



FOR IMMEDIATE RELEASE

**AMERICAN SHOTCRETE ASSOCIATION ANNOUNCES OUTREACH FORUM DURING INTERNATIONAL POOL, SPA, PATIO EXPO SHOW IN LAS VEGAS, NV.**

**FARMINGTON HILLS, Mich.** (May 12, 2011) –The American Shotcrete Association (ASA) is pleased to announce an ASA sponsored outreach forum inviting the pool industry to participate in a discussion of what needs / opportunities can be met by ASA.

Held during the International Pool, Spa, Patio Expo Show in Las Vegas, NV., the forum will take place in Jasmine E on level 3 of the Mandalay Bay South Convention Hall on Wednesday, November 2, 2011 at 5:00 PM Pacific time. There is no cost to attend the forum and all interested parties are encouraged to attend.

ASA Pool & Recreational Shotcrete Committee Chair Bill Drakeley will lead the discussion and explore topics such as ASA education efforts, nozzleman certification, and other resources that could assist pool building contractors. The meeting will also offer an opportunity to discuss the advantages of shotcrete and different applications regarding water shapes other than pools that shotcrete/gunite contractors can realistically get involved with.

“We are basically going to those in the industry that use the shotcrete / gunite process and asking them what they want ASA to be for them” said Bill Drakeley. “This is a great opportunity for both the industry and ASA to refocus/repurpose a resource that will truly serve the needs of the industry for years to come.”

A full agenda will be made available on ASA’s web site in the weeks immediately preceding the meeting. Those interested in attending the meeting can send an e-mail to [Info@shotcrete.org](mailto:Info@shotcrete.org) and ASA staff will send an electronic copy of the meeting agenda once it is officially finalized.

ASA is a non-profit organization of contractors, suppliers, manufacturers, designers, engineers, owners, and others with a common interest in promoting and educating the concrete industry on the versatility, quality and economic advantages of the use of shotcrete. For more information about ASA, visit [www.shotcrete.org](http://www.shotcrete.org).

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