



# Because you work hard for every yard.

NRMCA education works for you with solutions that pay off now!

Register for this important series: Each course is offered only once a year.

**CCSP: CERTIFIED CONCRETE SALES PROFESSIONAL**

**A FOUR COURSE PROGRAM FOR READY MIXED BUSINESS AND SALES STAFF**

### Module I: October 10-13, 2017

#### “Concrete 101”- Technical/Product Knowledge.

Appropriate for any non-technical employees needing a general background in concrete, this course includes an overview of concrete fundamentals and component materials, including concrete troubleshooting, proportioning basics; essentials of batching, mixing, delivery, handling, placing and finishing, the do's and don'ts of pre-placement conferences and much more.

### Module II: December 5-7, 2017

#### Understand the Concrete Contractor Business: Customer Business Knowledge.

For sales reps, managers, and area managers, this course provides an overview of ready mixed concrete customers' business model, specifically, contractors in homebuilding, commercial and government construction. Includes tools needed to bid an order: analysis of construction documents and blueprints; principles of estimating and other construction math equations and formulas and construction project planning and scheduling.

### Module III: January 16-19, 2018

#### Fundamentals of RMC Accounting, Finance and Business Law: Business Knowledge.

This entry-level, ready mixed concrete industry specific, financial workshop for managers and sales reps introduces break-even analysis, pricing fundamentals, cash flow, fundamentals of contract law collection, and antitrust regulations.

### Module IV: March 27-29, 2018

#### Professional Sales Skills Workshop.

Profitable business is not based on getting the order at any price but includes solving customers' problems and building long-term, mutually winning relationships. In a highly interactive workshop, mid-level ready mixed concrete staff learn and practice consultative, team-based, and cross-selling skills.



Pass all four courses and you will have completed the required portion of the STEPS®, Sales, Marketing and Promotion Track. You'll need only 32 credit hours more to earn a CCPf. The four courses are offered only once a year, but do not have to be taken in order.

#### Register Today!

Register Online at [www.NRMCA.org/Go](http://www.NRMCA.org/Go) or fax the registration form on the back to: Fax # (301) 565-8200

**Save \$100 Per Class  
When Registering  
1 Person  
for All 4 Classes**

#### Registration and Travel Information:

Contact Jessica Walgenbach at 888-846-7622x1152 email: [jwalgenbach@nrmca.org](mailto:jwalgenbach@nrmca.org)

#### Course Information:

Contact Shawnita Dickens at 888-846-7622 x1154 email: [sdickens@nrmca.org](mailto:sdickens@nrmca.org)



This course is part of NRMCA's Seminars, Training and Education Programs, STEPS®, and earns you credit towards becoming a CCPf, a Certified Concrete Professional, The highest professional designation in the industry.





# Certified Concrete Professionals



All CCSP Courses listed below will be held in Silver Spring, MD **Registration Fees:**

- MODULE I:** Intro to Concrete Fundamentals, 10/10/17-10/13/17
- MODULE II:** Customer Business Knowledge, 12/05/17-12/07/17
- MODULE III:** Accounting, Finance, Business Law, 1/16/18-1/19/18
- MODULE IV:** Professional Sales Skills, 3/27/18-3/29/18

**Mod I: Day 1 - 3, 8am - 5pm; Day 4, Exam 8 - 10am**  
**Mod II, III, IV: Day 1 - 2, 8am - 5pm; Day 3, 8am - 12pm,**  
**Exam 1pm - 3pm**

*NRMCA reserves the right to close registration in order to not exceed capacity, early registration is encouraged.*

Submit separate form for each registrant. Save a copy for your files.

\_\_\_\_\_  
Name/Title

\_\_\_\_\_  
Company

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

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

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

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

\_\_\_\_\_  
Supervisor Name/Title

\_\_\_\_\_  
Address

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

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

Special Needs (Attach special needs information)

**I will sit for the exam Yes No**  
*This exam is optional but required to fulfill the certification requirement.*

**Course Location:**  
 RMC Research & Education Foundation Center  
 719 Ellsworth Drive  
 Silver Spring, MD 20910

**Hotel Information:** NRMCA has not contracted a block of rooms for this event but that suggest 3 hotels within a short walk of the course location.

**NRMCA suggests 3 hotels within a short walk of the class location:**

DoubleTree by Hilton 8727 Colesville Road Silver Spring, MD 20910 Phone: (301) 589-5200	Hampton Inn Silver Spring 8728 Colesville Road Silver Spring, MD 20910 Phone: (301) 588-5887
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Marriott Courtyard  
 8506 Fenton Street  
 Silver Spring, MD 20910  
 (800) 627-7468

**Closest Airport:** There are 3 airports into Metro Washington DC. We suggest flying into BWI (Baltimore Washington International) or Reagan National (DCA). The third is Dulles (IAD).

**CCSP I attendees' return flights should NOT be made before 1PM on October 13, 2017 for CCSP I because of the exam schedule. Flights should not be made before 6PM for CCSP II, III, IV attendees.**

**Individual Course Price**  
\$995 NRMCA Member \$1395 Non-Members

**Save \$100 when you register 1 person for all 4 courses**  
\$3400 NRMCA Member \$5580 Non-Members  
*\*Discount for NRMCA members only\**

**Payment Method:**  
 Check (make check payable to NRMCA)  
 Mail registration form and check to:  
 SunTrust Bank, c/o NRMCA  
 P.O. Box 79433  
 Baltimore, MD 21279

VISA  MasterCard  AmEx

\_\_\_\_\_  
Card Number Exp. Date

\_\_\_\_\_  
Name on Credit Card (print)

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Signature

For credit card payment, fax form to:  
 Jessica Walgenbach, Meetings. Dept., NRMCA, (301) 565-8200  
**Credit card or check, must accompany registrations. NRMCA no longer accepts P.O.#s. Please provide a credit card number or check with all registrations.**  
**Important:** NRMCA reserves the right to cancel this event. If cancelled, NRMCA will notify registrants via fax or e-mail no later than **3 weeks prior to class\***. (NRMCA will refund the entire registration fee, but is not responsible for airline and hotel reservation fees.) Class confirmations will be sent after this possible cancellation date. It is advisable not to make travel arrangements until you receive your confirmation. **You are responsible for making and paying for your own hotel and travel arrangements.**  
 \* See individual class registration forms for exact cut-off and cancellation dates ([www.nrmca.org/products/education.asp](http://www.nrmca.org/products/education.asp))

**Please provide e-mail addresses for all requesting to receive registration confirmations:** (notification does not guarantee that class will run)

\_\_\_\_\_  
Email address Email address

**Airport Shuttle Info:** Transportation to and from airport can be made with Super Shuttle, (800) 258-3826. Shuttle reservations must be made in a minimum of 24 hours advance for either direction.

**Cancellation Policy:** Full cancellation refunds, less a \$100 administration fee, will be extended until **3 weeks before the start of each class date**. All cancellations after those dates will not be refunded. Fee cancellations cannot be transferred to a future class. Registration cancellations must be made in writing to:

NRMCA Meetings Dept.  
 900 Spring Street  
 Silver Spring, MD 20910  
 Or, faxed to (301) 565-8200

For additional registration information, contact:  
 Jessica Walgenbach, (240) 485-1152 or by e-mail at [jwalgenbach@nrmca.org](mailto:jwalgenbach@nrmca.org).

Seminar follows all federal anti-trust guidelines.

This course earns credit towards a CCP<sup>f</sup> (Certified Concrete Professional) certification, the highest professional designation in the industry. For more information, visit [www.nrmca.org/steps](http://www.nrmca.org/steps)



**For NRMCA Use Only**      Date Processed: \_\_\_\_\_      Confirmation