willingness to commit time and energy beyond their regular responsibilities to achieve important promotion goals. Of the hundreds of cement industry employees participating in cement and concrete promotion, there were 32 nominees and only 8 award winners for the 2001 awards. Lee Godfrey, Signal Mountain’s sales representative in eastern Tennessee was one of these 8 winners.

Over the past year, Lee focused his promotion efforts on alternative paving methods including pervious concrete pavement, roller-compacted concrete (RCC), and Ultra-thin white-topping (UTW). He helped the Tennessee D.O.T. develop a statewide specification for pervious concrete pavement, RCC and UTW. Similar specifications were developed for Chattanooga, Dayton and Cleveland, Tennessee. He made presentations to hundreds of decision-makers where he distributed 2” x 4” samples of pervious concrete pavement. Lee had articles published in trade journals, developed brochures and created a technical binder on pervious concrete pavement.

As a result of Lee’s work, many paving projects were converted from asphalt to concrete. More than 10,000 cubic yards of RCC have been placed in nearly 20 projects, 10,000 square yards of pervious concrete pavement were placed at Finley Stadium in Chattanooga (see picture) and 15 UTW projects have been initiated over the past several years.

“If promoted properly, pervious concrete pavement will be the pavement of choice for automobiles in the southern tier of the United States,” says Michael Berlin of RC Cement Co., Inc. “Lee has gotten this campaign off to a great start.”

Lee’s promotion partners include Ray Seipp and Jim Lunsford of Signal Mountain Cement Company.