NRMCA’s

ConcreteWorks

CONFERENCE & EXPO

& Board of Directors’ Meeting

CONFERENCE BROCHURE
Dear Colleague:

This fall, the ready mixed concrete industry will gather in the nation’s capital for the industry’s premier networking and educational event, NRMCA’s ConcreteWorks & Board of Directors’ Meeting. With national elections just months away, this will be an exciting time to be in Washington!

As you’ve come to expect, NRMCA’s ConcreteWorks gives you the opportunity to attend informative educational sessions on everything from operational excellence to emerging trends in technology. With specialized learning tracks for operations, safety, business administration, promotion and more, there is something for everyone at this year’s event.

We’ve planned an exciting opening session featuring special presentations by Roger Tutterow, professor of economics at Mercer University and Larry Sabato, founder and professor at the University of Virginia’s Center for Politics. Tutterow’s analysis of the economic, business and political environments has been featured in a variety of media, including The Wall Street Journal, Financial Times and USA Today. His work as a consultant on financial economics and statistical modeling for corporate clients makes him an ideal speaker to help us understand the economics of the slow recovery. Sabato, known as one of the most accurate political prognosticators, will enhance our Washington experience and lend insight into the upcoming elections. Our closing session features former FBI Special Agent Jeff Lanza. Lanza uses his 20 years of experience investigating fraud, corruption and cyber crime to highlight how criminals have taken advantage of vulnerabilities and weak defenses to commit their crimes and what we can do to mitigate and prevent today’s hoodlums and hackers from victimizing us on a personal and business level. The Closing Session will end with an update from Jeremy Gregory, a researcher at MIT’s Concrete Sustainability Hub, where the work being done is resulting in the hard-science data needed to create tools and resources to advance the business of concrete and to quantify and enhance concrete’s sustainability.

Our location just outside Washington, DC also makes it possible for NRMCA to educate legislators about how they can help the industry recover. A strong showing on Capitol Hill is an important step in securing legislation beneficial to the industry. Join your fellow NRMCA members as we take our message straight to the decision-makers!

Once again, the NRMCA Board of Directors’ Meeting is being co-located with NRMCA’s ConcreteWorks. And of course, NRMCA’s 7th Annual National Truck Mixer Driver Championship will be a highlight of your experience.

Use this brochure to explore the many opportunities that await you at NRMCA’s ConcreteWorks & Board of Directors’ Meeting 2012. I encourage you to get your registration in early and to encourage your colleagues to attend this exciting conference produced by and for the benefit of the ready mixed concrete industry!

Sincerely,

Robert Garbini, P.E.
President, National Ready Mixed Concrete Association
Welcome to Our Nation’s Capital!

Table of Contents

Keynote Speakers ........................................................... 4
Meeting Features ........................................................... 5
Schedule-at-a-Glance ............................................... 6-7
Meeting Highlights ......................................................... 8
Seminar Descriptions ................................................. 9-11
Detailed Conference Schedule .............................. 12-13
Hotel and Travel Information ...................................... 14
Conference Registration Form .................................... 15
Milton Peterson, Developer of the National Harbor, will be speaking during the Monday Luncheon, noon to 2 p.m.

### Keynote Speakers

**Larry Sabato**

Dr. Larry Sabato has a mantra: “Politics is a good thing!” Dubbed the most accurate political prognosticator of 2006 by FOX News Channel, CNN and MSNBC, it’s easy to understand his enthusiasm. As founder and director of the University of Virginia’s Center for Politics, he is at home in both the classroom and the newsroom. Sabato bridges the gap between the ivory tower and the real world on issues of critical importance to American democracy and the challenges facing our political process.

Sabato is one of only a dozen “University Professors” at UVA and is a former Rhodes Scholar and Danforth Fellow. After he received his BA in government from the University of Virginia as a phi beta kappa in 1974, he did a year’s graduate study in public policy at Princeton University’s Woodrow Wilson School of Public and International Affairs. At the University of Virginia Center for Politics, Sabato brings his years of academic study together with an equally long career as both a political practitioner and commentator on local, state and national elections.

**Roger Tutterow**

Dr. Roger Tutterow is Professor of Economics at Mercer University. He previously served as Dean of the Mercer’s Stetson School of Business.

His analysis of the economic, business and political environments have been featured in a variety of media, including The Wall Street Journal, Financial Times, USA Today, Atlanta Journal & Constitution, Arizona Republic, Florida Times-Union, Kansas City Star, Los Angeles Times, New York Times, Orlando Sentinel, Palm Beach Post, Wichita Eagle and on CNN, CNBC, NBC, Bloomberg Television, NPR’s “Marketplace” and “All Things Considered,” CNN-Radio as well as by regional electronic and print media.

In addition to his work in academia, Tutterow has served as a consultant on financial economics and statistical modeling for corporate clients ranging from Fortune 500 companies to closely-held businesses. He also serves as chief economic advisor for the Henssler Financial Group.

**Jeff Lanza**

Jeff Lanza was an FBI Special Agent for over 20 years. He investigated corruption, fraud, organized crime, cyber crime, human trafficking and terrorism. He appears regularly on the Fox News Channel and has informed the public on other national programs, including the Today Show, Good Morning America, Dateline and Larry King Live, among others.

Lanza is now a professional speaker who has provided over one thousand presentations on the topics of crisis communication, ethics, identity theft, cyber-crime and more. His clients include Nationwide, Citigroup, The Young Presidents Organization, American Century, Hallmark, H & R Block, The Society of Human Resource Management, Edward Jones, Ohio National Financial, Oppenheimer, U.S. Bank, Wells Fargo and others.

He developed and presented a program on identity theft prevention which was used to educate a nationwide audience of Citigroup employees. Lanza is an FBI certified instructor who has trained numerous government agencies and corporate clients on how to handle the media tricks that national television personalities such as Connie Chung and Chris Hansen used on him during his nearly two decades as a crisis communicator with the FBI.

**Jeremy Gregory**

A Multi-Discipline Approach to Quantifying and Enhancing Concrete Sustainability: The Concrete Sustainability Hub at Massachusetts Institute of Technology (MIT)

In late 2009, the Ready Mixed Concrete (RMC) Research & Education Foundation and Portland Cement Association established a Concrete Sustainability Hub (CSH) at the world-renowned Massachusetts Institute of Technology (MIT). The MIT CSH is a multi-disciplined approach to quantifying and enhancing concrete sustainability through three major platforms—Concrete Science, Building Technology and Econometrics.

This presentation will focus on the Building Technology Platform, which has made great advances in evaluating the full life cycle assessment (including critical operating phase) for residential and commercial buildings and pavements. The researchers have combined life cycle assessment and life cycle cost analysis to understand the economics associated with potential policy changes and design decisions for a holistic view of how concrete contributes to sustainability and resiliency, and how its attributes can be maximized in the future.

A special emphasis will focus on MIT CSH’s groundbreaking research on the use phase of pavements, which has received national attention for its pavement-vehicle interaction model.

**Jeremy Gregory**

### Closing General Session Keynote Speakers

**Jeff Lanza**

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In addition to his work in academia, Tutterow has served as a consultant on financial economics and statistical modeling for corporate clients ranging from Fortune 500 companies to closely-held businesses. He also serves as chief economic advisor for the Henssler Financial Group.
For the second time, NRMCA’s ConcreteWorks is being held in conjunction with the NRMCA Fall Board of Directors’ meeting. Once again, we are bringing together long standing NRMCA programs mixed with exciting new offerings to become the “must attend” event for the concrete industry.

Beginning in 1958, the Business Administration Conference (BAC) has supported ready mixed concrete finance, HR and information technology professionals with industry-specific business seminars.

Since 1974, the seminars, tours and exhibitors at the Operations, Environmental and Safety (OES) Forum and Expo have given ready mixed concrete fleet, plant, safety and environmental professionals the information and tools they need to succeed.

The Concrete Promotion Track adds seminars designed specifically for concrete sales and promotion professionals. The Technology Track will focus on educational programming, related to materials, performance and sustainability.

For the 7th year, NRMCA’s National Mixer Driver Championship will bring together our industry’s “best of the best” to battle it out for the country’s highest mixer driver honor.

NRMCA’s ConcreteWorks & Board of Directors’ Meeting features:

- Compelling content in high-quality general sessions and breakouts;
- Vast networking opportunities;
- Dynamic keynote presentations;
- A 14,000 square foot exhibit hall showcasing the latest technologies, products and services for the concrete industry (with increased exhibit hours); and
- The thrill of NRMCA’s National Mixer Driver Championship on Sunday, September 16, from 7 a.m. to noon.

Check out the full seminar schedule and descriptions of special events on the following pages, then register early to take advantage of fee discounts.

You may register with the form on page 15 or visit www.nrmca.org to register online.

You may also contact Jessica Walgenbach at 888.846.7622, ext. 1152 or jwalgenbach@nrmca.org for any questions or assistance with the registration process.

Register On or Before August 17, 2012 and Save Over $100 on NRMCA’s ConcreteWorks & Board of Directors’ Meeting!
Saturday, September 15, 2012
7:00 a.m. – 8:30 a.m.
OES Operations Task Group Meeting

8:00 a.m. – 10:00 a.m.
RES Task Group Meeting

8:45 a.m. – 10:30 a.m.
OES Safety Task Group Meeting

10:00 a.m. – 12:00 p.m.
RES Task Group Meetings (2 groups)

10:45 a.m. – 12:30 p.m.
OES HR Task Group Meeting

12:00 p.m. – 5:00 p.m.
Registration and Information Desk Open

12:45 p.m. – 2:30 p.m.
OES Environmental Task Group Meeting

1:00 p.m. – 2:30 p.m.
TMMB Meeting*

1:00 p.m. – 2:30 p.m.
Educational Activities Committee Meeting

1:00 p.m. – 4:00 p.m.
Promotion Committee Meeting

1:00 p.m. – 4:00 p.m.
Government Affairs Committee Meeting

1:00 p.m. – 5:00 p.m.
RES Committee Meeting

2:45 p.m. – 5:00 p.m.
OES Committee Meeting

4:00 p.m. – 6:00 p.m.
Sustainability Committee Meeting

4:00 p.m. – 6:00 p.m.
BAC Committee Meeting

6:30 p.m. – 7:30 p.m.
Driver Position Drawing Reception

7:30 p.m. – 9:30 p.m.
Chairman’s Dinner**

Sunday, September 16, 2012
7:00 a.m. – 12:00 p.m.
NRMCA’s National Mixer Driver Championship

11:00 a.m. – 5:00 p.m.
Exhibitor Move-In

12:00 p.m. – 5:00 p.m.
Registration and Information Desk Open

12:00 p.m. – 6:00 p.m.
CONCRETEPAC Golf Tournament***

2:00 p.m. – 4:00 p.m.
Driver Exam

6:30 p.m. – 8:00 p.m.
Chairman’s Welcome Reception in Exhibit Hall

Monday, September 17, 2012
6:30 a.m. – 5:00 p.m.
Registration and Information Desk Open

7:00 a.m. – 8:00 a.m.
Continental Breakfast in Exhibit Hall

8:00 a.m. – 10:00 a.m.
Opening General Session with Larry Sabato, Larry Sabato’s Crystal Ball and Roger Tutterow, On the Economic, Business & Political Environment

10:00 a.m. – 10:30 a.m.
Networking Break in Exhibit Hall

10:30 a.m. – 12:00 p.m.
Educational Track Sessions

12:00 p.m. – 2:00 p.m.
Luncheon with Milton Peterson, Developer of the National Harbor and Awards Presentation

2:15 p.m. – 3:45 p.m.
Educational Track Sessions

2:30 p.m. – 5:30 p.m.
Nominating Committee Meeting*

3:45 p.m. – 4:15 p.m.
Networking Break in Exhibit Hall

* Indicates Closed Sessions
** Indicates Invitation Only Events
*** Indicates Events Requiring Separate Registration and Fee
Schedule and topics are subject to change.

4:15 p.m. – 5:45 p.m.
Educational Track Sessions

6:00 p.m. – 7:30 p.m.
Reception in Exhibit Hall

7:30 p.m. – 9:30 p.m.
Dinner with Driver Championship Awards

Tuesday, September 18, 2012

6:00 a.m. – 7:00 a.m.
RMC Research & Education Foundation Walk for Wellness***

6:30 a.m. – 5:00 p.m.
Registration and Information Desk Open

7:00 a.m. – 8:00 a.m.
Continental Breakfast in Exhibit Hall

8:00 a.m. – 9:30 a.m.
Executive Committee Meeting*

8:00 a.m. – 9:30 a.m.
Educational Track Sessions

9:30 a.m. – 10:00 a.m.
Networking Break in Exhibit Hall

10:00 a.m. – 12:00 p.m.
Closing General Session with Jeremy Gregory, MIT Update and Jeff Lanza, Hoodlums and Hackers: How Today’s Criminals Beat the System and What We Can Do To Stop Them

10:00 a.m. – 5:00 p.m.
Exhibitor Move-Out

12:00 p.m. – 4:00 p.m.
Off-Site Tours

12:30 p.m. – 5:30 p.m.
Board of Directors’ Meeting

7:00 p.m. – 9:30 p.m.
CONCRETEPAC Dinner***

Wednesday, September 19, 2012

7:00 a.m. – 10:00 a.m.
Registration and Information Desk Open

7:30 a.m. – 9:00 a.m.
Congressional Briefing w/Continental Breakfast

9:30 a.m. – 1:00 p.m.
Capitol Hill Visits (Off-Site)
Meeting Highlights

NRMCA’s National Mixer Driver Championship
Sponsored by the Truck Mixer Manufacturers Bureau, NRMCA’s 7th Annual National Mixer Driver Championship will be held at the Gaylord National Resort on Sunday, September 16, from 7:00 a.m. – 12:00 p.m. More than 30 mixer drivers from around the country are expected to compete for the title “Best of the Best.” Registration for this event is available for those who wish only to participate in the Mixer Driver Championship. The winners of the competition will be announced at the Monday Night Awards Dinner!

Golf
The CONCRETEPAC Fundraising Golf Tournament will take place on Sunday, September 16, at the Lake Presidential golf course. The tournament will begin at 12:00 p.m. Federal law requires sending information for PAC events only to NRMCA members with prior authorization forms on file. For information, registration and sponsorship opportunities, please contact Heather Houck at 240.485.1153 or email hhouck@nrmca.org.

NRMCA’s ConcreteWorks Exposition
The Expo will once again serve as the central meeting place for the conference with top companies showcasing the latest technologies, products and services for the industry.

Exhibitors
Don’t miss your chance to be among the best! Exhibit space is sold on a first-come first-served basis, so don’t wait to reserve your space at the exclusive event. For exhibit information, contact NRMCA’s Jessica Walgenbach at 240.485.1152 or email jwalgenbach@nrmca.org.

Some Highlights of the Meeting...

Spouse Program
A full program of spouse activities is being planned, in addition to the local attractions available. More information to come...

RMC Research & Education Foundation Walk for Wellness
Join the RMC Research & Education Foundation for a Walk for Wellness on the morning of Tuesday, September 18, 6:00 a.m. – 7:00 a.m., with registration beginning at 5:30 a.m. With an increased emphasis on health within the ready mixed concrete industry, the Foundation wants to support this initiative by holding this Walk to raise awareness of the importance of wellness. Your participation is a tremendous opportunity to support this initiative and the Foundation at the same time. Registration will be $25 per walker and will be complimentary for drivers participating in the Truck Mixer Driver Championship. We encourage companies to set up fundraising pages to support those drivers and employees who choose to participate in the Walk. For more information or for links to register and to set up a fundraising page, please visit www.rmc-foundation.org.

The RMC Research & Education Foundation is a lasting resource for increasing quality, professionalism and sustainability in the ready mixed concrete industry by funding high quality, high value, non-proprietary research and education programs.
Staying in the Game with LEED v4 and the New Green Construction Code
LEED is changing with a new version due out next year. There’s also a new green building code called the International Green Construction Code (IgCC). The green building movement continues to gain momentum as developers, government agencies and designers build structures to minimize environmental impact using these standards. To take full advantage of this movement and be a participant in the process, you have to have a detailed understanding of the design concepts and guidelines used in LEED and the IgCC. And although concrete will still help meet many of the requirements there are new concepts that will provide the concrete industry with both opportunities and challenges.

In LEED v4, there are new credit categories, increased technical rigor, and revised point distribution that will affect how concrete is specified and used in green building. The IgCC will have requirements for materials that are more focused on performance. Environmental Product Declarations, life cycle assessment, disclosure of chemicals of concern and responsible extraction of raw materials are just a few of the concepts you will learn about in this session.

What Works in Concrete Promotion?
This rapid-fire session features a series of five minute presentations by attendees about eye-opening promotion successes with an explanation about the reasons for that outcome. What Works was the most popular session year after year at the Professional Promoters Workshop and has been as well as part of NRMCA’s ConcreteWorks promotion track.

NRMCA Promotion & Technical Assistance for Members and Partners
NRMCA support for expanding ready mixed concrete markets has greatly expanded in the past year with the addition of technical resources for members to help secure local projects. This session reviews both the promotion and technical support now available. A focus of the program is the updated Design Assistance Program (DAP) for parking lots and streets and local roads, which provides detailed design recommendations for owners and consulting engineers. This presentation will review the DAP program and show how it can be used to win projects.

50 Ways to Super-Charge Your Plant
Hear what an industry expert says about things you may be overlooking to pump up efficiencies and profits from your operations!

Washington Insider Update on Employment Laws that Impact Your Business
From pensions issues, to labor law to the latest Supreme Court decisions on health care reform (Patient Protection and Affordable Care Act), don’t miss this session from the Managing Partner of Kruchko and Fries (one of the leading employment law firms in Washington, DC) on how your business can prepare for the new reality.

State of The Ready Mixed Concrete Industry
Back by popular demand—Robert Garbini, president of NRMCA, will discuss the current state of the industry from both the short and long-term perspectives and address such topics as population growth, current and historic ready-mix production levels, Federal government intervention, and other factors on the horizon regarding the industry in evaluating the state of business today and tomorrow.

5 Common Pitfalls in Public and Private Contracts and Specs
A ready mixed concrete producer’s ability to influence contract terms and specifications differs, and depends on a wide range of factors. Whether or not the producer has negotiating power on setting relevant terms and conditions on the front end, it’s vitally important to at least understand—before the project starts—where contractual and specifications pitfalls may lie. This presentation will focus on 5 examples of common contract or specification
Quality Control—The Untapped Profit Center

It has been said that Quality Control (QC) does not matter once the project specifications have been satisfied. QC has long been considered a necessary evil of the concrete business and has been treated as a cost center with little thought as to how it can benefit the bottom line of the ready mixed concrete company. It is the authors’ view that concrete QC, if properly approached, can be a significant profit center for the company. The authors will show with various examples how concrete QC can add to the company bottom line. It will also become clear that QC is part of a team effort.

Market Opportunities and Challenges for RCC

The less you know about Roller Compacted Concrete (RCC), the more important it may be for you to attend this session. RCC’s attributes, including high compressive and flexural strength, fast-track production, excellent durability and low cost, are attracting specifiers across the country. RCC has not been a traditional offering for ready mixed concrete producers, but an increasing number are taking on the challenge as demand increases for a product that offers a compelling alternative to asphalt where conventional concrete may not be considered.

Concrete Overlays

Experience has shown that well-designed and constructed concrete overlays can extend the life of existing pavements for an additional 30 years or more. This session provides a review of the technology and newly available guidance information that together bring the enormous market potential for concrete overlays within reach.

Meet the Feds!!!

While you are in Washington, DC, hear from the Federal Motor Carrier Safety Administration about the newest changes to CSA and the Environmental Protection Agency about the Energy Star Ready Mix Challenge and then leave knowing how they impact your business.

Taming Premium Increases to Your Vicious Annual Heath Care Insurance!

Gain timely insight from a panel of health care benefit consultants and fellow producers! Learn about current incentivized “we care” employees that focus on both immediate and long-term expense drivers to your health insurance premiums. The panel will share experience and strategy tips that tackle the realities that an unhealthy workforce not only impedes productivity but raises a producer’s significant health care coverage expense.

Tuesday, September 18

8:00 a.m. – 9:30 a.m. ........................................................................................................

Beyond Specifications – Partnering with Contractors for Successful Projects

A key aspect on successful project delivery—whether performance-based or otherwise—is successful partnering with contractor customers. Contractors’ requirements for proper placement and finishing concrete are generally not addressed in construction specifications, but there needs to be close coordination and understanding of contractors’ requirements in concert with the owner’s needs. This presentation will cover several aspects that need to be discussed prior to the pour and success stories where this has worked to the benefit of all stakeholders on a project.
Resilience: Prerequisite for Sustainability

Human and property losses from disasters are rising and threatening our way of life. Because of the growing challenges of human interaction with the natural environment, sustainability requires a whole new way to consider how we design and build our communities. The concept of resilience is the first and foremost step toward sustainability. This program will review the concrete industry’s commitment to sustainability with a particular focus on the need for enhanced resilience as a key component to economic, societal and environmental viability. Through a better understanding of resilient strategies, we can better communicate concrete’s related benefits to a whole range of stakeholders. These benefits include 1) risk reduction from a better awareness of natural hazards and climate risks; 2) safety and comfort of communities through robust building standards and 3) economic vitality through a more secure infrastructure and disaster mitigation.

Winning Local Road Projects: Strategies for Getting Started

It is a challenge to know where to start your efforts to encourage a city or town to look beyond its standard practices and give concrete a try. Being part of a promotion team that includes producers, cement companies, contractors and local promotion organizations is an important start, and success may come easier and quicker starting with smaller projects. This session will cover approaches that will deliver initial local projects as well as longer-term strategies to win substantial market share over time.

CNG Trucks... Don’t Look Now, They’re Here!

Compressed Natural Gas (CNG) technology was a futuristic idea just a few years ago. Hear from producers as well as industry experts about how CNG trucks are performing right now in the ready mixed concrete industry.

Safety Data Sheets, New from OSHA

Hear about the new regulations for your HazCom program and what you need to do to keep your company in compliance.

The Effects of Health Care Reform

Have you ever wondered how health care reform may affect your employees, your company and your family’s health insurance?
• Will my rates go up or down?
• When will everyone be able to get coverage?
• How will I shop for my health insurance?
• Will I have to buy a certain type of policy or face a penalty?
• Will I qualify for any subsidies on my premium?
• Will I get money back due to Minimum Loss Ratio (MLR)?

These and many more questions will be answered at NRMCA’s 2012 Board of Directors’ Meeting.

Regulations of States

Understand the regulations for your state will help when it comes to the implementation of health care reform.

Innovations in Training Award

Recognizes the most innovative ready mix producer training initiative, demonstrating a commitment to training through creative training programs that enhance the employees’ and company’s performance.

Golf Awards

See who carried the day at Sunday’s CONCRETEPAC Fundraising Golf Tournament!

Save the Date!

NRMCA’s Annual Convention
March 3-5, 2013
San Antonio, TX

Don’t miss NRMCA’s Awards Luncheon!

Monday 12:00 p.m. - 2:00 p.m.

Milton Peterson

Founder and Chairman of The Peterson Companies, he will share insights and stories from his side of the table as one of the largest privately owned development companies in the region.

Environmental Excellence Award

The Commitment to Environmental Excellence Awards competition offers producers national recognition for outstanding contributions in protecting the environment and maintaining sound management practice in their operations.

Producer Excellence in Quality Award

The Producer Excellence in Quality Award recognizes the commitment to quality initiatives of ready mixed concrete producer members by providing a basis to recognize those that strive for continuous improvement through their quality initiatives.

Golf Awards

See who carried the day at Sunday’s CONCRETEPAC Fundraising Golf Tournament!
# Conference Schedule

Items in pink indicate Board of Directors’ event.

<table>
<thead>
<tr>
<th>Day/Time</th>
<th>Session Type</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturday, September 15</strong></td>
<td></td>
<td></td>
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<tr>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Committee</td>
<td>OES Operations Task Group Meeting</td>
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<td>8:00 a.m. – 10:00 a.m.</td>
<td>Committee</td>
<td>RES Task Group Meeting</td>
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<tr>
<td>8:45 a.m. – 10:30 a.m.</td>
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<td>OES Safety Task Group Meeting</td>
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<tr>
<td>10:00 a.m. – 12:00 p.m.</td>
<td>Committee</td>
<td>RES Task Group Meetings (2 groups)</td>
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<tr>
<td>10:45 a.m. – 12:30 p.m.</td>
<td>Committee</td>
<td>OES HR Task Group Meeting</td>
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<tr>
<td>12:00 p.m. – 5:00 p.m.</td>
<td>All</td>
<td>Registration and Information Desk Open</td>
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<tr>
<td>12:45 p.m. – 2:30 p.m.</td>
<td>Committee</td>
<td>OES Environmental Task Group Meeting</td>
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<td>RES Committee Meeting</td>
</tr>
<tr>
<td>2:45 p.m. – 5:00 p.m.</td>
<td>Committee</td>
<td>OES Committee Meeting</td>
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<tr>
<td>4:00 p.m. – 6:00 p.m.</td>
<td>Committee</td>
<td>Sustainability Committee Meeting</td>
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<td>6:30 p.m. – 7:30 p.m.</td>
<td>All</td>
<td>Driver Championship Position Drawing Reception</td>
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<td>Board</td>
<td>Chairman’s Dinner**</td>
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<td><strong>Sunday, September 16</strong></td>
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<tr>
<td>7:00 a.m. – 12:00 p.m.</td>
<td>Event</td>
<td>NRMCA’s National Mixer Driver Championship</td>
</tr>
<tr>
<td>12:00 p.m. – 5:00 p.m.</td>
<td>All</td>
<td>Registration and Information Desk Open</td>
</tr>
<tr>
<td>12:00 p.m. – 6:00 p.m.</td>
<td>Optional</td>
<td>CONCRETEPAC Golf Tournament***</td>
</tr>
<tr>
<td>2:00 p.m. – 4:00 p.m.</td>
<td>Drivers</td>
<td>Driver Exam</td>
</tr>
<tr>
<td>6:30 p.m. – 8:00 p.m.</td>
<td>All</td>
<td>Chairman’s Welcome Reception in Exhibit Hall</td>
</tr>
<tr>
<td><strong>Monday, September 17</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30 a.m. – 5:00 p.m.</td>
<td>All</td>
<td>Registration and Information Desk Open</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>All</td>
<td>Continental Breakfast in Exhibit Hall</td>
</tr>
<tr>
<td>8:00 a.m. – 10:00 a.m.</td>
<td>All</td>
<td>Opening General Session with Larry Sabato, Larry Sabato’s Crystal Ball and Roger Tutterow, On the Economic, Business and Political Environment.</td>
</tr>
<tr>
<td>10:00 a.m. – 10:30 a.m.</td>
<td>All</td>
<td>Networking Break in Exhibit Hall</td>
</tr>
<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>Technology</td>
<td>Staying in the Game with LEED v4 and the New Green Construction Code</td>
</tr>
<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>Promotion</td>
<td>10:30 a.m.–11:15 a.m. What Works in Concrete Promotion?</td>
</tr>
<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>Promotion</td>
<td>11:15 a.m.–12 p.m. NRMCA Promotion &amp; Technical Assistance for Members &amp; Partners</td>
</tr>
<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>Operations</td>
<td>10:30 a.m.–11:15 a.m. 50 Ways to Super-Charge Your Plant</td>
</tr>
<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>Human Resources</td>
<td>11:15 a.m.–12 p.m. Washington Insider Update: Employment Laws that Impact Your Business</td>
</tr>
</tbody>
</table>


** Indicates Invitation Only Events  *** Indicates Events Requiring Separate Registration and Fee
## Conference Schedule

### Monday, September 17 continued

<table>
<thead>
<tr>
<th>Day/Time</th>
<th>Session Type</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 p.m. – 2:00 p.m.</td>
<td>All</td>
<td>Luncheon and Awards Presentation with Speaker Milton Peterson</td>
</tr>
<tr>
<td>2:15 p.m. – 3:45 p.m.</td>
<td>Technology</td>
<td>5 Common Pitfalls in Public and Private Contracts and Specs</td>
</tr>
<tr>
<td>2:15 p.m. – 3:45 p.m.</td>
<td>Promotion</td>
<td>Winning Not Waiting: National Account and Other Local Projects</td>
</tr>
<tr>
<td>2:15 p.m. – 3:45 p.m.</td>
<td>Safety</td>
<td>2:15 p.m.-3 p.m. Electronic Anti-Rollover Devices for the Ready Mixed Concrete Industry</td>
</tr>
<tr>
<td>2:15 p.m. – 3:45 p.m.</td>
<td>Environmental</td>
<td>3 p.m.-3:45 p.m. Environmentally Speaking: BMP’s That Will Keep You Up to Date...</td>
</tr>
<tr>
<td>2:15 p.m. – 3:45 p.m.</td>
<td>Business</td>
<td>The Results of the 2012 NRMCA Industry Data Survey</td>
</tr>
<tr>
<td>2:30 p.m. – 5:30 p.m.</td>
<td>Committee</td>
<td>Nominating Committee Meeting*</td>
</tr>
<tr>
<td>3:45 p.m. – 4:15 p.m.</td>
<td>All</td>
<td>Networking Break in Exhibit Hall</td>
</tr>
<tr>
<td>4:15 p.m. – 5:45 p.m.</td>
<td>Technology</td>
<td>Quality Control – The Untapped Profit Center</td>
</tr>
<tr>
<td>4:15 p.m. – 5:45 p.m.</td>
<td>Promotion</td>
<td>4:15 p.m.-5 p.m. Market Opportunities and Challenges for RCC</td>
</tr>
<tr>
<td>4:15 p.m. – 5:45 p.m.</td>
<td>Operations</td>
<td>Meet the Feds!!!</td>
</tr>
<tr>
<td>4:15 p.m. – 5:45 p.m.</td>
<td>Business</td>
<td>Taming Premium Increases to Your Vicious Annual Heath Care Insurance!</td>
</tr>
<tr>
<td>6:00 p.m. – 7:30 p.m.</td>
<td>All</td>
<td>Reception in Exhibit Hall</td>
</tr>
<tr>
<td>7:30 p.m. – 9:30 p.m.</td>
<td>All</td>
<td>Dinner with Driver Championship Awards</td>
</tr>
</tbody>
</table>

### Tuesday, September 18

<table>
<thead>
<tr>
<th>Day/Time</th>
<th>Session Type</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30 a.m. – 6:00 a.m.</td>
<td>Optional</td>
<td>RMC Research &amp; Education Foundation Walk for Wellness Registration***</td>
</tr>
<tr>
<td>6:00 a.m. – 7:00 a.m.</td>
<td>Optional</td>
<td>RMC Research &amp; Education Foundation Walk for Wellness***</td>
</tr>
<tr>
<td>6:30 a.m. – 5:00 p.m.</td>
<td>All</td>
<td>Registration and Information Desk Open</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>All</td>
<td>Continental Breakfast in Exhibit Hall</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Committee</td>
<td>Executive Committee Meeting*</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Technology</td>
<td>Beyond Specifications – Partnering with Contractors for Successful Projects</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Promotion</td>
<td>8 a.m.-8:45 a.m. Resilience: Prerequisite for Sustainability</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Operations</td>
<td>8 a.m.-8:45 a.m. Winning Local Road Projects: Strategies for Getting Started</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Safety</td>
<td>8:45 a.m.-9:30 a.m. CNG Trucks... Don’t Look Now, They’re Here!</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Business</td>
<td>8:45 a.m.-9:30 a.m. Safety Data Sheets, New from OSHA</td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>All</td>
<td>Networking Break in Exhibit Hall</td>
</tr>
<tr>
<td>10:00 a.m. – 12:00 p.m.</td>
<td>All</td>
<td>Closing General Session with MIT Update and Jeff Lanza, Hoodlums &amp; Hackers: How Today’s Criminals Beat the System and What We Can Do To Stop Them.</td>
</tr>
<tr>
<td>12:00 p.m. – 4:00 p.m.</td>
<td>Optional</td>
<td>Off-Site Tours</td>
</tr>
<tr>
<td>12:30 p.m. – 5:30 p.m.</td>
<td>Board</td>
<td>Board of Directors’ Meeting</td>
</tr>
<tr>
<td>7:00 p.m. – 9:30 p.m.</td>
<td>Optional</td>
<td>CONCRETEPAC Dinner***</td>
</tr>
</tbody>
</table>

### Wednesday, September 19

<table>
<thead>
<tr>
<th>Day/Time</th>
<th>Session Type</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 10:00 a.m.</td>
<td>All</td>
<td>Registration and Information Desk Open</td>
</tr>
<tr>
<td>7:30 a.m. – 9:00 a.m.</td>
<td>Board</td>
<td>Congressional Briefing w/Continental Breakfast</td>
</tr>
<tr>
<td>9:30 a.m. – 1:00 p.m.</td>
<td>Board</td>
<td>Capitol Hill Visits (Off-Site)</td>
</tr>
</tbody>
</table>

* Indicates Closed Sessions  
** Indicates Invitation Only Events  
*** Indicates Events Requiring Separate Registration and Fee
3 WAYS TO REGISTER!

Register online at www.nrmca.org
Send Registration form with a check or credit card (AMEX, VISA and MC accepted) payment to:
NRMCA, c/o Suntrust Bank
P.O. Box 79433
Baltimore, MD 21279
Or fax to 301.565.8200 (Credit cards only.)

Registration Policies

Spouse/Guest Registration: All spouses and/or guests must be non-industry attendees. Any industry professionals attending NRMCA’s ConcreteWorks & Board of Directors’ meeting must pay the delegate registration fees.

Age Limits: Registrants over age 12 must pay the registration fee. Children under age 12 need not pay the registration fee, but must be registered as an attendee.

Cancellation/Refund Policy: All cancellations must be made in writing to the NRMCA Meetings Department at 900 Spring Street, Silver Spring, MD 20910 or meetings@nrmca.org.

Any cancellation of a registration for NRMCA’s ConcreteWorks & Board of Directors’ meeting must be received on or before Wednesday, August 15, 2012, to be honored, and is subject to a $100 administration fee.

NO REFUNDS WILL BE MADE AFTER THIS DATE. Substitutions for registrations may be made in writing to the NRMCA Meetings Department.

Confirmation: Confirmation of registration will be emailed to all registrants within 72 hours of receipt of registration. Please list the email address of everyone who should receive a copy of the confirmation on your registration form. Badges and meeting materials will be distributed on-site.

Questions: If you would like additional information or have any questions, please contact Jessica Walgenbach, director of meetings, at 888.846.7622, ext. 1152 or email the NRMCA Meetings Department at meetings@nrmca.org.

Hotel and Travel Information

Gaylord National Resort
201 Waterfront Street
National Harbor, MD 20745

Reservations: 301.965.4000 | Fax: 301.965.2001

Hotel Reservations: The hotel reservations cut-off date for the discounted rate is Friday, August 17, 2012. Individuals are asked to make their own hotel reservations by calling the Gaylord National Resort directly at 301.965.4000. When calling please mention “A-NRM12” or “NRMCA”. Group hotel rates are as follows:

- Single/Double Occupancy: $219 per night plus applicable taxes and fees
- Atrium View: $259 per night plus applicable taxes and fees

A daily resort fee is included in the guest room rate. This fee will cover several in-room amenities which at the time of check-in will include wired and wireless high speed internet access, fitness center access, designated complimentary in-room beverages, daily newspaper and local and toll-free 800 telephone calls (20 minutes per call).

• The block of rooms is limited. We suggest that you make your hotel reservations as soon as you receive this brochure.

Room Deposit and Hotel Reservation Cancellation Policy: A deposit of the first night’s room rate plus tax will be taken at the time your reservation is made. Cancellations occurring at least three days prior to arrival will be refunded.

Airport Information: There are three major airports serving the DC Metro Area. Dulles International Airport (IAD), Baltimore International Airport (BWI) and the closest airport to the hotel is Reagan National Airport (DCA).

Ground Transportation Information: A taxi from IAD will cost approximately $70 each way, from BWI it will cost approximately $83 each way and from DCA it will cost approximately $21 each way. SuperShuttle service to/from BWI and IAD will cost approximately $43 each way. Gaylord National offers an exclusive, express shuttle to and from Reagan National Airport (DCA). This service will depart from the Gaylord National’s front door and from Reagan National airport baggage claim every 20 minutes. Reservations are recommended, but tickets also will be available from the SuperShuttle desk, located on the lower level of the airport, near baggage claim. The shuttle runs between 6:00 a.m. and 8:00 p.m. daily. Cost is $19/each way per person. Reservations can be made by calling 301.965.2080.

Temperatures: Washington, DC’s, average September temperatures are low 80’s during the day and low 60’s at night.

Dress: Business casual attire is appropriate for program sessions; resort wear or cocktail attire is appropriate for social functions.

Dining: Whether you want to catch the latest sports news or cater to your palate with contemporary American cuisine there are a number of dining options on and off the property for you.

Old Hickory Steakhouse: Gaylord Hotel’s signature award winning restaurant brings you an unrivaled culinary pedigree located inside the Gaylord National.

Pienza Italian Market and the National Pastime Sports Bar and Grill: offers a fun and relaxed, yet tasteful, dining atmosphere inside the Gaylord National.

Other dining options at the National Harbor include Cadillac Ranch, McCormick & Schmick’s, Harrington’s Pub, Rosa Mexicano, The Tasting Room and plenty more.

NRMCA’s Responsibility

Hotel contracts require NRMCA to be financially liable for unused sleeping rooms. The sleeping room rate covers the cost of meetings space, upkeep and utilities of the hotel. Staying at the convention hotel also provides you with the benefit of after-hours networking and easy accessibility to meetings and sessions. Please help NRMCA avoid unnecessary penalties and keep registration fees low by booking your sleeping room at the Gaylord National Resort.
Registration Form

Register by Fax: 301.565.8200 Attn: Meetings Dept. | Mail: NRMCA, c/o Suntrust Bank P.O. Box 79433, Baltimore, MD 21279
Credit Card Payment Only

First Name ___________________________ Last Name ___________________________ Email ___________________________
Title ___________________________ Company ___________________________
Mailing Address ___________________________
City ___________________________ State/Province ___________________________ Country ___________________________
Zip/Postal Code ___________________________ Telephone ___________________________ Fax ___________________________
Spouse/Guest Name ___________________________ Telephone ___________________________ Age of Guest (if under 18) ___________________________
Emergency Contact Name ___________________________ Telephone ___________________________ Relationship ___________________________

Email of person to receive confirmation: ___________________________

Please indicate if you have any special needs: ___________________________

REGISTRATION and PAYMENT

Your registration fee includes NRMCA’s ConcreteWorks and Board of Directors’ Meeting registration, registration materials and attendance at education sessions and most social functions. The Golf Tournament, CONCRETEPAC Dinner and RMC Research & Education Foundation Walk for Wellness require separate registration fees.

<table>
<thead>
<tr>
<th></th>
<th>Advance Registration on or before Friday, August 17, 2012</th>
<th>Late Registration after Friday, August 17, 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Delegate</td>
<td>☐ $625</td>
<td>☐ $750</td>
</tr>
<tr>
<td>Member Spouse/Guest</td>
<td>☐ $275</td>
<td>☐ $400</td>
</tr>
<tr>
<td>Non-Member Delegate</td>
<td>☐ $750</td>
<td>☐ $875</td>
</tr>
<tr>
<td>Non-Member Spouse/Guest</td>
<td>☐ $375</td>
<td>☐ $500</td>
</tr>
</tbody>
</table>

REGISTRATION TOTAL: $________

Check the boxes below if you wish to be sent more information on the following activities taking place at the conference.
Separate registration and fees are required for some of these activities:
☐ CONCRETEPAC Golf Tournament | ☐ Walk for Wellness | ☐ Off-Site Industry Tour | ☐ CONCRETEPAC Dinner | ☐ Spouse Program

PAYMENTS Registration will not be processed without payment. Also note: by sending a check there will be a delay in registration processing.

Payment Method: ☐ American Express | ☐ MasterCard | ☐ VISA | ☐ Check Enclosed (made payable to NRMCA in U.S. funds drawn from a U.S. bank only)
Credit Card Number ___________________________ Expiration Date: ___________________________ Signature ___________________________
Cardholder Name as it appears on card: ___________________________ (charge will appear as NRMCA)

DEMOGRAPHIC INFORMATION Please be sure to complete ALL information below or your registration form will not be processed.

1. MY MAIN INTEREST IS ☐ Business Administration/Finance/HR/IT ☐ Operations, Environmental & Safety ☐ Promotion ☐ Technology Education

2. I WOULD LIKE TO BE A MEMBER OF THE FOLLOWING COMMITTEE(S) (Select ALL that apply) ☐ Operations, Environmental & Safety ☐ Business Administration ☐ Research/Engineering/Standards (P&F) ☐ Concrete Promotion ☐ Human Resources

3. JOB TITLE (Select ONE)
☐ President/CEO
☐ Vice President
☐ Director
☐ Manager
☐ Controller/Treasurer/CPA
☐ Supervisor/Superintendent
☐ Coordinator/Trainer
☐ Engineer
☐ Dispatcher
☐ Sales
☐ Driver
☐ Other ___________________________

4. BY AREA (Select ALL that apply)
☐ Environmental
☐ Safety
☐ Production/Operations
☐ Maintenance/Equipment
☐ Finance
☐ Human Resources
☐ Information Technology
☐ Technical Services
☐ Marketing/Promotion/Concrete Markets
☐ Driver/Driver Championship
☐ Customer Service
☐ Sales
☐ Other ___________________________

5. TYPE OF OPERATION (Select ONE)
☐ Producer
☐ Equipment Manufacturer/Dealer
☐ Materials Supplier
☐ Contractor
☐ Designer/Spec/Consultant
☐ Association
☐ Faculty/Student
☐ Admissions
☐ Press
☐ Other ___________________________

6. HAVE ATTENDED ONE OR MORE OF THESE EVENTS FOR
☐ First Time
☐ 5-7 years
☐ 2-4 years
☐ More than 7 years

7. NUMBER OF EMPLOYEES
☐ 10 or less
☐ 101-250
☐ 11-50
☐ 251-500
☐ 51-100
☐ 501 or more

8. NUMBER OF MIXER TRUCKS (If Applicable)
☐ 5 or less
☐ 6-15
☐ 16-30
☐ 31-75
☐ 76-100
☐ 101 or more
September 16-19, 2012 | Gaylord National Resort | National Harbor, MD

NRMCA’s ConcreteWorks & Board of Directors’ Meeting

For more information visit www.nrmca.org