



# REGIONAL CONCRETEWORKS

## Southwest Region

### Date, Time, Location

Thursday, September 6, 2018

7:00am - 11:30am

Hilton Phoenix Airport Hotel  
2435 S. 47th Street  
Phoenix, AZ 85034

**Cost: Complimentary**

### Agenda

7:00am - 7:30am	Registration
7:30am - 8:00am	Welcome and Introductions
8:00am - 9:00am	Build With Strength—Project Promotion & Design Assistance
9:00am - 10:00am	Build With Strength—Educating Decisionmakers
10:00am - 10:15am	Break
10:15am - 11:30am	Open Discussion—Creating a Building Promotion Group in Arizona

### Topics

#### **BUILD WITH STRENGTH PROJECT PROMOTION & DESIGN ASSISTANCE**

NRMCA's building promotion activities around the country have resulted in the conversion of numerous projects from wood frame to concrete. The session will focus on what you can do as an NRMCA member to make full use of the Concrete Design Center and the project promotion team's engagement to convert projects in your market. The Concrete Design Center provides valuable cost and design information to building owners and developers explaining why concrete should be their material of choice for upcoming projects.

#### **BUILD WITH STRENGTH EDUCATING DECISIONMAKERS**

To change minds and win projects, we must ensure decision makers like developers, architects, engineers and contractors understand the benefits of concrete construction and how to design and build with innovative concrete building systems that compete with wood and steel. This session will explain the hard hitting Build With Strength education programs available including ICF Contractor Training, Roundtable and Site Tours, Lunch and Learns, and Online Courses. Learn how you can leverage these and other Build with Strength resources with yours to offer outstanding learning experiences on cutting edge concrete building systems.

#### **CREATING A BUILDING PROMOTION GROUP IN ARIZONA**

With an expanding market for buildings on the horizon, and with the aggressive competition growing from alternative material suppliers (wood, etc.), it is critical to ensure that our industry takes full advantage of every opportunity to promote concrete as THE material of choice in the building market. This segment will be an open discussion on options for creating a building promotion group in Arizona.



## Southwest Region

Space is Limited to 40 Attendees.

Registrations will be accepted on a first-come, first-served basis as long as space is available.  
To Register complete form and fax to NRMCA at (301) 565-8200 or email to nmaher@nrmca.org.

### Registrant Information

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Company

\_\_\_\_\_  
Address (No PO Boxes)

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Phone/Fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Emergency Contact Name/Phone

Special needs (attach special needs information)

**Cancellation Policy:** Substitutions may be made at any time by providing new registrant information to: meetings@nrmca.org or contacting NRMCA's Meghan Callahan at (240) 485-1135.

**Hotel Information:** The Hilton Phoenix Airport Hotel is located less than 1 mile from the airport (code PHX). For those needing overnight accommodations in connection with this event, there is a small block of rooms available at a special group rate of \$112 US plus taxes & fees. Reservations can be made by calling 1-480-894-1600 and referencing **group code NRMCA**. Rooms are available on a first-come first-served basis, but reservations **MUST** be made by **August 13th** to receive the group rate.

**Airport Information:** The Hilton Phoenix Airport Hotel is located less than 1 mile from the Phoenix Skyharbor (code PHX). **Airport Transfers:** The hotel offers complimentary 24-hour shuttle from the airport. **Parking:** Self parking is available.

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California Construction and Industrial Materials Association  
Cement & Concrete Products Industry of Hawaii  
New Mexico Ready Mix Concrete & Aggregates Association

