Dear Colleague,

We’re headed deep into the heart of Texas for NRMCA’s 2015 ConcreteWorks! San Antonio will be the backdrop for all of the exciting events and informative educational opportunities the industry has come to expect from NRMCA’s premier Fall showcase. We’ve made some changes to the schedule to allow for larger displays in our Expo Hall and expanded exhibition hours. But that doesn’t mean we’re skimping on the education and networking opportunities you value. I invite you to read through the conference brochure to get a true flavor of all that NRMCA has to offer you and your colleagues. Whether you follow one educational track, such as OES, Business, Promotion or Technology, or pick and choose amongst the tracks, you’re in for an unprecedented ready mixed concrete education. We’ll also discuss the growing threat to the ready mixed concrete industry from the softwood industry as it seeks to influence building codes and best practices.

Of course, event highlights like the 10th Annual Truck Mixer Driver Championship, Fall Board of Directors meeting and the CONCRETEPAC dinner will round out your experience. I invite you to explore all of these possibilities laid out on the following pages and join me in San Antonio, September 20 – 22, 2015, for the ready mixed concrete industry’s premier event.

Please join us for NRMCA’s ConcreteWorks 2015!

Robert Garbini, P.E.
President,
National Ready Mixed Concrete Association

Register Early & Save!

Register on or before August 27, 2015 and save over $100* on NRMCA’s ConcreteWorks & Board of Directors’ Meeting! * See the Registration form on page 15 for details.

...join the conversation #cworks2015
This year we have a larger exposition hall with expanded hours and activities!

NRMCA’s ConcreteWorks 2015, co-located with the Fall Board of Directors’ Meeting, is taking place in San Antonio, TX, September 20-22. This year’s event brings exciting new changes for the conference. Year after year, the conference brings together longstanding NRMCA business meetings, social events, informative educational seminars and keynote presentations.

NRMCA is expanding the size of the exposition hall, expanding hall hours and adding special activities in the hall to provide exhibitors with greater exposure and to further ensure a broad attendee base.

Check out the full seminar schedule and descriptions of special events on the following pages, then register early to take advantage of fee discounts. You may register with the form on page 15 or visit www.nrmca.org/Conferences_Events/ConcreteWorks/2015/registration.html to register on-line. You may also contact Jessica Walgenbach at 888.846.7622, x1152 or jwalgenbach@nrmca.org for any questions or assistance with the registration process.

REGISTER ON OR BEFORE AUGUST 27, 2015 AND SAVE OVER $100 ON NRMCA’S ConcreteWorks MEETING!

Also, don’t forget to come out, watch and support the very best concrete mixer truck drivers from around the USA compete to earn the title of “Best of the Best” at the 10th National Mixer Driver Championship with the most challenging course layout to date!

...join the conversation #cworks2015
General Session
Tuesday, September 22, 2015

BRIEFING: THE GROWING INFLUENCE OF WOOD IN BUILDINGS AND CODES

Presenter: Jonathan Arnold, Principal, Arnold Development Group

The wood interests, like all industries, looks for avenues to position themselves with specifiers. This past decade, they saw some successes in building codes as they eroded “artificial” barriers to the use of wood products through the use of fire suppression systems. They also saw an opportunity to align economic interests of cities faced with economic challenges with the growing awareness of climate change and the emergent concern with the carbon footprint of green building projects. This session will review the historic perspective of the growing movement to use wood over other building materials, the complex relationship between green certifications and local politics, and the competitive drive for market share among all industries.

JONATHAN ARNOLD
Principal, Arnold Development Group

Jonathan is responsible for strategy, corporate vision and capital structure. He holds a degree in architecture from Cornell University and a master’s degree in real estate development from Columbia University. Over the past 15 years, he has successfully helped design and market more than $6 billion in commercial real estate, including more than 40 continuing care retirement communities, 2,500 apartment units, and more than two dozen large scale mixed-use urban infill developments.

A luxury resort in the magnificent Texas Hill Country...

A San Antonio luxury resort set amidst the lush Texas Hill Country, featuring world-class dining, spa, and magnificent event spaces. The resort is very kid friendly with acres of pools, a lazy river and plenty of hotel sponsored activities for kids! Read more below...

JW Marriott San Antonio Hill Country Resort & Spa
23808 Resort Parkway
San Antonio, Texas 78261
Reservations: 1-877-622-9290

Use this QR code to reserve your hotel room online.

The hotel reservations cut-off date for the discounted rate is Thursday, August 27, 2015.

More hotel registration information is on page 14.

...join the conversation #cworks2015
Schedule at-a-Glance

Saturday, September 19, 2015

7:00 a.m. – 5:00 p.m.
Driver Championship Set-Up

8:00 a.m. – 9:30 a.m.
Executive Committee Meeting

10:00 a.m. – 6:30 p.m.
Registration & Information Desk Open

10:00 a.m. – 11:30 a.m.
*TMMB Meeting

11:30 a.m. – 1:00 p.m.
Manufacturers’, Products & Services Division Meeting (lunch)

11:30 a.m. – 1:00 p.m.
Educational Activities Committee Meeting (with lunch)

1:00 p.m. – 5:00 p.m.
OES Committee Meeting

1:00 p.m. – 6:00 p.m.
RES Task Groups & Committee Meeting

2:00 p.m. – 4:00 p.m.
Promotion Committee Meeting

4:00 p.m. – 6:00 p.m.
BAC Committee Meeting

6:30 p.m. – 7:30 p.m.
Driver Position Drawing Reception

7:30 p.m. – 9:30 p.m.
Chairman's Dinner**

Sunday, September 20, 2015

7:00 a.m. – 5:00 p.m.
Registration & Information Desk Open

7:00 a.m. – 11:00 a.m.
NRMCA’s National Truck Mixer Driver Championship

8:30 a.m. – 6:30 p.m.
Spouse/Guest Hospitality Suite Open

...join the conversation #cworks2015

Monday, September 21, 2015

7:00 a.m. – 5:00 p.m.
Registration & Information Desk Open

7:30 a.m. – 8:30 a.m.
Education Breakout Sessions (breakfast available at 7:00 a.m.)

8:00 a.m. – 6:00 p.m.
Spouse/Guest Hospitality Suite Open

8:30 a.m. – 7:30 p.m.
Exposition Hall Open

8:30 a.m. – 10:00 a.m.
Product Slam in Exposition Hall

11:30 a.m. – 12:30 p.m.
Education Sessions

12:30 p.m. – 1:45 p.m.
Luncheon with Awards Presentation

2:00 p.m. – 2:45 p.m.
Education Sessions

2:45 p.m. – 3:30 p.m.
Education Sessions

3:30 p.m. – 3:45 p.m.
Networking Break in Exhibit Hall

Items in red indicate Board of Directors’ event.
3:45 p.m. – 4:30 p.m.
Education Sessions

4:30 p.m. – 5:15 p.m.
Education Sessions

5:30 p.m. – 7:30 p.m.
Reception in Exposition Hall

7:30 p.m. – 9:30 p.m.
Dinner with Driver Championship Awards

**Tuesday, September 22, 2015**

5:30 a.m. – 6:00 a.m.
RMC Research & Education Foundation
Walk for Wellness Registration***

6:00 a.m. – 7:00 a.m.
RMC Research & Education Foundation
Walk for Wellness Fundraiser***

6:30 a.m. – 2:00 p.m.
Registration & Information Desk Open

7:30 a.m. – 8:15 a.m.
Education Sessions (breakfast available at 7:00 a.m.)

8:00 a.m. – 9:30 a.m.
Spouse/Guest Breakfast

8:15 a.m. – 9:00 a.m.
Education Sessions

8:30 a.m. – 11:30 a.m.
Exposition Hall Open

9:30 a.m. – 5:30 p.m.
Spouse/Guest Hospitality Suite Open

11:30 a.m. – 12:30 p.m.
Closing General Session

1:00 p.m. – 5:00 p.m.
Board of Directors’ Meeting (lunch available at 12:30 p.m.)

6:30 p.m. – 9:30 p.m.
CONCRETEPAC Dinner***

* Indicates Closed Sessions
** Indicates Invitation Only Events
*** Indicates Events Requiring Separate Registration and Fee

Schedule and topics are subject to change, check the Web site for updates.
Some Highlights of the Meeting

NRMCA’s National Truck Mixer Driver Championship
Sponsored by the Truck Mixer Manufacturers Bureau, NRMCA’s 10th Annual National Mixer Driver Championship will be held at the JW Marriott San Antonio Hill Country Resort & Spa on Sunday, September 20, from 7:00 a.m. – 11:00 a.m. More than 30 mixer drivers from around the country are expected to compete for the title “Best of the Best” on our most challenging course yet! Registration for this event is available for those who wish only to attend the Mixer Driver Championship. The winners of the competition will be announced at the Monday Night Awards Dinner!

NRMCA’s ConcreteWorks Exposition Hall
The Expo Hall serves as the central meeting place for the conference with top companies showcasing the latest technologies, products and services for the industry. This year NRMCA is expanding the size of the expo hall, expanding hall hours and adding special activities. Be sure to visit all the exhibitors during the duration of the conference.

For exhibit information, contact NRMCA’s Jessica Walgenbach at 240.485.1152 or email jwalgenbach@nrmca.org. You can also download the Exhibitor Prospectus for more information on exhibiting opportunities.

Spouse Program
NRMCA will offer a full schedule of events for the spouse/guests of NRMCA conference attendees. Activities will take place both on-site at the host hotel and off-site. Details are available in the Spouse/Guest Program.

RMC Research & Education Foundation Walk for Wellness
Join the RMC Research & Education Foundation for a Walk for Wellness on the morning of Tuesday, September 22, 6:00 a.m. – 7:00 a.m., with registration beginning at 5:30 a.m. With an increased emphasis on health within the ready mixed concrete industry, the Foundation wants to support this initiative by holding this Walk to raise awareness of the importance of wellness. Your participation is a tremendous opportunity to support this initiative and the Foundation at the same time. Registration will be $25 per walker and will be complimentary for drivers participating in the National Truck Mixer Driver Championship. We encourage companies to set up fundraising pages to support those drivers and employees who choose to participate in the Walk. For more information or for links to register and to set up a fundraising page, please visit www.rmc-foundation.org.

The RMC Research & Education Foundation is a lasting resource for increasing quality, professionalism and sustainability in the ready mixed concrete industry by funding high quality, high value, non-proprietary research and education programs. Online registration

CONCRETEPAC Dinner
NRMCA’s Political Action Committee will hold a dinner on Tuesday, September 22, from 6:30 p.m. – 9:30 p.m. This dinner is open to all attendees but will require an additional fee. More information to come...

IMPORTANT NOTE: Federal Election Commission rules require sending information for PAC events only to NRMCA members with prior authorization forms on file. For information, registration and sponsorship opportunities, please contact Heather Houck at 240.485.1153 or email hhouck@nrmca.org.
NRMCA’s ConcreteWorks 2015

Whether you are seeking operational “how-to” information to apply in the workplace, compliance information to double check industry standards and best practices, or strategically oriented topics that reaffirm human resources value to your organization’s success, you will find educational sessions that meet your unique professional development needs. Session topics address a wide variety of ready mix industry related topics required to lead today’s workforce and survive in the current economic climate.

Seminar
Descriptions
(Organized By Schedule)

COLOR CODED BY TRACK:

- Operations
- Environmental
- Safety & HR
- Business
- Promotion
- Technology

Monday, September 21

7:30 a.m. – 8:30 a.m.

Economic Update
Anirban Basu is Chairman & CEO of Sage Policy Group, Inc., an economic and policy consulting firm in Baltimore, MD providing strategic analytical services to energy suppliers, law firms, medical systems, government agencies, and real estate developers among others. Mr. Basu will present “The Pit and the Pendulum”, a detailed, data-driven update of the performance of the global, national, and relevant regional economy. Special attention will be given to key aspects of economic life, including trends characterizing financial, real estate, energy, and labor markets.

2015 Mixer Driver Recruitment, Retention, and Turnover Survey Results
Top notch mixer drivers who care about quality service are the cornerstone of every successful producer’s business. Finding, and keeping, the right people is more challenging than ever as the ready mixed concrete industry recovery intensifies. This session shares NRMCA’s survey’s results for you to stack up your practices in today’s war for commercial driving talent.

What Works in Concrete Promotion?
This informative session features a series of rapid-fire five to15 minute “walk-through” presentations describing eye-opening concrete promotion successes. Attendees will leave this session with new ideas and strategies for delivering concrete projects.

Responsible Sourcing: What is it and How Can I Demonstrate High Performance?
With the launch of LEED v4, responsibly sourced building products are rewarded for reporting through approved responsible sourcing certification systems. Called a responsible sourcing scheme (RSS), these new reporting requirements are quickly becoming part of the company’s entry into the growing green marketplace. A new organization, the Concrete Sustainability Council (CSC), was established in 2014 to develop, launch and administer an international RSS for concrete and as a founding member, NRMCA will be the certification body in the U.S. This presentation will provide an overview of the RSS that allows organizations to evaluate benchmark and report their performance in the areas of Quality Management, Environmental Stewardship, Social Responsibility and Economic Prosperity.

11:30 a.m. – 12:30 p.m.

Equipment Challenges – Capex, Fleet Age and Technology for Equipment
This session will address the challenges that an aging truck fleet presents and creative ways of financing not only trucks but other capital needs. It will also address such things as carb compliance and other technologies.

How to Protect Yourself from Environmental Third Party Lawsuits/
How to Work With Such Groups
Your greatest environmental threat may be from third party lawsuits from environmental advocacy groups. Have you ever wondered how to work with environmental advocacy groups to help your business by showcasing your environmental awareness? This education session will provide answers and background on both of these questions. Given the current environment surrounding greater regulatory enforcement, having a plan for both of these issues is paramount for protecting your business.

Promoting Concrete for Low- to Mid-
Rise Construction
This presentation will discuss the benefits of concrete for low- to mid-rise buildings. NRMCA’s Gregg Lewis will present results of market research with developers including their attitudes and perceptions of concrete. The developer perspective will also be covered through case studies to illustrate when concrete tends to be used vs. wood or steel framing.

Specifications that Impact the Producer
and Contractor
While the evolution to performance specifications is a desirable goal, current specifications for concrete construction provide considerable challenges for the concrete contractor and producer. Specification requirements can often have subjective interpretation, cause problems with the type of mixture appropriate for construction, means and methods of construction, or delay project schedules. This session will discuss some real world...
2:00 p.m. – 2:45 p.m.

Relating to Generation Y, the Millennial Generation in the Workplace, Part 1
People born from the early 1980’s through the 2000s, known as Generation Y or the Millennial Generation, represent a class of employees that see the workplace differently than earlier generations. This generation, soon to represent a significant portion of the workforce, believe in being their own bosses, changing the world for the better, want flexible work schedules and prefer to work in a collaborative environment using the latest technologies available to do their work. They communicate through texts and spend significant time on their mobile phones. They want their work life to be an extension of their personal life. So how do you attract this type of talent and what does it take to entice them and retain them once they are hired. This session will take a look at the characteristics of Generation Y and what makes them different from previous generations.

Vehicle Crashes in the Ready Mix Industry – Insights on Accident Causation
Lytx’s in-cab video technology is deployed in almost a quarter million vehicles nationwide with several thousand of these vehicles being from the ready mix industry. This exception-based video not only captures unsafe driving actions for subsequent driver improvement efforts but also captures a birds-eye view of vehicle crashes. Unlike driver and law enforcement reports which are notoriously inaccurate, video provides unbiased evidence as to what actually happened in a crash. In this presentation Del Lisk will share insights on driver behavior and accident causation in the ready mix industry based on video review of actual collision and near collision incidents.

Concrete Overlays of Asphalt Parking Lots: How to Get in the Game
There has been a rapid rise in owner interest and numerous project successes since the 2012 publication of the Guide to Concrete Overlays of Asphalt Parking Lots (funded by the RMC Research & Education Foundation). These “wins” demonstrate that the potential for this application to dramatically expand concrete market share is for real. This session will review a number of overlay project successes and suggest steps for moving ahead in your market.

Operations Role in Improving Concrete Quality, Part 1
This presentation will discuss quality measurement and the cost savings from improving quality. The talk will highlight the role that operations personnel have in attaining better quality. Specifically best practices as related to batching, mixing, mixing water control, plant testing will be discussed. Actual examples and hypothetical scenarios will be presented. Readily implementable steps will be suggested.

2:45 p.m. – 3:30 p.m.

Relating to Generation Y, the Millennial Generation, in the Workplace, Part 2
People born from the early 1980’s through the 2000s, known as Generation Y or the Millennial Generation, represent a class of employees that see the workplace differently than earlier generations. This generation, soon to represent a significant portion of the workforce, believe in being their own bosses, changing the world for the better, want flexible work schedules and prefer to work in a collaborative environment using the latest technologies available to do their work. They communicate through texts and spend significant time on their mobile phones. They want their work life to be an extension of their personal life. So how do you attract this type of talent and what does it take to entice them and retain them once they are hired. Part two of this session will take a look at how business must adapt to this generation and tailor their communications in a way that appeals to Millennials and keeps them engaged and feeling like an integral piece of the organization.

The National Labor Relations Board Is Changing the Workplace. Are You Prepared?
Learn about the National Labor Relations Board’s (NLRB) recently issued decisions that impact both union and non-union companies. They include changes that allow unions to be quickly and easily voted in by non-union companies’ employees. The latest NLRB revisions also force employers to release employees’ personal information to unions which could undermine employers’ due process rights about unionization. Additionally, these numerous NLRB decisions now find many employers’ rules of conduct policies illegal.

Bigger, Taller, Faster: Wood High-Rises Coming Soon to Your City
From Canada to the USA, a new breed of high-rise buildings are starting to win praise from architects, developers and environmentalists in the era of climate change. This session will explain the growing threat of wood high-rises from advance wood products and the claim of structures whose carbon footprint is 75 percent smaller than concrete and steel buildings. Despite the wood industry’s strong promotional efforts, the concrete industry can position itself to strengthen buildings codes in favor of non-combustible construction, meet environmental goals of our specifiers, and use scientific-based research to combat this threat in your backyard.

Creative Approaches to Increasing Pervious Concrete in Your Market
Gordon Singletary of S&W has transformed the use of pervious concrete in his marketplace to be viewed as a mainstay paving option. His successful use of pervious is credited to innovative approaches that bring value to owners. Gordon will present his approach to this increased market segment through project examples and original design ideas.

Operations Role in Improving Concrete Quality, Part 2
This is a continuation of Part 1.

Schedule and topics are subject to change, check the Web site for updates.

...join the conversation cworks2015
3:45 p.m. – 4:30 p.m.

Results of the 2014 Industry Data Survey
We will review the results of the 2014 edition of the NRMCA Industry Data Survey and will also discuss possible outcomes for the current year given varying economic and political considerations. Detailed information concerning components of a cubic yard of concrete will be discussed as well as trend analysis of various industry metrics. You won’t want to miss this session as the information in the NRMCA Industry Data Survey is a unique compilation of data that can be found nowhere else.

2015 Fleet Benchmarking Survey Results
The 2015 Fleet Benchmarking Survey results introduce some interesting new trends within the industry. Come find out how the latest information about transporting ready mixed concrete can help protect your bottom line.

Selling Concrete Parking Lots: The Boot Camp & Workshop
NRMCA offers two on-site training seminars for individual member companies to enable ready mixed concrete sales professionals to utilize fundamental promotion and partnering approaches to expand parking lot paving opportunities. The Boot Camp and Workshop, however, differ in key ways. In addition to learning about promotion fundamentals covered in both, and hearing feedback from participants, attendees will be in a position to consider if one of these seminars would be useful for their company’s sales team.

Fly Ash Supply and Beneficiation
The potential of fly ash being designated as a hazardous waste has now been resolved. However, as the power industry uses various means to comply with emissions regulations, fly ash supply can vary from shortages to considerable variation in characteristics. This session will discuss the methods being used to manage emissions, the impact on fly ash quality, and the beneficiation options being used by the fly ash marketers.

4:30 p.m. – 5:15 p.m.

State of the Industry
We will discuss the current state of the ready mixed concrete industry from both the short and long-term perspectives and address such topics as population growth, current and historic ready-mix production levels, Federal government intervention and other factors on the horizon regarding the industry in evaluating the state of business.

Environmental Regulatory Rundown
This education session will cover updates on the latest environmental issues and how they impact ready mixed concrete producers. The session will be rounded out with a discussion on NRMCA’s Regulatory Enforcement Survey results.

Improving Concrete Success Rates Through Producer/Contractor Collaboration
Scott Haislip has had the benefit of working in an association capacity with ready mix concrete producers and in recent years as a pavement expert with two large concrete contractors. Scott will share ways state and national associations in collaboration with ready mixed concrete producers can best support contractors in gaining additional work for the benefit of all. Scott will share tips on analyzing project types and competitive stance in any given market place along with how best to work together to capitalize on the advantages of concrete.

How EPD’s are being used for Real World Projects
This presentation will start with an overview of projects where Environmental Product Declarations (EPDs) were requested as part of the project specifications and how project designers are using them. Dirk Kestner of Walter P. Moore (structural engineers) will describe a real world example of a 35 story, $1.5 billion concrete residential building in Houston and how high volume SCM concrete was used to lower impacts and meet the Whole Building LCA credit and the EPD credit in LEED v4. He will describe how he used the NRMCA Industry Wide EPD and Benchmark report to design a building with lower environmental impacts.

Tuesday, September 22

7:30 a.m. – 8:15 a.m.

Results of the 2014 Industry Data Survey
We will review the results of the 2014 edition of the NRMCA Industry Data Survey and will also discuss possible outcomes for the current year given varying economic and political considerations. Detailed information concerning components of a cubic yard of concrete will be discussed as well as trend analysis of various industry metrics. You won’t want to miss this session as the information in the NRMCA Industry Data Survey is a unique compilation of data that can be found nowhere else.

B30.27 – Concrete Pump Safety Standards for Mixer Drivers
Did you know there is a new safety standard for operations around concrete pumps? Did you know there are provisions in the new standard that place new responsibilities and liabilities directly on mixer drivers? Join us for this session to learn about the most up-to-date information on the new standard and NRMCA’s guidance on how to best comply.

Opportunities for Concrete Streets and Local Roads
New and renewed concrete promotion efforts are taking place in cities, counties and states across the country with concrete gaining a foothold and expanding market share in many jurisdictions. This session will briefly review new promotion approaches for streets and roads and then focus on project examples that illustrate the kind of opportunities that are increasingly being created.

Real Time Monitoring, Part 1 – Automated Slump Management Technology for Consistent Quality Concrete
Regardless of the type of construction, the slump of concrete is very important to the concrete contractor for successful handling,
placing and finishing. Specifications require concrete to be discharged to a target slump within acceptable tolerances. This often needs to be balanced with the need to maintain the strength and quality of concrete by controlling the quantity of water added. This presentation will discuss the automated monitoring of slump and the addition of water and admixtures to maintain slump to the required level before concrete is discharged. Water and admixture addition is quantified and can be controlled to not exceed quantities established by the mix design. These systems ensure that the quality of fresh and hardened concrete can be properly managed to satisfy the needs of the contractor and the project.

8:15 a.m. – 9:00 a.m.

State of the Industry
We will discuss the current state of the ready mixed concrete industry from both the short and long-term perspectives and address such topics as population growth, current and historic ready-mix production levels, Federal government intervention and other factors on the horizon regarding the industry in evaluating the state of business.

Mixer Drivers in 2015 – What They Need to Know
As the industry’s ambassadors, making sure your mixer drivers have the best industry and product knowledge and education is critical for industry success. The updated 2015 Mixer Driver Manual is a gold standard resource for helping to mold your drivers into the industry’s professional front line that they should be.

Targeting Key Market Segments for Concrete Parking Lot Success (session A)
Based on requests of NRMCA for project assistance, several market sectors stand out as the greatest potential for success: Churches, Hospitals, Golf Courses, Schools and Auto Dealerships. This session will delve into opportunities for each of these market segments and will include discussion of new NRMCA marketing material to accompany pursuit.

Promoting Concrete Through LEED Projects (session B)
The new version of LEED has overhauled the Materials and Resources (MR) credits and concrete producers can use this as marketing advantage. The revamped MR credits will create opportunities for manufacturers that take the path to transparency through Environmental Product Declarations (EPDs), Corporate Social Responsibility (CSR) Reports and Health Product Declarations (HPDs). These metrics will quickly become part of the company’s entry into the growing green marketplace. This session will discuss the how to promote concrete in LEED projects through NRMCA’s EPD Program, the Concrete Sustainability Council (CSC), and the upcoming NRMCA Guide to material ingredients reporting.

Real Time Monitoring, Part 2 – Automated Air Content Management Technology in Fresh Concrete
Managing the consistency of air content of freshly mixed concrete is an important challenge for the ready mixed concrete. It is well established that air entrained concrete is necessary for durable concrete that will be exposed to cycles of freezing and thawing. A system called AIRtrac is being used to monitor the entrained air in concrete, as the concrete is being mixed in a plant mixer with a stationary wall. This system is now being developed for use on a ready mix truck drum. The AIRtrac Mobile sensor will output the air content in the concrete in percent by volume and concrete temperature. The output information can be displayed in the truck cab or integrated with a telematics system for reliable monitoring to ensure that concrete will comply with project specifications.

Schedule and topics are subject to change, check the Web site for updates.
### Conference Schedule

<table>
<thead>
<tr>
<th>Day/Time</th>
<th>Session Type</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturday, September 19</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Committee</td>
<td>Executive Committee Meeting*</td>
</tr>
<tr>
<td>10:00 a.m. – 6:30 p.m.</td>
<td>All</td>
<td>Registration &amp; Information Desk Open</td>
</tr>
<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td>Committee</td>
<td>TMMB Meeting*</td>
</tr>
<tr>
<td>11:30 a.m. – 1:00 p.m.</td>
<td>Committee</td>
<td>Manufacturers, Products &amp; Services Division Meeting (with lunch)</td>
</tr>
<tr>
<td>11:30 a.m. – 1:00 p.m.</td>
<td>Committee</td>
<td>Educational Activities Committee Meeting (with lunch)</td>
</tr>
<tr>
<td>1:00 p.m. – 5:00 p.m.</td>
<td>Committee</td>
<td>OES Committee Meeting</td>
</tr>
<tr>
<td>1:00 p.m. – 6:00 p.m.</td>
<td>Committee</td>
<td>RES Task Group Meetings</td>
</tr>
<tr>
<td>2:00 p.m. – 4:00 p.m.</td>
<td>Committee</td>
<td>Promotion Committee Meeting</td>
</tr>
<tr>
<td>4:00 p.m. – 6:00 p.m.</td>
<td>Committee</td>
<td>BAC Committee Meeting</td>
</tr>
<tr>
<td>6:30 p.m. – 7:30 p.m.</td>
<td>All</td>
<td>Driver Championship Position Drawing Reception</td>
</tr>
<tr>
<td>7:30 p.m. – 9:30 p.m.</td>
<td>Board</td>
<td>Chairman’s Dinner**</td>
</tr>
<tr>
<td><strong>Sunday, September 20</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 a.m. – 5:00 p.m.</td>
<td>All</td>
<td>Registration &amp; Information Desk Open</td>
</tr>
<tr>
<td>7:00 a.m. – 11:00 a.m.</td>
<td>Event</td>
<td>NRMCA’s National Truck Mixer Driver Championship</td>
</tr>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Spouse/Guest</td>
<td>Spouse/Guest Hospitality Suite Open</td>
</tr>
<tr>
<td>9:00 a.m. – 10:00 a.m.</td>
<td>All</td>
<td>Devotional Time</td>
</tr>
<tr>
<td>11:00 a.m. – 1:00 p.m.</td>
<td>Committee</td>
<td>Sustainability Committee (with lunch)</td>
</tr>
<tr>
<td>11:00 a.m. – 1:30 p.m.</td>
<td>Committee</td>
<td>Nominating Committee Meeting* (with lunch)</td>
</tr>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Committee</td>
<td>Government Affairs Committee Meeting</td>
</tr>
<tr>
<td>2:00 p.m. – 4:00 p.m.</td>
<td>Drivers</td>
<td>Driver Exam</td>
</tr>
<tr>
<td>3:00 p.m. – 3:30 p.m.</td>
<td>All</td>
<td>Opening Ceremony Outside Exposition Hall</td>
</tr>
<tr>
<td>3:30 p.m. – 7:30 p.m.</td>
<td>All</td>
<td>Exposition Hall Open</td>
</tr>
<tr>
<td>6:00 p.m. – 7:30 p.m.</td>
<td>All</td>
<td>Reception in Exposition Hall (with cash bar)</td>
</tr>
<tr>
<td><strong>Monday, September 21</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 a.m. – 5:00 p.m.</td>
<td>All</td>
<td>Registration &amp; Information Desk Open</td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>All</td>
<td>Education Breakout Sessions (breakfast available at 7:00 a.m.)</td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Business</td>
<td>Economic Update</td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>OES &amp; HR</td>
<td>2015 Mixer Driver Recruitment, Retention, and Turnover Survey Results</td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Promotion</td>
<td>What Works in Concrete Promotion?</td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Technology</td>
<td>Responsible Sourcing: What is it and How Can I Demonstrate High Performance?</td>
</tr>
<tr>
<td>8:00 a.m. – 6:00 p.m.</td>
<td>Spouse/Guest</td>
<td>Spouse/Guest Hospitality Suite Open</td>
</tr>
<tr>
<td>8:30 a.m. – 7:30 p.m.</td>
<td>All</td>
<td>Exposition Hall Open</td>
</tr>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>All</td>
<td>Product Slam in Exposition Hall</td>
</tr>
<tr>
<td>11:30 a.m. – 12:30 p.m.</td>
<td>Business</td>
<td>Equipment Challenges – Capex, Fleet Age and Technology for Equipment</td>
</tr>
<tr>
<td>11:30 a.m. – 12:30 p.m.</td>
<td>OES &amp; HR</td>
<td>How to Protect Yourself from Environmental Third Party Lawsuits/How to Work With Such Groups</td>
</tr>
<tr>
<td>11:30 a.m. – 12:30 p.m.</td>
<td>Promotion</td>
<td>Promoting Concrete for Low- to Mid-Rise Construction</td>
</tr>
<tr>
<td>11:30 a.m. – 12:30 p.m.</td>
<td>Technology</td>
<td>Specifications that Impact the Producer and Contractor</td>
</tr>
<tr>
<td>12:30 p.m. – 1:45 p.m.</td>
<td>All</td>
<td>Luncheon with Awards Presentation</td>
</tr>
</tbody>
</table>

*Board of Directors’ Events are in Red

Schedule and topics are subject to change, check the [Web site](#) for updates. ...join the conversation #cworks2015
<table>
<thead>
<tr>
<th>Day/Time</th>
<th>Session Type</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00 p.m. – 2:45 p.m.</td>
<td>Business</td>
<td>Relating to Generation Y, the Millennial Generation in the Workplace, Part 1</td>
</tr>
<tr>
<td>2:00 p.m. – 2:45 p.m.</td>
<td>OES &amp; HR</td>
<td>Vehicle Crashes in the Ready Mix Industry – Insights on Accident Causation</td>
</tr>
<tr>
<td>2:00 p.m. – 2:45 p.m.</td>
<td>Promotion</td>
<td>Concrete Overlays of Asphalt Parking Lots: How to Get in the Game</td>
</tr>
<tr>
<td>2:00 p.m. – 2:45 p.m.</td>
<td>Technology</td>
<td>Operations Role in Improving Concrete Quality, Part 1</td>
</tr>
<tr>
<td>2:45 p.m. – 3:30 p.m.</td>
<td>Business</td>
<td>Relating to Generation Y, the Millennial Generation, in the Workplace, Part 2</td>
</tr>
<tr>
<td>2:45 p.m. – 3:30 p.m.</td>
<td>OES &amp; HR</td>
<td>The National Labor Relations Board is Changing the Workplace. Are You Prepared?</td>
</tr>
<tr>
<td>2:45 p.m. – 3:30 p.m.</td>
<td>Promotion</td>
<td>Bigger, Taller, Faster: Wood High-Rises Coming Soon to Your City</td>
</tr>
<tr>
<td>2:45 p.m. – 3:30 p.m.</td>
<td>Promotion</td>
<td>Creative Approaches to Increasing Pervious Concrete in Your Market</td>
</tr>
<tr>
<td>2:45 p.m. – 3:30 p.m.</td>
<td>Technology</td>
<td>Operations Role in Improving Concrete Quality, Part 2</td>
</tr>
<tr>
<td>3:30 p.m. – 3:45 p.m.</td>
<td>All</td>
<td>Networking Break in Exhibit Hall</td>
</tr>
<tr>
<td>3:45 p.m. – 4:30 p.m.</td>
<td>Business</td>
<td>Results of the 2014 Industry Data Survey</td>
</tr>
<tr>
<td>3:45 p.m. – 4:30 p.m.</td>
<td>OES &amp; HR</td>
<td>2015 Fleet Benchmarking Survey Results</td>
</tr>
<tr>
<td>3:45 p.m. – 4:30 p.m.</td>
<td>Promotion</td>
<td>Selling Concrete Parking Lots: The Boot Camp &amp; Workshop</td>
</tr>
<tr>
<td>3:45 p.m. – 4:30 p.m.</td>
<td>Technology</td>
<td>Fly Ash Supply and Beneficiation</td>
</tr>
<tr>
<td>4:30 p.m. – 5:15 p.m.</td>
<td>Business</td>
<td>State of the Industry</td>
</tr>
<tr>
<td>4:30 p.m. – 5:15 p.m.</td>
<td>OES &amp; HR</td>
<td>Environmental Regulatory Rundown</td>
</tr>
<tr>
<td>4:30 p.m. – 5:15 p.m.</td>
<td>Promotion</td>
<td>Improving Concrete Success Rates Through Producer/Contractor Collaboration</td>
</tr>
<tr>
<td>4:30 p.m. – 5:15 p.m.</td>
<td>Technology</td>
<td>How EPDs are being used for Real World Projects</td>
</tr>
<tr>
<td>5:30 p.m. – 7:30 p.m.</td>
<td>All</td>
<td>Reception in Exposition Hall (with cash bar)</td>
</tr>
<tr>
<td>7:30 p.m. – 9:30 p.m.</td>
<td>All</td>
<td>Dinner with Driver Championship Awards</td>
</tr>
</tbody>
</table>

**Tuesday, September 22**

<table>
<thead>
<tr>
<th>Day/Time</th>
<th>Session Type</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30 a.m. – 6:00 a.m.</td>
<td>Optional</td>
<td>RMC Research &amp; Education Foundation Walk for Wellness Registration***</td>
</tr>
<tr>
<td>6:00 a.m. – 7:00 a.m.</td>
<td>Optional</td>
<td>RMC Research &amp; Education Foundation Walk for Wellness Fundraiser***</td>
</tr>
<tr>
<td>6:30 a.m. – 2:00 p.m.</td>
<td>All</td>
<td>Registration &amp; Information Desk Open</td>
</tr>
<tr>
<td>7:30 a.m. – 8:15 a.m.</td>
<td>All</td>
<td>Education Breakout Sessions (breakfast available at 7:00 a.m.)</td>
</tr>
<tr>
<td>7:30 a.m. – 8:15 a.m.</td>
<td>Business</td>
<td>Results of the 2014 Industry Data Survey</td>
</tr>
<tr>
<td>7:30 a.m. – 8:15 a.m.</td>
<td>OES &amp; HR</td>
<td>B30.27 – Concrete Pump Safety Standards for Mixer Drivers?</td>
</tr>
<tr>
<td>7:30 a.m. – 8:15 a.m.</td>
<td>Promotion</td>
<td>Opportunities for Concrete Streets and Local Roads</td>
</tr>
<tr>
<td>7:30 a.m. – 8:15 a.m.</td>
<td>Technology</td>
<td>Real Time Monitoring, Part 1 - Automated Slump Management Technology</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Spouse/Guest</td>
<td>Spouse/Guest Breakfast</td>
</tr>
<tr>
<td>8:15 a.m. – 9:00 a.m.</td>
<td>Business</td>
<td>State of the Industry</td>
</tr>
<tr>
<td>8:15 a.m. – 9:00 a.m.</td>
<td>OES &amp; HR</td>
<td>Mixer Drivers in 2015 – What They Need to Know</td>
</tr>
<tr>
<td>8:15 a.m. – 9:00 a.m.</td>
<td>Promotion</td>
<td>Targeting Key Market Segments for Concrete Parking Lot Success (session A)</td>
</tr>
<tr>
<td>8:15 a.m. – 9:00 a.m.</td>
<td>Promotion</td>
<td>Promoting Concrete Through LEED Projects (session B)</td>
</tr>
<tr>
<td>8:15 a.m. – 9:00 a.m.</td>
<td>Technology</td>
<td>Real Time Monitoring, Pt 2 – Automated Air Content Management Tech in Fresh Concrete</td>
</tr>
<tr>
<td>8:30 a.m. – 11:30 a.m.</td>
<td>All</td>
<td>Exposition Hall Open</td>
</tr>
<tr>
<td>9:30 a.m. – 5:30 p.m.</td>
<td>Spouse/Guest</td>
<td>Spouse/Guest Hospitality Suite Open</td>
</tr>
<tr>
<td>11:30 a.m. – 12:30 p.m.</td>
<td>All</td>
<td>Closing General Session</td>
</tr>
<tr>
<td>1:00 p.m. – 5:00 p.m.</td>
<td>Board</td>
<td>Board of Directors’ Meeting (lunch available at 12:30 p.m.)</td>
</tr>
<tr>
<td>6:30 p.m. – 9:30 p.m.</td>
<td>Optional</td>
<td>CONCRETEPAC Dinner***</td>
</tr>
</tbody>
</table>

* Indicates Closed Sessions | ** Indicates Invitation Only Events | *** Indicates Events Requiring Separate Registration and Fee

...join the conversation #cworks2015

Schedule and topics are subject to change, check the Web site for updates.
3 WAYS TO REGISTER!

Register online at www.nrmca.org

Send Registration form with a check or credit card (AMEX, VISA and MC accepted) payment to: NRMCA, c/o Suntrust Bank
P.O. Box 79433
Baltimore, MD 21279

Or fax to 301.565.8200 (credit cards only).

Please note: by sending a check there will be a delay in registration processing.

Registration and Payment

Primary Registration Fees includes access to NRMCA’s ConcreteWorks, registration materials and attendance at education sessions and social functions. A-la-Carte Registration Fees can be purchased for special events or a portion of NRMCA’s ConcreteWorks. The CONCRETEPAC Dinner, RMC Research & Education Fundraiser and some spouse/guest events require a separate registration form and fee.

Registration Policies

Spouse/Guest Registration: All spouses and/or guests must be non-industry attendees. Any industry professionals attending NRMCA’s ConcreteWorks must pay the delegate registration fees.

Age Limits: Registrants over age 12 must pay the registration fee. Children under age 12 need not pay the registration fee, but must be registered as an attendee.

Cancellation/Refund Policy: All cancellations must be made in writing to the NRMCA Meetings Department at 900 Spring Street, Silver Spring, MD 20910 or meetings@nrmca.org.

Any cancellation of a registration for NRMCA’s ConcreteWorks must be received on or before Thursday, August 27, 2015, to be honored, and is subject to a $125 administration fee.

NO REFUNDS WILL BE MADE AFTER THIS DATE.

Substitutions for registrations may be made in writing to the NRMCA Meetings Department.

Confirmation: Confirmation of registration will be emailed to all registrants within 72 hours of receipt of registration. Please list the email address of everyone who should receive a copy of the confirmation on your registration form. Badges and meeting materials will be distributed on-site.

Questions: If you would like additional information or have any questions, please contact Jessica Walgenbach, sr. director of meetings, at 888.846.7622, x1152 or email the NRMCA Meetings Department at meetings@nrmca.org.

Hotel and Travel Information

JW Marriott San Antonio Hill Country Resort & Spa
23808 Resort Parkway, San Antonio, TX 78261-2018

Reservations:
(877) 622-3056 | Phone: (210) 276-2500
Fax: (210) 403-3452

Discounted Room Rate: For your convenience NRMCA has contracted a block of rooms at the discounted rate of $209/night plus applicable taxes and an optional resort fee. The $209 rate is for single and double occupancy rooms. There is an optional discounted resort fee* of $17/night. The cut-off date for hotel reservations is Thursday, August 27, 2015. Individuals are asked to make their own hotel reservations by calling the JW Marriott directly at (877) 622-3056. When calling please mention you are with the “National Ready Mixed Concrete Association”. You can also book your reservations online at https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=13842582.

The block of rooms is limited. We suggest that you make your hotel reservations as soon as possible.

Room Deposit and Hotel Reservation Cancellation Policy: A deposit of the first night’s room rate plus tax will be taken at the time your reservation is made. The deposit is fully refundable up to 24 hours prior to your arrival. Cancellations occurring at least three days prior to arrival will be refunded.

Airport Information: San Antonio International Airport (SAT) is the closest Airport to the JW Marriott San Antonio Hill Country Resort & Spa. The airport is 13 miles north from the hotel and travel to and from the airport will take approximately 20-30 minutes.

Ground Transportation Information: JW Marriott San Antonio does not offer transportation from the airport. The estimated taxi fare to/from the airport is approximately $37/each way. Shuttle arrangements can be made online with GO Airport Shuttle at https://www.cityoursinc.com/reservations or tickets can be purchased at the baggage claim area in Terminal A and Terminal B. A shuttle will cost approximately $35 one-way or $60 for a round trip pass. A Hertz Car Rental is located both at the airport and at the resort.

Hotel Parking Information: The JW Marriott San Antonio Hotel offers complimentary self parking. Valet parking is available for up to 9 hours at the rate of $10, or the daily valet rate for more than 9 hours is $25/day.

Dress: Business casual attire is appropriate for program sessions; resort wear or cocktail attire is appropriate for social functions.

*This resort fee is for the following items: Complimentary hi-speed internet in guest rooms, access to Lantana Spa Fitness Center, two (2) complimentary signature drinks in Crooked Branch, 15% discount off meals in Replenish Spa Bistro, 10% discount in Range Riders Kids Club, and golf bag storage at Bellstand.

NRMCA’s Responsibility: Hotel contracts require NRMCA to be financially liable for unused sleeping rooms. The sleeping room rate covers the cost of meetings space, upkeep and utilities of the hotel. Staying at the convention hotel also provides you with the benefit of after-hours networking and easy accessibility to meetings and sessions. Please help NRMCA avoid unnecessary penalties and keep registration fees low by booking your sleeping room at the JW Marriott Hotel.

...join the conversation #cworks2015
REGISTRATION and PAYMENT

<table>
<thead>
<tr>
<th></th>
<th>Advance Registration on or before Thursday, August 27, 2015</th>
<th>Onsite or Late Registration after Thursday, August 27, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Event Access (so you don’t miss anything)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delegate</td>
<td>Member $650</td>
<td>Non-member $775</td>
</tr>
<tr>
<td>Spouse/Guest</td>
<td>Member $350</td>
<td>Non-member $500</td>
</tr>
<tr>
<td><strong>A-La-Carte Access (for those with time constraints, you can pick and choose)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expo Hall Pass</td>
<td>$50</td>
<td>$50</td>
</tr>
<tr>
<td>Education Session Ticket(s)</td>
<td>$40/session</td>
<td>QTY ___</td>
</tr>
<tr>
<td>Driver Championship</td>
<td>$25</td>
<td>$25</td>
</tr>
<tr>
<td>Awards Luncheon</td>
<td>$75</td>
<td>$75</td>
</tr>
<tr>
<td>Driver Championship Awards Dinner</td>
<td>$150</td>
<td>$150</td>
</tr>
</tbody>
</table>

REGISTRATION TOTAL: $ _____________

PAYMENTS | Registration will not be processed without payment. Also note: by mailing a check there will be a delay in processing.
Payment Method: □ AMEX | □ MasterCard | □ VISA | □ Check Enclosed (made payable to NRMCA in U.S. funds drawn from a U.S. bank only.)
Credit Card Number: ____________________________ Expiration Date: __________________
Signature: ____________________________ Card Holder Name (as it appears on card): ____________________________

Check the boxes below if you wish to be sent more information on the following activities taking place at the conference. Separate registration and fees are required for some of these activities:
☐ RMC Research & Education Foundation Walk for Wellness | ☐ CONCRETEPAC Dinner | ☐ Spouse/Guest Activities (Program of events coming soon!)
Save the Date!
for NRMCA’s Annual Convention
March 13-15, 2016 | San Diego, CA

NRMCA’s
ConcreteWorks
2015

September 20–22, 2015 | JW Marriott San Antonio Hill Country | San Antonio, TX