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Spancrete Adds Marketing and Business Development Professional

Waukesha, Wis. (March 6, 2007) – The Spancrete Group, Inc., long recognized as the leader in the precast/prestressed concrete industry, recently hired Kimberly Wacker as director of marketing and business development.

Wacker has more than nine years of strategic marketing experience working primarily for business-to-business organizations handling both business marketing and product development. She earned a masters of business administration from Marquette University and attended the University of Wisconsin-Whitewater for an undergraduate degree in business administration.

In her new role, Wacker directs the overall strategic marketing direction, corporate communications and customer and market development for the organization. She is charged with assisting designers, developers and educators in understanding the value and benefit of building with architectural and structural precast concrete. In addition, Wacker will lead the company's efforts in the areas of advertising, direct mail, corporate events, market research and public relations.

About The Spancrete Group, Inc.

Headquartered in Waukesha, Wis., The Spancrete Group, Inc. is a leading provider of architectural and structural precast concrete products to the Midwest construction industry. A third-generation, family-owned company, Spancrete is an industry pioneer, committed to being the most responsive partner and innovative provider of precast products and solutions. The company operates four precast concrete plants in Wisconsin and Illinois, Spancrete Machinery Corporation in Waukesha, and American Concrete Pipe Company in Green Bay and Milwaukee. All Spancrete facilities are PCI certified and supply precast concrete products to the entire Midwest region.



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The Spancrete Family of Companies

SPANCRETE

Waukesha, WI • Green Bay, WI • Chicago, IL

SPANCRETE
MACHINERY CORPORATION

Waukesha, WI

ACP
AMERICAN
CONCRETE
PIPE

Green Bay, WI • Milwaukee, WI