NRMCA Staff: Eileen Dickson

1. Call to order and self introductions – Tom Pittman
2. Motion to conduct the meeting in accordance with NRMCA’s Antitrust statement – Tom Pittman
   ACTION: approved
3. Motion to approve minutes from March 9, 2008 meeting – Tom Pittman
   ACTION: approved
4. New Business
   a. Develop a mobile 2-year Associate in Science degree. The concept has been explored to see if NRMCA could partner with a community college/2 year degree program to see if NRMCA’s STEPS classes could receive credit. The degree’s target audience will be current ready mixed concrete professionals who could need a degree to fulfill their company’s promotion requirement and cannot partake in an on-campus, four year baccalaureate program.
      i. Based on how the college system works, credit is obtained through each individual academic institution. Therefore, NRMCA will try to find one community college with elearning capability so we can reach a countrywide distribution.
      ii. As a result, NRMCA had preliminary discussions with Rhodes State College, Lima, OH, one of the (only) two, 2-year, concrete-specific degree programs in the USA. Rhodes State has an extensive online degree program, though their concrete technology classes are not available online.
          - While the model is doable, further financial considerations for out of state students are being explored. Additionally, the Rhodes State program is geared toward technical training, the smallest demographic in the STEPS Track program.
          - Rhodes State was amenable assess each appropriate NRMCA STEPS classes that have a like equivalent in the Rhodes State Concrete Technology degree. If a class(es) meets the College’s independent accreditation body’s requirements (The Higher Learning Commission), participants would earn credit toward the AS degree while taking an NRMCA STEPS class. At this point, the Concrete Technology and Business Management Tracks would fit into the Rhodes State degree program. They do not have an equivalent sales or operations track.
          - The required fundamental classes are all available online (English, math, science, etc.) at Rhodes State
      iii. ACTION: Task groups and follow up will continue the discussion, as needed. The Business Administration Committee endorsed moving forward, the Research and Engineering and Operations Environmental and Safety Committees had no recommendation.
   iv. ACTION: Eileen will approach Phoenix University to see how their system works.
   v. ACTION: Bruce Strickland will take the program to the CIM Recruitment Committee. 2 year, AS students are good possibilities to transfer into the 4-year CIM program.
   vi. Question as develop program – How would the STEPS Track classes be accepted as transfer credit into a 4 yr program?

b. Update about E-learning workshops: The Operations, Environmental, and Safety Committee and EAC discussed developing driver a support programs, or CCSP, in an inexpensive, online venue. Two beta lessons, by two different vendors have been completed. One was assessed by a group of
drivers. Even with mouse lessons, drivers found the program cumbersome. The question still remains that if NRMCA produces such products, will they be used and how much are people willing to pay for access. At an estimate of $10,000 for a properly pedagogically designed elearning, 20 minute lesson.

**ACTION:** Programs will be sent out to more drivers and comments gathered.

c. STEPS’s launch was very successful but follow-ups show that while interest remains keen from those who know about the program, the word about STEPS is just not filtering out to others. What can EAC do to spread the word, especially since these same programs could be part of the AS degree program?

   i. **ACTION:** Make a bigger fuss: hold annual graduation ceremony, similar to the ones held by other trade associations. This will drill down the prestige of the certification to those in the audience. Eileen will assess if the ceremony should be held in Spring Convention or Fall Concrete Works.

   ii. **ACTION:** Develop a communication plan, asking executives to identify their best people for the program and NRMCA will help those people through the process, act as their academic advisor. Key point is to show executive a financial benefit if an employee is well trained.

   iii. **ACTION:** Work more closely with State Affiliates as transfer credit partners and as co-hosts for the STEPS classes.

iv. **Discussion:** Marketing propositions for earning STEPS Certification:

   - Employee well-rounded knowledge in a specific area of expertise
   - The workshops teach the skills necessary to perform well.
   - Sell the value proposition
   - Build market awareness in communication pieces:
     a. Ask 4-6 questions: does your plant manager,, (know how to figure his break even, etc.).
     b. STEPS provides the answers for your employees and fulfills your needs

d. **Intro to RMC Business Organization & Management Workshop – Status update:** The RMC Research and Education Foundation, in principle, OKed the class but due to poor financial market conditions, the Foundation’s funds are currently limited. Recently the Foundation’s Executive Committee voted to continue funding programs.

**ACTION:** Eileen will attend BAC meeting. If both committees vote to re-submit the proposal already in hand and previously approved, Eileen will do so.

e. **Updates - classes for RMC sales reps:**

   i. **CCSP update:** Module IV is under revision.

   **ACTION:** Bruce Strickland, Mike Krause, and Alan Sparkman volunteered to comment on the material as it is developed.

   ii. A new workshop for RMC sales managers will launch in a 100% webinar format in December 2008. Initially, the program will be for those who already completed the sales manager certification program; expanding it to a larger audience will depend on response.

   iii. A new parking lot sales workshop will be offered throughout the fall and winter to help producers take advantage of current market conditions, vis-a-vis concrete’s potential parity with asphalt.

f. **Concrete in Focus magazine:** EAC’s column, *Education Matters*, seeks guest columnists to submit topics that directly relate to the membership. Task group to look at topics and find authors.

**ACTION:** Eileen will email EAC members asking for volunteers, listing possible topics.

5. **Next Meeting – Pittman**

   Scheduled during NRMCA’s Annual Convention, Orlando, FL, March 15-18, 2009.

6. **Adjournment – Pittman**

Respectfully submitted on 10-18-08
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**Important:** Complete this form signify that you have read the NRMA Annual Statement and are prepared to comply with the statement and adhere to its principles.

**Sign-In Sheet - Please Print**

**Friday, October 17, 2008**

Garyland, Oklahoma

NRMA Educational Activities Committee Meeting