

# MACAPA UPDATE

October 2019

## Summer/Fall Highlights

**Sidewalk Update:** Concrete sidewalks concerns continue to be a major topic across the state. Brian Barry and myself have met with several organizations, institutions and private companies all with the same issue of surface failures. To date we have offered revised material and installation specification to MassDOT and the UMASS Amherst design & construction team. We need to continue spreading our experience and knowledge on best practices for durable sidewalk construction. We held our 1st NRMCA Exterior Flatwork Certification Program in August! Henry Prenger from LafageHolcim, and creator of the certification program, conducted the class and several of us became certified instructors to administer the class moving forward. MaCAPA's goal is to put as many concrete contractors and finishers through this course as possible, I will need your help to accomplish this. This is a one day/ "lifetime certification". The class will teach them about materials, proper installation practices as well as the importance of curing and sealing the surface.

**Public Safety Bill H3844 & S1799**—We had our hearing in front of the joint Public Safety Committee on Sept. 12th. The testimony from our team was well received and we are currently having follow-up conversation with all the committee members to make sure they fully understand the subject and to answer any question, so far the response has been very positive. We are also continuing to build our coalition of labor, industry, fire safety personnel, and legislators. **We need your help with any personal contacts and relationships you have. Now is the time to forward that information to me, so we can educate them and have them help with this public safety effort.**

### Northeast Regional

#### ConcreteWorks

**Date: Nov. 6th & 7th**

**Location: MGM Springfield**

**Please register soon!!**

**Check out the agenda! We have a great schedule of topics and speakers.**

### MaCAPA West Golf Tournament

**Thanks to all 44 golfers who participated in the tournament!**

**The weather was perfect and as always, the Chicopee County Club Staff did a great job!**

**Special thanks to all our hole sponsors and to those who brought gifts for the raffle.**



Photo Caption

## Second Story Headline

Place your stories in order of their importance. For example, your most important story should be at the top of the page. Less important stories, or stories that may appeal to a smaller portion of your audience should be lower down on the page.

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.

You might also designate a consistent spot on the page for lighter, or more editorial content. That way the reader always knows where to look for a certain type of content.

Most successful publications include a mix of content types to satisfy a wide range of tastes. Consider putting your most serious content on the front page, and your lighter content inside.

## It's called a story for a reason

Integrate frequent headlines to announce different sections of your story. Consider writing your content in a personal tone, in the same way you might talk to someone sitting across from you at a restaurant.

## Include paragraph breaks often

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.

## Another Story Headline

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Photo Caption

## Sidebar Story Headline

Sidebars complement a main article. Use them when you want to keep your main articles direct and information packed, but you still want to share extra or supplementary content.

For example, if your main story is about your new building plans, consider using the sidebar to talk about the history of the land plot, or to tell a story of your first encounter with the property.

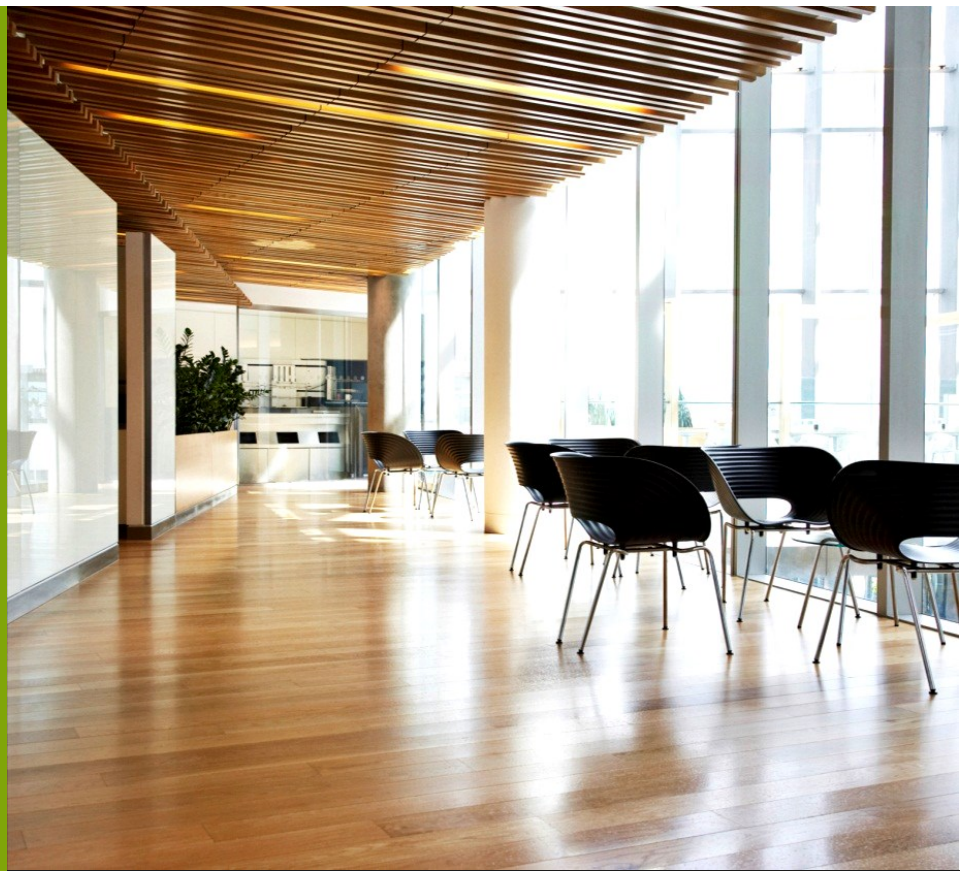


Photo Caption

## Another Story Headline

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused. Examples of possible headlines include Selling Your Home and New Office Opens Near You.

If you have to break a headline into two rows, try to find a natural break in the content. Each line should stand alone so that your readers can easily understand what is in the story even while skimming.

Newspaper editors consider headline writing like poetry. How can you get the reader's attention and draw them into the story in only a few words?

Meanwhile, you don't want to give too much away, or the reader doesn't even have to read the story to understand the content.

# Back Cover Story Headline

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