



NRMCA Promotion Program Overview for Members and Partners





A Note from the Promotion Committee Chairmen

NRMCA has a strong promotion program in place, but we believe that a great deal more could be accomplished with increased awareness and participation among members. In order to tap into that additional potential, we are providing this summary of NRMCA promotion programs that are available to help boost your business. Please let either of us or any of our promotion staff know if you would like to have more information or move ahead with any of these programs.

These programs support NRMCA's Strategic Plan and Vision 2020, but that doesn't mean they cannot be improved upon. Are we focusing on the right things and offering useful support? What new approaches and programs would you like to see? How can NRMCA better serve you in expanding business opportunities?

Thanks for taking the time to review this information and share your thoughts.

With Best Regards,

Daryl and Don

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Promotion Program Overview

The current NRMCA promotion program took shape as the "Great Recession" took hold and all efforts were devoted to helping win projects for members. This local focus is now established and serves as the ongoing basis for all promotion initiatives. These are the **guiding approaches and principles** the promotion team follows to deliver the most effective results for members:

- With a **focus on local paving projects**, promotion support is provided for parking lots and streets and roads constructed with conventional concrete, pervious, roller compact concrete and overlays.
- In response to the growing threat of aggressive promotion by the wood industry, NRMCA is now gearing up for **promotion support of concrete low-rise buildings**.
- **Collaboration expands** success through sharing information, coordinating efforts and focusing on common goals.
- **Helping contractors be successful** builds their businesses—and ours.
- **Specifier relationships** are the stepping stones to winning concrete projects and specifiers can be our most effective promotion partners.
- **Promotion progress measurement** leads to more project wins and enhances collaboration with partners.

As concrete producers, we recognize that when our contractor customers are thriving we also do well. Fundamental to NRMCA's approach is recognizing that **contractors are vital partners in effective promotion**, as they are closest to decision making and have better relationships with owners and specifiers. We should invite contractor customers to take advantage of free NRMCA services that will increase paving opportunities and customer satisfaction.

Below are some of the ways that NRMCA assists members, partners and contractor customers in growing their businesses through promotion.

Design Assistance Program (DAP)

NRMCA's DAP program for parking lots and streets and roads has proven itself as a valuable tool to encourage specifiers new to concrete to give our product a try. By providing free expert design recommendations, including jointing plans for parking lots, our promotion team in collaboration with members and partners have helped deliver many projects that would not have otherwise gone concrete.

In 2013, 68 DAP projects were delivered by NRMCA with a 50% success rate for known outcomes. 2014 became a breakout year for the program with 172 projects and a 77% success rate for known outcomes. We are on target to reach NRMCA's Vision 2020 goal of 1,000 DAP projects by the end of this decade.



NRMCA design recommendations are based on industry standards and best practices, including ACI-330 for parking lots. These designs always support a project's performance requirements by a comfortable margin, but are not overdesigned and so more likely to win bids. NRMCA also offers the Jointing Plan Assistance Program (JPAP) which provides the jointing plan component of the DAP to contractors to help them win projects and ensure customer satisfaction.

DAP and JPAP recommendations are easy to obtain and free for NRMCA members, State Affiliates, specifiers and contractors that work with NRMCA members.

Full-Loop Promotion (Including Project Referrals)

Full-Loop promotion leverages specifier and partner relationships at local, regional and national levels each with a focus on delivering local projects. Promotion collaboration is at the heart of this concept which includes sharing information and coordinating efforts. As part of this program, NRMCA offers members and partners active project leads with specifier contact information and national promotion support.

NRMCA has relationships with many national companies and we are often asked if we can help with local national account opportunities. We can frequently introduce local promoters and sales people to key specifiers and consultants, or we may have knowledge of successful concrete projects conducted by firms in adjoining areas.

We can sometimes provide this kind of assistance even if it is not a national account project because many of the national and regional design firms we know as consultants to national accounts provide services to local companies. Chances for success are significantly enhanced when such contributions from national promoters are combined through collaboration with local promoters and their local market knowledge.

"Selling Parking Lots" Boot Camp

Concrete parking lot construction, both new projects and overlays of existing asphalt lots, represents the largest short-term opportunity for increasing concrete production. But it has been observed that many front line sales people with ready mix producers and contractors do not know how to prospect, prepare a bid proposal, handle objections and close the deal.

Selling Concrete Parking Lots Boot Camp is a day and a half on-site training program that pulls together the fundamentals of concrete promotion and collaboration to assist a member's sales team to expand concrete project wins. Ideally, training participants will include contractor customers as well, because such collaboration results in the best results. This program can be tailored for individual companies, but generally provides education and training on:

- Concrete Pavement Analyst (CPA) software, including creation of a functional data base customized for the sales staff;

- NRMCA Design Assistance Program (DAP) and Joint Plan Assistance Program (JPAP);
- Concrete overlays of existing parking lots;
- Effective prospecting for new business including approaches for ready mix producer/contractor partnering; and
- Promotion/sales measurement for management monitoring of results.

Other Promotion/Sales Education Programs

In 2014 NRMCA conducted promotion and technical support training and presentations to more than 1,100 specifiers and 2,500 concrete industry personnel. Many of these are Webinar offerings at no cost to members. A list of scheduled programs for the coming month is always posted on the NRMCA home page (www.NRMCA.org) under "Reserve Your Place Today."

Streets and Roads Promotion (Utilizing MIT Results and Assistance)

NRMCA encourages State Affiliate and member support of streets and road promotion to expand the product portfolio and has assisted numerous states in developing programs. NRMCA provides many resources, collateral material, a handbook for streets and roads promotion and advocacy planning and project design assistance in support of this effort.

The Concrete Sustainability Hub at MIT has produced a body of research results that validate concrete street and road benefits. MIT also provides tools to transportation agencies that support

paving material selection procedures that encourage fair competition and more bids. The adoption of Competitive Paving Programs in states, counties and cities can be shown to lower costs for taxpayers and deliver additional lane-miles and better maintained roads.

NRMCA offers a Streets and Roads Promotion & Advocacy Training Program through a free series of five one-hour Webinars. To support producers and local/state promotion groups, NRMCA also provides promotion consultation and technical support, including DAP.

Support for “New” Concrete Applications

NRMCA also offers promotion and tech-support Webinars on concrete overlays, RCC and pervious concrete. These applications are at the heart of the concrete industry’s opportunity in the next 10 years to significantly expand market share in both parking lots and streets and roads. Interest in concrete overlays among RM producers has grown fast in the past year with its more than one billion yards potential. Almost 5,000 copies of the Guide to Concrete Overlays of Asphalt Parking Lots, written by the National Concrete Pavement Technology Center and funded by the RMC Research & Education Foundation, have been distributed by NRMCA since 2013. Aggressive promotion supported by this document is already opening new concrete markets in several regions of the U.S.

All Promotion Programs Support the NRMCA Strategic Plan and Vision 2020

You can review these guiding documents in the members-only section at www.nrmca.org/members/MemberTools.asp click on Vision 2020.

Contact Us for More Information, to Provide Feedback and to Put Us to Work on Your Company’s Behalf.

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