NRMCNA Educational Activities

Committee Meeting

Friday, October 1, 2010

Go to Meeting Format - 11:00am – 1:00 pm EST

Conducted by
NRMCNA Staff: Eileen Dickson and Lionel Lemay

Attendance: Paula Dunn, BASF, John Hull, Ready Mix Concrete Association of Ontario, John Richardson, John Richardson & Associates, Michael Kraus, Euclid Chemical
Agenda Item #1: Call to Order/General Webinar Instructions

Eileen:

- Please do not mute your line, unless you are in a place where you cannot control backup noise.
- Do not place call on hold (others may hear “on-hold music”)
- Log-in problems: Call: 800-263-6317
- Ask questions on the phone, or...
  - Type questions in the box
- E-mail for more information
  - Eileen Dickson – edickson@nrmca.org
Agenda Item #1: Call to Order

Attendance:
Eileen will note those attending by record from dial in and will add your names into the minutes.

Meeting Agenda:
It was in your email invitation and we will follow it throughout the meeting.
Agenda Item #2: NRMCA Antitrust Policy Statement

This meeting will be conducted in accordance to NRMCA’s antitrust policy.

The National Ready Mixed Concrete Association assigns the highest priority to full compliance with both the letter and the spirit of the antitrust laws. Agreements among competitors that unreasonably limit competition are unlawful under federal and state antitrust laws, and violators are subject to criminal fines and incarceration, civil fines and private treble-damage actions. Even the successful defense of antitrust litigation or an investigation can be very costly and disruptive. It is thus vital that all meetings and activities of the Association be conducted in a manner consistent with the Association’s antitrust policy.

Examples of illegal competitor agreements are those that attempt to fix or stabilize prices, to allocate territories or customers, to limit production or sales, or to limit product quality and service competition. Accordingly, it is inherently risky and potentially illegal for competitors to discuss under Association auspices, or elsewhere, the subjects of prices, pricing policies, other terms and conditions of sale, individual company costs (including planned employee compensation), the commercial suitability of individual suppliers or customers, or other factors that might adversely affect competition.

It is important to bear in mind that those in attendance at Association meetings and activities may include competitors, as well as potential competitors. Any discussion of sensitive antitrust subjects with one’s competitors should be avoided at all times before, during, and after any Association meeting or other activity. This is particularly important because a future adversary may assert that such discussions were circumstantial evidence of an illegal agreement, when viewed in light of subsequent marketplace developments, even though there was, in fact, no agreement at all.

If at any time during the course of a meeting or other activity, Association staff believes that a sensitive topic under the antitrust laws is being discussed, or is about to be discussed, they will so advise and halt further discussion for the protection of all participants. Member attendees at any meeting or activity should likewise not hesitate to voice any concerns or questions that they may have in this regard.

Adopted by the NRMCA Board of Directors, September 18, 2006.

MINUTES: We will follow the antitrust policy as shown on your screen. If anyone becomes uncomfortable with the discussion vis-à-vis the anti-trust policy, please state so or type in your question in the question box.
Agenda Item #3: approval of minutes

Minutes were attached to your invitation and can be viewed online

- April 28, 2010 Committee Meeting webinar (Go-To Meeting format)

Motion:
Committee approved minutes of April 28, 2010.
Agenda Item # 4: what is EAC’s role in light of the strong sustainability initiative?

Minutes: Lionel Lemay walked the committee through the current status of the sustainability initiative and as well as EAC’s role. (see separate PPT)

Introduction:
Lionel Lemay, Sr. VP, Technical Education
- Impact current NRMCA sustainability education
NRMCA Sustainability Initiatives - Education
MIT Research Results - Goal

- Make concrete the sustainable design material of choice for government, design professionals, contractors, and students/professors through education, promotion, technical advancement and advocacy by leveraging the MIT LCA research results.
MIT Research Results - Strategies

- **Strategy 1 – Education MINUTES: Focus of Discussion**
  - Educate government officials, design professionals, contractors, and concrete industry professionals on the life cycle benefits of concrete based on MIT LCA research results.

- **Strategy 2 – Promotion**
  - Develop promotion tools that promote the life cycle benefits of concrete based on MIT LCA research results.

- **Strategy 3 – Technical Advancement**
  - Disseminate MIT LCA research results for to design professionals and academics.

- **Strategy 4 – Advocacy**
  - Develop tools and programs to assist state affiliates modify state and local laws that would leverage the life cycle benefits of concrete based on MIT LCA research results.
The Matrix (Customized Tactical Plan)

- **NRMCA**
  - Develop and adapts tools for specific target audiences
  - Provide technical expertise and support

- **State Affiliates**
  - Develop customized plan
  - Use appropriate tools
  - Interface with target audience

MINUTES: It is envisioned that EAC will help other NRMCA departments with update current courses for the industry ands well as support education outcomes with State Affiliate associations and local organizations.
### MIT State Affiliate Matrix

**MINUTES:** Chart helps State Affiliate to implement a program based on their strength.

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<th>Target Audience</th>
<th>Architects</th>
<th>Engineers</th>
<th>Contractors</th>
<th>Homebuilders</th>
<th>Researchers</th>
<th>State Legislators</th>
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Education
MIT Research Results

NRMCA
LCA Course

- Design professionals
- Industry professionals
- Intro to LCA standards
- LCA models
- MIT research results

**MINUTES:**

- Other organizations in the concrete industry also teach LCA. There must be coordination.
- There is active dialog with other organizations and as MIT results are received, they will be distributed. Other organizations hit other related audiences and they can adapt the results to fit their needs.
- This will be a critical function of State Affiliate organizations.
Other Education Programs

MINUTES:

- Concrete’s Role in Sustainable Development
- Building Green with Concrete
- LEED GA Exam Study Course
- Pervious Concrete – A Stormwater Solution
- Design of Concrete Pavements
- Environmental Course and Certification
- Webinars
  - Parking lots
  - Pervious concrete
- AIA-CES program
- Other NRMCA courses (operations, technical, business, etc.)

- Incorporate MIT Results
- Delivered by NRMCA and/or State Affiliates
- NRMCA provide technical expertise and support
In cooperation with MIT CSH

Other researchers presenting and attending

Day 3: MIT year 2 research results
Potential Worldwide Opportunities

INTERNATIONAL CONFERENCE ON FUTURE CONCRETE
November 1-3, Doha, Qatar

INTERNATIONAL CONCRETE SUSTAINABILITY CONFERENCE
DECEMBER 13-14, 2010 - DUBAI
MIT Plan Rollout

MINUTES

- Regional Work Plan Meetings are going on now, discussing their individual plan to integrate MIT results to suit their needs and focus

- Sustainability Summit
  - Presented at ConcreteWorks – includes MIT results and implementation
  - Tuesday, October 12, 2010, 1:00 pm – 4:00 pm

- Webinars for State Affiliates-are complementary
  - Start October 2010
  - Present the strategies and tactics
  - Customizing the plan
  - Tools available
Greening the Concrete Industry

Sustainable Concrete Plant Guidelines
Sustainability Track
Required Courses

- Concrete’s Role in Sustainable Development course and cert. (10 hours)
- Building Green with Concrete course and cert. (8 hours)
- LEED Accredited Professional or LEED Green Associate accreditation from Green Building Certification Institute (40 hours)

Future training extension: use findings from MIT’s Concrete Sustainability Hub
Thank you

MINUTES

Summary of EAC Role:
- Incorporate into courses
  - Obvious examples are environmental Certification, Life Cycle Cost, Green concrete, CCSP MIV- LCA, Plant Manager in environmental presentation, driver-related as in current CDP revision
- EAC role with CIM programs
  - Interface with school to provide them the tools for their students
  - Work done by NRMCA staff, Nicole Maher
Agenda Item # 5

- NRMCA’s Executive Committee asked CCSP to be updated, including assessment
  - Movement online update
  - Instructional & student materials in Modules 2 & 3

**Minutes:**

- **ACTION:** Bryce Mobley asked that a Developing Industry Leaders group choose one of the modules annually, analyze current content and recommend knowledge and skills changes. This way the initial work needed pre-funding, will be in order when NRMCA can fund the revision.

- **ACTION TAKEN.**
CCSP decisions from previous meeting

Understanding the Concrete Contractors' Business -
Customer Business Knowledge, Module II
NEEDS REVISION

Business Skills Basics for Profit -
General Business Knowledge, Module III
NEEDS REVISION

MINUTES: ACTION: Eileen, Patsy, and Bryce will lead the initiative to seek
volunteers to pull together tasks groups for each module once a possible DIL
Group makes its recommendations.
  1. Evaluate what needs revised
  2. Who can do the revision
  3. Budget to do so
  4. Time table for completion
Agenda Item 6: Mixer Driver Education

MINUTES

- CDP online: how does EAC drive the momentum?
  - Challenges of marketing an ongoing product
  - Task group to reach out to other companies feasible?

- Mentor Driver interactive lessons
  - Launch 2 a month
  - Coordinates with DVD’s
  - Measurable outcomes with printable test score at end
  - Self-sufficient lesson so less staff time needed
Agenda Item 7: Recap of outstanding projects

- Supervision class remains slow though verbally supported by industry executives and Board. Looking for ways to expand recognition.
- Leadership training is a theme the Executive Committee asked us to resurrect. Working with Morse Bros to customize a program, tapping into their online leadership program.
- Working on CD for elementary school “Career Day”. Will be free to NRMCA members.
- Rhodes State Associates Degree is still on hold due to tuition costs as well as assessment of market in the recession.
  - **ACTION:** NRMCA Membership will send out a survey to industry executives to decipher if this is an action to continue.
Other questions or comments?
What format do we hold our Spring 2011 meeting?

- Online or face-to-face?
  - Online
    - Freedom
  - Face to face:
    - Typically larger attendance
    - Held at NRMCA Annual Convention/ before CONEXPO-CON/AGG opens

ACTION: EAC will meet face-to-face at March convention