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**Concrete Reinforcing Steel Institute Appoints Mike Mota as
Atlantic Regional Manager**

SCHAUMBURG, ILLINOIS, February 21, 2008 — The Concrete Reinforcing Steel Institute (CRSI) is pleased to announce the appointment of Mike Mota, PE, as the new Atlantic Regional Manager. In this position, Mr. Mota will be responsible for managing all CRSI activities in the Atlantic Region (Maine, New Hampshire, Massachusetts, Rhode Island, Connecticut, Eastern New York, New Jersey, Eastern Pennsylvania, Delaware and Maryland) and within the Region's individual chapters.

Mr. Mota comes to CRSI with more than 18 years of experience in structural engineering design and project management. Prior to joining CRSI, Mr. Mota spent seven years with the Portland Cement Association (PCA) as their Regional Engineering Manager for the eastern United States. He is an active member of the American Concrete Institute (ACI), serving as Secretary of Committee 314, "Simplified Design of Reinforced Concrete Structures"; the American Society of Civil Engineering (ASCE); and the Masonry Society. In January, he was named to the Editorial Board of *Structure* magazine. Mr. Mota is the current Chairman of the New York City Concrete Promotional Council's (NYCCPC) High Rise [Building] Committee and serves on the Board of Directors of the Concrete Industry Board of New York City. He is a frequent speaker on ACI's

seminar series on Simplified Design of Concrete Structures and the Post-Tensioning Institute's (PTI) half-day seminar series on Fundamentals of Post-tensioning Design. Bob Risser, PE, President, CRSI, had this to say, "Mike is a nationally recognized concrete expert and will be an important addition to the CRSI team and a resource to design and construction professionals in the Northeast."

Mr. Mota is a past recipient of a CRSI Foundation Scholarship and has a BS and MS in Civil Engineering from the New Jersey Institute of Technology. He is a PhD candidate in Civil Engineering at Drexel University in Philadelphia. He is a registered Professional Engineer in New York, New Jersey and Pennsylvania. Mr. Mota will be based out of Philadelphia.

For additional information about Mr. Mota or CRSI, contact Andrea Howard, Marketing Communications Manager, at (847) 517-1200 or via e-mail at ahoward@crsi.org.

About the Concrete Reinforcing Steel Institute

Founded in 1924, the Concrete Reinforcing Steel Institute (CRSI) is a trade association that stands as the authoritative resource for information related to steel reinforced concrete construction. Serving the needs of architects, engineers and construction professionals, CRSI offers many technical publications, design aids, software programs, educational seminars, promotional activities, membership functions and design award programs. CRSI members are manufacturers, fabricators and placers of steel reinforcing bar and related products, and professionals who are involved in the research, design and construction of reinforced concrete. Serving the construction market in the United States, Canada and Mexico, CRSI is headquartered in Schaumburg, Illinois with regional offices located across the United States.