

2004 CONVENTION SAILS HOME IN VICTORY



President Ed Storm fielded questions at the end of the State of the Company presentation to close out a successful convention.

The second of Reward Wall Systems' vacation-style conventions sailed out of Miami on "the good ship Victory" January 25, headed for the Caribbean islands of San Juan, St. Martin, and St. Thomas.

Reward opened up the cruise to attendees' families and friends to make this a true vacation as well as an informational and productive convention. Scheduled between island stops and hours of fun in the sun were two and a half days of presentations designed to help Reward customers in solving problems and growing their businesses.

Deena Ebbert, a motivational speaker from ChartHouse Learning kicked the convention off on a great note with FISH! Philosophy. Based

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MEDIA RELATIONS EFFORTS PAY OFF IN INCREASED COVERAGE

A focused effort aimed at capturing more attention in national trade publications is paying off in a big way for Reward. Since the expanded media efforts began last June, items and articles about Reward products and projects have appeared in such magazines as *Concrete Products*, *Engineering News-Record*, *Building Design & Construction* and *Professional Builder*.

The new focus on higher visibility began last June when Director of Marketing Brandie Allen-Rezac began working with a professional consultant to bring media recognition in line with the company's position in the industry. "Reward Wall Systems grew so fast that we weren't able to give media relations enough attention to get the coverage we felt we deserved in major trade publications," Allen-Rezac explained.

That's when she contacted Jenni Prokopy of Orange Grove Media, located in Chicago, Illinois. Prokopy started her own media consulting company in 2001 after three and a half years of managing media relations for the Portland Cement Association, bringing strong concrete and ICF background and excellent media and industry relationships to the team at Reward.

"Brandie told me she wanted to increase Reward's media presence," said Prokopy, "and I saw that Reward has a lot of great projects and good stories to tell." Prokopy's plan was first to build a media list and increase the number of news releases sent to editors. During the next few months, news releases announcing the xLerator™ ledge reinforcement system, the 15" iForm™, and the high-profile Florida Armed Forces Center project were distributed to members of the press.

Meanwhile, Allen-Rezac and Chief Operating Officer Hank Pfeiffer met with representatives of the Hanley-Wood Publishing Company in Washington, DC, in September. "Our goal was to build relationships between Reward and the editors of the target publications. We want to be sure we are always on their radar so they think of us when they are looking for a good story," said Allen-Rezac.

The meetings in Washington went so well that Prokopy set up similar meetings in November in Chicago with editors from *Architectural Products* magazine, as well as ten

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Professional Builder is one of several national trade magazines that have recently featured Reward products and projects.

SOUNDPROOFING MAJOR CONSIDERATION FOR STEAKHOUSE



The serene-looking steakhouse is actually blocking out the noise of concrete and feed manufacturing plants located right next door.

The owners of the San Jose Steakhouse and Mexican Grill in St. Joseph, Missouri, have to deal with sound issues on a regular basis—it's located next to a concrete plant and a feed manufacturing plant, both of which produce a lot of noise.

To solve the noise abatement problems, General Contractor Kevin Talbot of Talbot Construction in St. Joseph knew he wanted to build with Reward ICFs and contacted David Barr of Barr Construction in Savannah, Missouri, to install the walls. "Mr. Talbot had been involved in an ICF project a few years back and knew ICF walls would solve his noise problem," said Barr, "so he requested the architect to design the project with Reward." When Barr learned that the architect was planning a wood 2 x 10 front entry and veranda, he explained that ICFs would eliminate some flashing problems, and also that the arches would be easier to build and finish with ICF. "Both Mr. Talbot and the architect agreed, and it worked out great," said Barr.

Manuel Enriquez, part owner of the steakhouse began to realize the benefits of the Reward ICF walls as soon as the restaurant opened in late October, and is very happy with the way the walls are performing. "Our restaurant is nice and quiet, and our heating bills this winter have been extremely low," he said. "Our customers enjoy the quiet atmosphere, and I would definitely use Reward ICFs again." ■

PROJECT PROFILE

- San Jose Steakhouse and Mexican Grill
- St. Joseph, Missouri
- 4,984 square feet
- 438 square foot porch and open-air veranda seating
- Seating for 212 including a 55-person banquet room
- Palladium acrylic stucco exterior finish
- Steel tile shingles
- V-Buck door and window blockouts
- 25 ton HVAC
- 11" iForm

OWNER-BUILDER PLANS TO BUILD AGAIN



The value of this 3-story Reward house had increased 60% by the time it was finished.

PROJECT PROFILE

- Silverdale, Washington
- Two-story house with full basement
- 6,200 square feet
- Stone-coated steel roof tile
- Hardi-Plank siding
- Radiant floor heating powered by two electric 80-gallon water heaters
- Heat recovery ventilator
- No air conditioning
- 11" and 9 1/4" eForm

Michael Bohls of Silverdale, Washington, loves his Reward Wall Systems house so much he plans to build another one just like it.

"We love this house—it's absolutely perfect. It's very quiet, in spite of the many windows we have, and has really reduced our energy costs," he said.

As a professional civil engineer, Bohls had studied ICFs for more than twenty years, so he felt comfortable building his house himself. "I had a little difficulty with the door and window openings," he said, "but my lumber supplier tailored them for the wider Reward walls. We also did a lot of pre-planning for our electrical and plumbing lines."

Bohls moved into the house approximately two years ago while it was still unfinished, so he could take his time finishing it out. During those two years, the value of the house has increased nearly 60 percent, providing a solid financial base for the new house he plans to build within two years in another location. The entire construction process of the Bohls house can be seen online at <http://webpages.charter.net/mbohls/index.htm>. ■



REEL DEAL THEATER IS THE REAL DEAL



A state-of-the-art 4-plex theater allows the people of Los Alamos to stay right in their hometown when they want to see a movie.

When the only movie theater in Los Alamos, New Mexico, closed down about four years ago, the people of Los Alamos had to drive the 35 miles to Santa Fe every time they wanted to see a movie.

All that changed when construction began on a new four-plex movie theater, built with Reward ICFs last April. The William Deal family, which owns and operates Mary Deal Realty in Los Alamos, first considered putting up an office building on some vacant land they wanted to develop. But according to William Deal, his two daughters convinced him to build a movie theater instead as a service to the community.

Deal said that they chose Reward ICFs for the project after his daughter and son-in-law and architect Karen Marsh brought samples of the forms back from ShoWest 2003, a trade show for theater owners, held in Las Vegas. Marsh was impressed with the sound deadening qualities of the Reward ICFs and contacted Joe Ayala and John Ballew of Reward Wall Systems of New Mexico, Inc. in Santa Fe, who installed the ICF walls for the theater. Construction began in April, and the theater opened for business in December, just in time for the Christmas season.

“We have received a lot of compliments on the theater,” Deal said. “It cost a bit more for the ICFs, but we ended up with a superior building.” ■

PROJECT PROFILE

- Los Alamos, New Mexico
- 476-seat four-plex movie theater
- ICF exterior and interior sound walls
- Metal stud concession area
- 32' and 34' walls
- 3-coat stucco systems exterior finish
- Carlisle fabric roof material over insulated metal and recovery board decking
- 13" iForm

CONVENTION 2004

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on an international best selling book, the FISH! Philosophy tells about how Seattle's Pike Place Fish Market's fishmongers found ways to bring remarkable energy, commitment and creativity to their work in spite of a difficult work environment. Ebbert showed Reward customers how choosing to change their mental outlook can improve their businesses.

Reward's Owner-Builder ADVISOR and 3-In-1 Financing programs, the problems with mold, an ICF industry overview and an architect's perspective of the Florida Armed Forces Reserve project also were featured. The regular meetings ended with the ever popular “Ed and Hank Show” in which President Ed Storm and Chief Operating Officer Hank Pfeiffer reviewed the highlights of 2003 and shared some of Reward's projects and initiatives for 2004.

Several Reward customers received awards at the Saturday night farewell party and award ceremony:

Rookie of the Year: L S Supply & Rental of New Hampton, Iowa

Top Producer: Cemstone Companies, Mendota Heights, Minnesota

Chuck Lipari Distinguished Service Award: Joe Harris of Dakota Homes, Hill City, South Dakota for his long history and continuing loyalty to Reward

Outstanding Commercial Project: Picarazzi Building Products, Horseheads, New York for a 42,632 square foot Hampton Inn in Oneonta, New York

Outstanding Residential: Mike Pillely Construction, Marble Falls, Texas for a 3,833 square foot Parade of Homes house in Kingsland, Texas

Outstanding Residential: Wisconsin Insulated Forms, Brodhead, Wisconsin for an approximately 15,000 square foot home in Huntley, Illinois

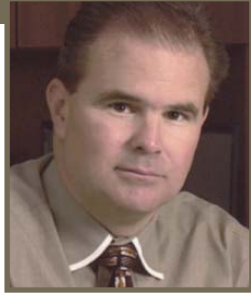
Outstanding Light Commercial: Reward Wall Systems of New Mexico, Inc., Santa Fe, New Mexico for the Reel Deal Movie Theater in Los Alamos, New Mexico

Special Recognition Award: Hunt Construction Group, Tampa, Florida, for expanding the horizons of the ICF industry during 2003 with their work on the Florida Armed Forces Reserve Center in Tampa, Florida.

The convention received excellent reviews on the evaluations attendees completed at the end of the event. Shari Dixon of Picarazzi Building Products reflected the general attitude when she said, “It was wonderful! I can't say enough about being able to spend time with Reward staff and other builders, trading stories and learning from each other. It's great to go someplace warm and enjoy some vacation time along with the educational sessions.” ■

From the President

by Ed Storm



The coming of spring always signals the start of the building season in earnest, although for builders who use ICFs, the building season rarely stops. Recent increases in form orders from all over North America predict another outstanding year of growth and opportunity for Reward Wall Systems, Inc. and for our customers. And if it lives up to expectations, 2004 will be the seventh year in a row that Reward has increased in size and strength.

Reward has the finest network of building professionals in the ICF industry, and more quality builders and distributors are joining us all the time. To continue to provide the industry-leading service and support to our customers that Reward is known for, we are adding three people to our sales staff. We recently hired a new regional sales manager to serve Alabama, Georgia and Florida, and by April we will have a RSM in place for Texas, Oklahoma, Arkansas and Louisiana. This fall we will have another RSM covering the southern half of the east coast as well.

In addition to increasing the sales staff, we recently hired an additional person into the marketing department to help increase our visibility through print and online advertising, and direct mail campaigns. The bottom line is that you can always count on Reward to provide the highest quality products and the highest quality of service and support to you. Your success is our success, and we are doing everything we can to help you grow your business.

As you know, Thad Tobaben, who served as the regional sales manager for many of the areas we are hiring new people for, has left Reward to take over as general sales manager for Tritex ICF Products. We tease Thad that we have to hire three people to replace him—but we seriously will miss Thad's high level of energy and dedication to customer service. Thad has made a tremendous contribution to Reward and the ICF industry, and we wish him great success as he takes on the challenges of his new position.

MEDIA RELATIONS

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more editors from Hanley-Wood and three from Primedia Business Publishing. In all, Allen-Rezac and Pfeiffer met with 15 editorial staffers from seven magazines over a two-day period.

“When we sat down face to face, we found out what they are looking for so we can meet their needs. At the same time they learned that Reward is a good company and a valuable resource,” Prokopy said. “A good media relations campaign is long term and involves building a solid foundation with the editors. The key is consistency.”

Allen-Rezac is very pleased with the results of the Washington and Chicago meetings, and with Prokopy's efforts. “Since Jenni has been working with us she has been instrumental in placing stories about the Florida Armed Forces Reserve Center *Engineering News-Record* and *Concrete Products* magazines, a nice article about the Waterside condominium projects in *Multi-Family Executive*, and product spotlights in *Building Design + Construction* and *Professional Builder*. We have several more features coming up in other magazines that we are very excited about,” she said. “So far the media interest has been in our new products and larger commercial projects, but in the future I can see us getting good coverage of Reward residential projects as well. The more our customers tell us about their projects, the more information we have to pass along when the editors call us.” ■

ARCHITECT AND DESIGNER GUIDE NOW AVAILABLE ONLINE AND ON CD

Reward Wall Systems' new *Architect and Designer Guide* highlights the latest version of the *Installation, Structural and Technical Manual* on the Reward website and on a CD.

The installation manual CD, which Reward has offered since 1999, has evolved into a major design tool for architects, engineers and designers. The *Architect and Designer Guide* is the latest means Reward provides to make it easy for them to specify Reward ICFs in their designs. The Guide, which focuses exclusively on iForm, contains information about the advantages and physical characteristics of iForm as well as tips for planning layout, doors and windows, floors, utilities and finishes.

Kelvin Doerr, director of engineering and technical services at Reward, was instrumental in the creation of the Guide. “From the questions we were receiving, it became clear that there was a need for this guide,” he said. “It cuts the learning curve—instead of forcing architects and designers to learn as they go, or after the fact, we give them the information they need up front, in a nutshell.”

Doerr went on to explain that when architects, engineers or designers have an upcoming project, they look for

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Technical Tips

Hanging Cabinets

Planning for attaching cabinets to Reward walls should begin as soon as the walls are installed and before the drywall is attached. Always consider the length, type, size, weight of the cabinets and weight of the contents during the planning phase.

Begin by laying out the cabinet area and marking it on the ICF wall. Next, install the plywood ½" to 1" short of the perimeter of the cabinet area, so that the drywall will inset behind the cabinet. The thickness of the plywood must be the same as the thickness of the drywall.

An alternative to fastening the plywood backer directly to the ICF wall is to remove the EPS foam to the thickness of the plywood so that the plywood is flush with the EPS surface. With this method the drywall can be installed behind the cabinets.

Fasten the plywood to the Reward wall using any combination of a compatible construction adhesive, course threaded drywall screws and concrete fasteners (tapcons). Always include a minimum number of concrete fasteners in this combination. Again, the fastening and installation method decision should be based on the size and weight of the cabinet and contents.

An alternative method is to fasten a 2x material horizontally or vertically to the concrete wall using concrete fasteners (tapcons) after removing the EPS foam so that the 2x material is flush with the EPS surface.

Lighter and smaller cabinets can be fastened directly to the plastic stud and concrete in the Reward wall. Use a course threaded screw every 6 inches on center both above and below the cabinet in addition to a minimum number of concrete fasteners.

Screws

Reward recommends course thread drywall screws for fastening the wood backing to the Reward wall. The screws are fastened to the plastic studs molded into the forms. Fine thread screws do not have as much pullout strength as the course thread screws. Drive the screw into the plastic stud to snug tight and then stop to prevent stripping out the plastic stud. Use a cordless drill instead of an electric drill, and keep it at the lowest power setting. Always follow the local building code jurisdiction regarding the fastener schedule.

Adhesives

Some drywall contractors may decide to use a combination of screws and adhesive when installing the cabinets. This method is acceptable as long as the adhesives are compatible and approved for use on EPS foam materials. Petroleum or solvent-based products will deteriorate the foam. ■

New Pressure-treated Woods Require Additional Corrosion Resistance

For a number of years, Chromated Copper Arsenate (CCA-C) has been the primary chemical treatment used in pressure-treated wood. As of December 31, 2003, the treated wood industry voluntarily ceased production of CCA-C pressure-treated wood for residential and general consumer use due to the negative publicity focused on the use of arsenic in CCA-C. Several new pressure-treated wood alternatives have been created to replace CCA-C. Although most of the new treatments no longer contain arsenic, many of the new preservatives are generally more corrosive to steel connectors, anchors and fasteners.

Fastener Finishes Compatible With Pressure-Treated Wood

Wood Treatments	Untreated Wood	Chromated Copper Arsenate (CCA-A)	DOT Sodium Borate (SBX)	Alkaline Copper Quat ACQ-C (Carbonate)	Copper Azole (CCA-A & CA-B)	Other Borate (Non-DOT)	Ammoniacal Copper Zinc Arsenate (ACZA)	Other Pressure-treated Woods
G90 Standard	X	X	X					
G185				X	X	X		
Hot-Dip Galvanized (HDG) ASTM A153	X	X	X	X	X	X		
Stainless Steel	X	X	X	X	X	X	X	X

Construction Checklist

- Determine the type of pressure-treated wood you're using.
- Match the type of pressure-treated wood with the appropriate product coating. (Refer to the chart for specific recommendations.)
- Always use connectors and fasteners made with the same type of finish. Use stainless steel fasteners with stainless steel connectors. Use hot-dip galvanized with hot-dip galvanized connectors.
- Make sure all pressure-treated wood is dry before installation.
- Refer to the treated wood producer to verify suitability. ■

Stay InFORMed

➤ Reward Wall Systems, Inc. welcomes Construction Supply Centers of New Holland, Pennsylvania. Construction Supply Centers is a subsidiary of New Holland Concrete, and they supply tools and materials to masonry contractors. We look forward to developing a long-term relationship with Construction Supply Centers and to helping them build their business as they enter the ICF market for the first time.

➤ The Reward Regional Training Seminar is a valuable continuing education tool for building officials, architects and contractors. Many states are now or will be in the near future, requiring contractors to complete continuing education courses in order to maintain their licenses, and the RTS is the type of course required. The RTS already is a registered passport provider for eight AIA continuing education credits for architects. Efforts are underway to obtain course approval for contractor continuing education as well. To find out if your state requires continuing education credits for contractors, call your state department of commerce.

ARCHITECT AND DESIGNER GUIDE CD (cont. from pg 4)

materials that will help them create the most efficient, cost-effective design possible. "This guide gives them all the information right at their fingertips about how to best utilize our product," he said.

Other architect and designer tools to be found online and on the CD are CSI specifications, and AutoCAD construction details in three formats. Three versions of the *Reward Installation, Structural and Technical Manual* are available—print, online and CD. All three versions of the manual have been updated with information about the 15" iForm, which Reward introduced last fall. For ICF building professionals, estimating software for calculating form orders and costs also is included. Changes and upgrades in the latest online and CD versions of the installation manual include:

- **Pdf format.** The entire manual is now offered in pdf format, making it easier to print and to navigate. Each section is offered as a separate file, so you can print only the information you really need.
- **Architect and Designer Guide.** This guide contains technical information, advice and tips helpful to architects and designers when designing with iForm.

- **Updated AutoCAD details** in pdf, dxf and dwg formats.
- **Updated CSI specifications.** Again making it easy for architects and designers to choose Reward, the CSI specifications are available in html, text, and Microsoft word formats. A metric version also is included in all three formats.
- **Estimating Software.** The estimating software program has been updated with figures and calculations for our newest product, the 15" iForm. The text in the instructions section has been simplified and edited to make it easier to use, and we have changed the formulas for calculating forms, concrete, rebar and door and window bucks to make them even more accurate than before.

Reward recommends that you always use the most current and up-to-date version of the *Installation, Structural and Technical Manual* and accompanying tools. You can order the print installation manual and the installation manual with accompanying architect and building professional tools on CD by calling 800-468-6344. To view the installation manual online, go to www.rewardwalls.com. ■

4115 South 87th Street
Omaha, Nebraska 68127-1601

