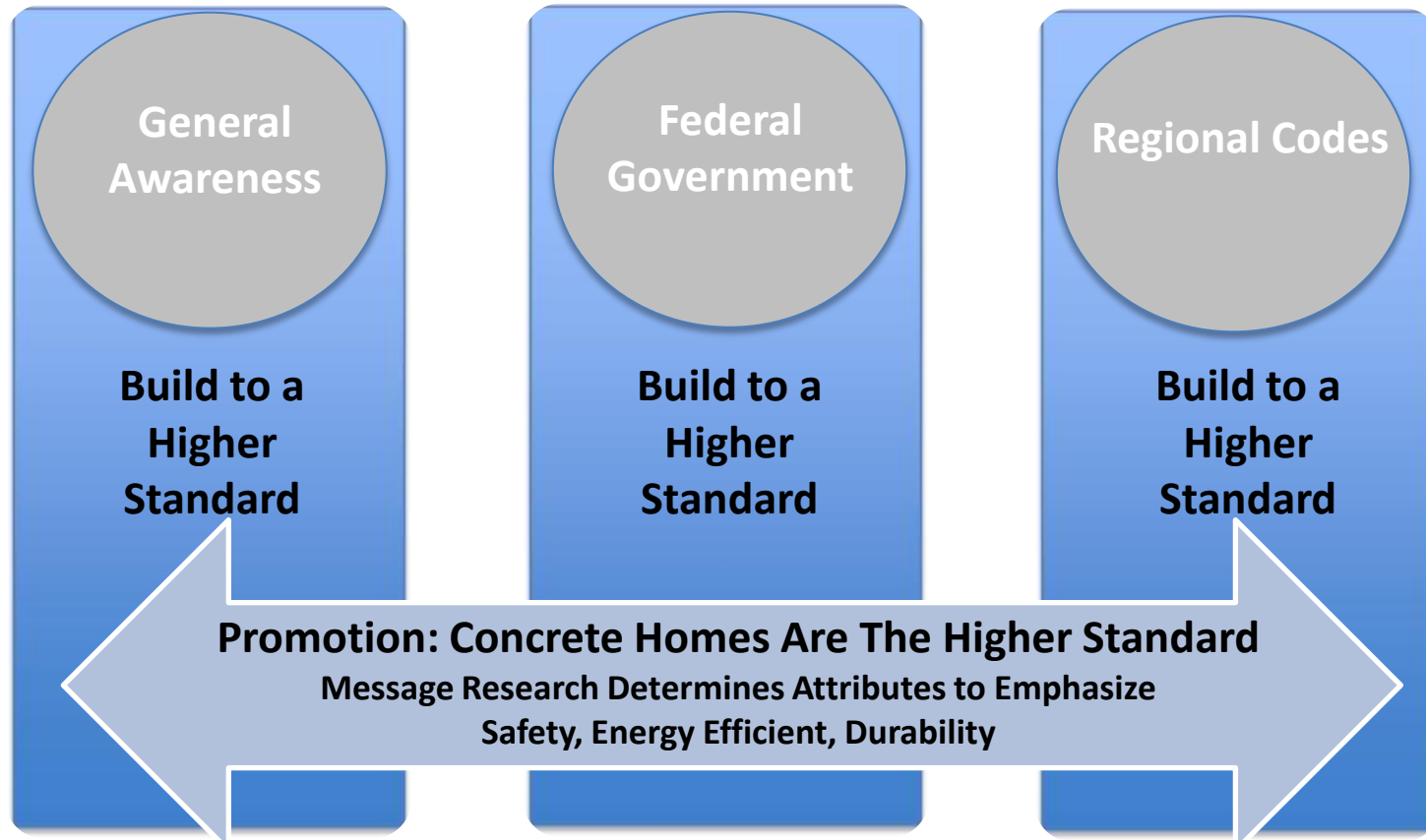
- **Goal: Strengthen codes and standards**
- **Stress long-term community value of resilience**
- **Promote inherent hazard resistance of concrete**
- **Primary focus is on single- and multi-family residential and commercial low-rise structures**



- Codes and standards
- Legislation
- Outreach and awareness



Strategy: Building to a Higher Standard by Raising Building Codes



- **Minimum building code is becoming the standard of practice in the United States**
- **Least initial cost is minimum building code or less. Led by home builders and wood industry**
- **Other Factors**
 - **Federal de-regulation, Competition and short-term ownership, Relaxation of criteria in model codes, Changes in construction practices, Changes in project responsibility and liability**
- **Result: Loss of market share for concrete**

Working within code organizations to incorporation resilient criteria:

- **International Building Code (ICC)**
- **International Residential Code (ICC)**
- **International Green Construction Code (ICC)**
- **LEED - USGBC**
- **National Green Building Standard (NAHB)**
- **ASHRAE High Performance Green Buildings**

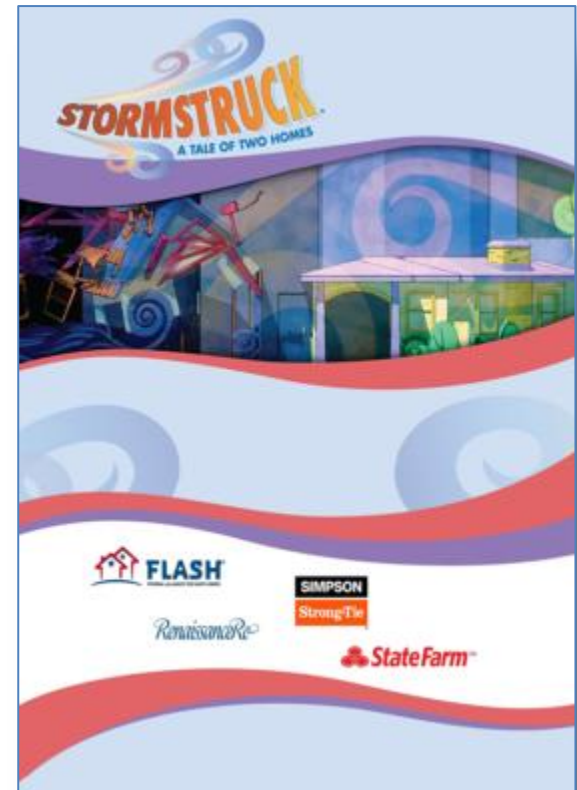
Disaster Savings and Resilient Construction Act

- Promoting resilient and sustainable residential and commercial development
- Resiliency tax credit legislation offers a tax credit for homeowners
- Resiliency disaster legislation incentivizes rebuilding with tougher building codes
- New structures must meet “*FORTIFIED*” standards and be built within a federally declared disaster zone

- **PCA Partnership with FLASH**
- **Media relations outreach**
- **Rapid response initiative**

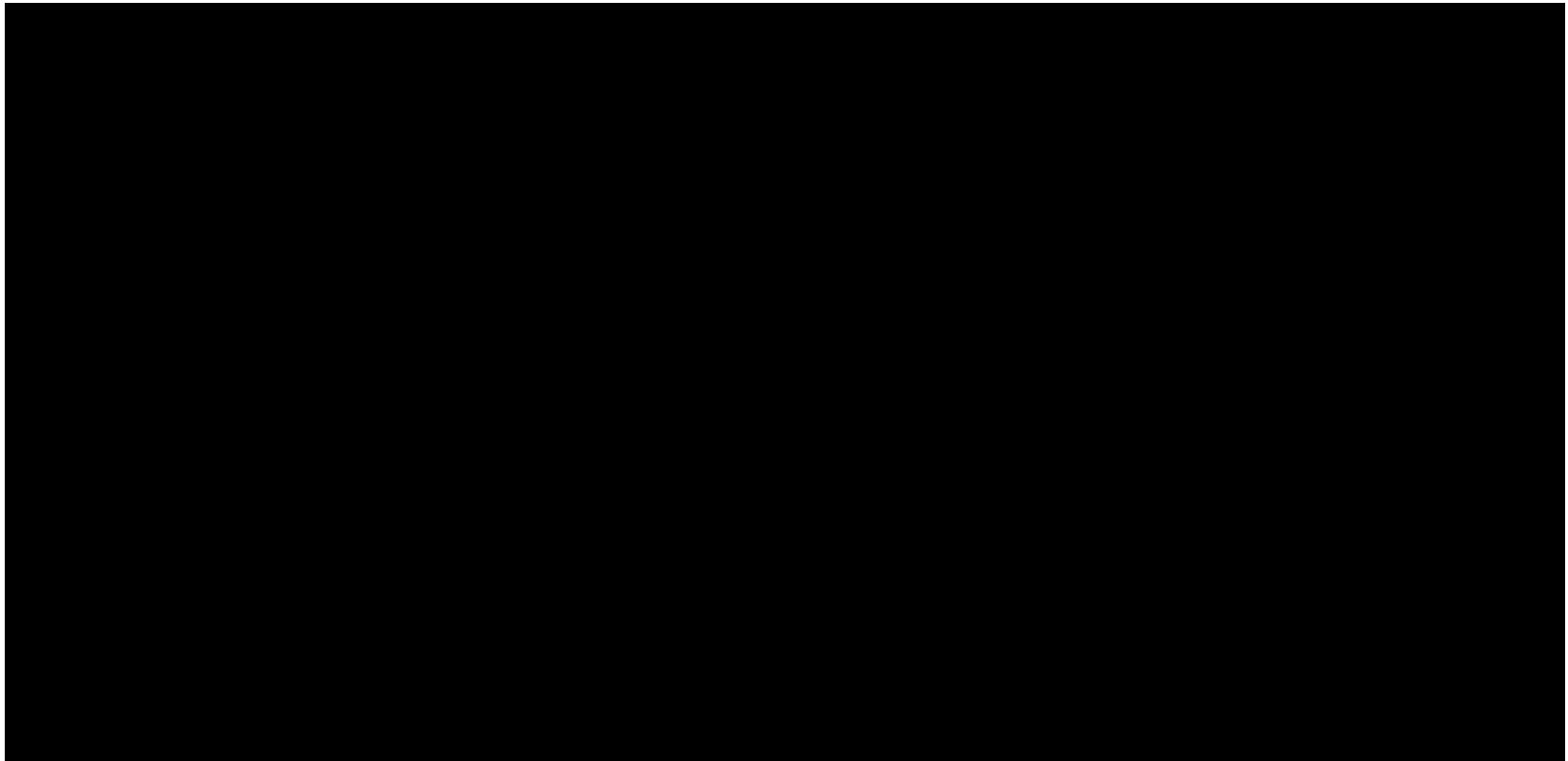
- **Federal Alliance for Safe Homes**
- **Started in post-Hurricane Andrew Florida**
- **Mission:**
 - **“To promote life safety, property protection, and resiliency by empowering the community with knowledge and resources for strengthening homes and safeguarding families from natural and man-made disasters.”**

- **Third-party credibility and validation**
- **Access to collaborative like-minded organizations**
- **Consumer and media outreach:**
 - **Stormstruck exhibit at Disney**
 - **Resource for major news outlets**



- **FLASH video series highlighting homes that survived and homes that didn't**
- **Chronicles Sochacki family, who rode out Sandy in mother's concrete home**
- **Released on one year anniversary of Super Storm Sandy**





Resilience media tour

- Opportunity to highlight need for resilient construction
- Timed for hurricane season
- Call for more robust building codes

- **PCA Chairman Cary Cohrs conducted 24 radio and TV interviews in 5 hours**
- **Interviewed by NewsWatch, a nationally syndicated morning show airing on 194 stations**
- **A 30-second piece was produced for DirecTV syndication that is used by 16 networks including Bravo, Discovery, TBS, TNT and USA.**

Interview by KVVU-TV (FOX), Las Vegas





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Provides industry with ability to respond immediately to major disaster events such as hurricanes/tornados, floods, and major fires:

- **General Awareness**
- **Federal Advocacy**
- **Concrete Promotion**
- **Local Advocacy/Promotion**

- **Media outreach**
- **Community outreach**
- **Construction leadership**

- **Identify local cement or allied spokespeople**
- **Issue media alert**
- **Announce availability of video footage**

- **News releases and op-ed pieces**
 - Are you ready?
 - Make changes now so you don't have to keep paying and paying
 - Don't let this happen again

- **Social media**

- **Timely Local Promotion/Advocacy**
 - **Stronger codes/community resilience**
 - Outreach to local community leadership
 - **Local concrete promotion projects/events**
 - Appropriate promotion projects/ community events
 - Local presentations



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