



REGIONAL CONCRETEWORKS

Atlantic Region

<h3>Date, Time, Location</h3> <p>Thursday, October 26, 2017</p> <p>7:30am - 2:30pm</p> <p>RMC Research & Education Foundation Center 719 Ellsworth Drive Silver Spring, MD 20910</p> <p>Cost: \$50 US per person</p>	<h3>Agenda</h3> <table border="1"> <tr> <td>7:30am - 8:00am</td> <td>Registration and Continental Breakfast</td> </tr> <tr> <td>8:00am - 8:30am</td> <td>Welcome and Introductions</td> </tr> <tr> <td>8:30am - 9:30am</td> <td>PaveAhead: A Consistent Message for Local Paving Promotion and Technical Support</td> </tr> <tr> <td>9:30am - 10:30am</td> <td>Build With Strength Coalition Update</td> </tr> <tr> <td>10:30am - 10:45am</td> <td>Break</td> </tr> <tr> <td>10:45am - 11:45am</td> <td>BWS & Building Codes - Fire Safety Bills & Efforts Nationwide</td> </tr> <tr> <td>11:45am - 12:30pm</td> <td>Lunch</td> </tr> <tr> <td>12:30pm - 1:15pm</td> <td>RMC Research & Education Foundation Update</td> </tr> <tr> <td>1:15pm - 2:15pm</td> <td>Streets & Local Roads: Promotion/Advocacy</td> </tr> <tr> <td>2:15pm - 2:30pm</td> <td>Conclusions and Closing Remarks</td> </tr> </table>	7:30am - 8:00am	Registration and Continental Breakfast	8:00am - 8:30am	Welcome and Introductions	8:30am - 9:30am	PaveAhead: A Consistent Message for Local Paving Promotion and Technical Support	9:30am - 10:30am	Build With Strength Coalition Update	10:30am - 10:45am	Break	10:45am - 11:45am	BWS & Building Codes - Fire Safety Bills & Efforts Nationwide	11:45am - 12:30pm	Lunch	12:30pm - 1:15pm	RMC Research & Education Foundation Update	1:15pm - 2:15pm	Streets & Local Roads: Promotion/Advocacy	2:15pm - 2:30pm	Conclusions and Closing Remarks
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Topics

<h3>PAVEAHEAD: A CONSISTENT MESSAGE FOR LOCAL PAVING PROMOTION AND TECHNICAL SUPPORT</h3>	<p>The PaveAhead brand was developed to provide a recognizable platform for local paving with NRMCA members and our external industry partners and clients. The intent of branding the local paving efforts is to repeatedly communicate, in multiple ways with frequency and consistency, the beneficial attributes of ready mixed paving products to our members' client base. This session will tie together all the platforms available to promote, sell and technically support street and parking lot projects. NRMCA staff will introduce the PaveAhead website and Design Center, available industry material for promotion and technical support, and educational activities aimed at project level pursuits.</p>
<h3>BUILD WITH STRENGTH COALITION UPDATE</h3>	<p>BWS is educating the building and design communities and policymakers on the benefits of ready mixed concrete, and encouraging its use as the building material of choice for low-to mid-rise structures. Join us to learn more about these efforts, and obtain the tools necessary to stand up for stronger and more resilient buildings in your own community.</p>
<h3>BWS & BUILDING CODES - FIRE SAFETY BILLS & EFFORTS NATIONWIDE</h3>	<p>A discussion of overall NRMCA efforts in states and cities to change how light-framed, combustible construction is treated by local and state building codes. There are several statewide efforts and many local jurisdictions that are trying to (or already have) change the use of wood in mid-rise construction through legislation and ordinance. We will discuss those efforts and focus on what is working and what isn't. An update on the national Timber Innovation Act and NRMCA's efforts to defeat it will also be provided.</p>
<h3>RMC RESEARCH & EDUCATION FOUNDATION UPDATE</h3>	<p>The RMC Research & Education Foundation is providing a variety of resources to support local education and training, as well as research to support local promotion and advocacy initiatives. Foundation personnel will cover the latest resources and how state affiliates and their members can access them. The latest update on the Troesh Matching Gift Campaign for the industry will also be covered.</p>
<h3>STREETS & LOCAL ROADS: PROMOTION AND ADVOCACY OVERVIEW</h3>	<p>This presentation covers general issues and approaches appropriate for producers or a coalition of parties that are implementing a streets and roads promotion effort by covering the steps detailed in NRMCA's <i>Promotion and Advocacy Guide for Concrete Streets & Roads</i>. These steps include assembling the leadership team, building a concrete paving coalition, conducting market research, developing a promotion/advocacy strategic plan, educating coalition participants, pursuing owner remedies, developing community support for local project opportunities, initiating elected-official advocacy strategies, and building support for local opportunities.</p>



Atlantic Region

Space is Limited to 40 Attendees.

Registrations will be accepted on a first-come, first-served basis as long as space is available.

Register On-Line at www.nrmca.org/Conferences_Events/ConcreteWorks/2017/regional_atlantic.asp

OR Complete form and fax to NRMCA at (301) 565-8200.

For security, we do NOT recommend emailing credit card information.

Registrant Information

Name

Title

Company

Address (No PO Boxes)

City/State/Zip

Phone/Fax

Email

Emergency Contact Name/Phone

Special needs (attach special needs information)

Payment Information

COST \$50 US per person

VISA MasterCard AMEX

Card Number

Name on Credit Card (Print)

Expiration Date

Signature

Cancellation Policy: Full cancellation refunds will be extended until October 23, 2017. All cancellations after that date will not be refunded. Substitutions may be made at any time by providing new registrant information to: meetings@nrmca.org or contacting NRMCA's Jessica Walgenbach at (240) 485-1152.

Hotel Information: NRMCA has not contracted a block of rooms for this event but suggest the following 3 hotels:

NRMCA suggests 3 hotels within a short walk of the meeting 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

**Marriott Courtyard: 8506 Fenton Street, Silver Spring, MD 20910
Phone: (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). **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.

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Maryland Ready Mix Concrete Association
New Jersey Concrete & Aggregate Association
Pennsylvania Aggregates & Concrete Association
Virginia Ready-Mixed Concrete Association

