

*Concrete for Pavement that lasts*

**Contractor Central  
Series Seminars**

# Concrete Parking Lots

## The Sustainable Welcome Mat of the Future

**February 23, 2009**

**11:00am to 1:30 pm**

*Registration 11:00am  
Program begins promptly  
at 11:30 am*

*The location for this Free seminar and buffet lunch will be at the Marriott, Cincinnati Airport, 2395 Progress Drive, Hebron, KY*

**Contact Diana Deters at KRMCA, before February 20th, 2009 to make reservations  
(800) 737-1535 or  
ddeters@krmca.org**

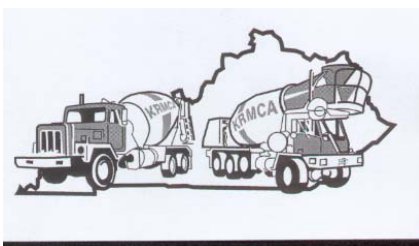


Len Swederski has been in the concrete business for over 35 years and, for the past 20 years, has had his own concrete construction business. Len is a strong proponent of **concrete** parking lots. Even in a down economy, he has been successful by converting asphalt parking lots to concrete. Here is a direct quote from Len, *“Most of our recent marketing efforts are put into promoting concrete parking lots and concrete paving. There are tremendous opportunities here. With the right equipment and a trained workforce we are now efficient enough to price competitively with asphalt on initial cost. Ready-mix producers have always dreamed of this. The marketing challenge is to educate owners, architects, engineers and the public on the life-cycle savings, reduced lighting costs, and reduced environmental impact.”* Len adheres to his own preaching and uses a 3-D profiler and laser screed in parking lot installations which helps him to be extremely competitive.

Green and sustainable design practices are the future of construction for contractors, designers and owners. While asphalt has long been the pavement of choice, recent innovations in the oil refining process has left smaller amounts of a barrel available to make asphalt. This is keeping the pricing high and creating shortages in some areas. Now that concrete is competitive on upfront costs, more and more decision makers are considering concrete parking for their projects. This program explains how concrete can offer aesthetics and design flexibility, enhanced safety, and reduce yearly lighting costs.



**Speaker**  
Len Swederski  
Swederski Concrete  
Construction  
Spring Grove, IL  
Charlotte, NC



AIA Members will receive 1 Learning Unit (LU) and attendance certificates are available to those who need them for their records.

