

Historical Perspective of Coal Ash Marketing and Promotion in the USA

Oscar Manz

Professor Emeritus, Civil Engineering Department, University of North Dakota, Grand Forks, North Dakota; 45370 State Highway 1 NW, Alvarado, Minnesota 56710

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John H. Faber, the first executive director of the National Ash Association (NAA), 1968-80, was the planner of the first Ash Utilization Symposium in 1967 in Pittsburgh, PA. A summary of his history of the first 40 years of ash marketing, beginning in 1946, is presented in this paper. Due mainly to his efforts, the NAA was formed in 1968 and became recognized as the world's leading authority on coal ash technology and utilization. Faber initiated the publication of the newsletter for NAA entitled ASH AT WORK. In 1985, the NAA became American Coal Ash Association (ACAA). The formation and early history of the NAA, compiled from ASH AT WORK, are presented in this paper, as well as highlights from the NAA and ACAA. ASH AT WORK continues today with its 4th logo.

There have been 15 Fly Ash Symposiums sponsored by NAA and ACAA, 5 by the University of Kentucky, and 8 International Conferences on Fly Ash, Silica Fume, Slag and Natural Pozzolans in Concrete, sponsored by CANMET/ACI.

Oscar E. Manz, Professor Emeritus of Civil Engineering at the University of North Dakota, has been a lifetime associate of John Faber and promoter of fly ash since 1963. He spent 9 years having high lime Class C flyash incorporated into ASTM C618 for fly ash for use in concrete. A summary of his lifetime association with fly ash promotion is also included. The Coal Ash Resources Research Consortium (CARRC) at the Energy & Environmental Research Center (EERC) at the University of North Dakota continues the work that Manz started in the 1960's.

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