



Minutes

**NRMCA Educational Activities Committee Meeting
Saturday, October 17, 2009
Marriott Indianapolis Downtown
Presiding Officer: Patsy Bergquist**

Attendance: Michael Krause, Euclid Chemical, Bryce Mobley, Mobley Concrete; John Richardson, John Richardson & Co.; Alan Sparkman, TCA, Eileen Dickson, NRMCA Staff

1. Call to order and self introductions – Patsy Bergquist
2. Antitrust statement – Patsy Bergquist
3. Discussion and motion to approve minutes from March 17, 2009/Orlando EAC meeting – Patsy Bergquist
ACTION: Approved
4. New Business

What is the best way for EAC to serve the members in these tight times? (Open discussion)

Current Market Factors:

- Industry retrenchment estimated at 40%.
- Those who remain are doing multiple jobs do and have little time to attend classes or webinars.
- There have been severe, if not total, budget cut backs in training.
- Those who remain are already trained / attended classes
- When employees hit a certain level of company hierarchy, they will attend local business/executive training, either at a college or by executive training firm. Therefore, NRMCA should not develop education materials in this area.
- NRMCA offers so many webinars and training that it is overwhelming.

Goals:

- EAC should be repository of all the information / classes developed.
- There is a wealth in the depth of classes, especially because it is industry specific.
- Quality of the content is superior.
- In the current market, the question is not one of developing further content but how best to deliver the content to those who remain on board and will be hired in the future

Direction:

- Because online classes are developed, when recovery hits, online AND face-to-face will be acceptable. NRMCA must continue to offer, not only both formats, but also the class in both formats. Not all classes are conducive to an online format.
- Every class should include (1) critical thinking development, (2) process development that matches a job, (3) developing the right attitude/taking ownership; (4) figure out how to work with in the perimeters, materials, and (5) equipment they have been given (a can-do-attitude)
- Classes, in whatever career track, should have 1 of 2 focuses:
 - Supportive/sales-driven to build business
 - Basic training in operations and concrete technology

Outcome:

- Chair Bryce Mobley suggests that NRMCA might look at its
 - Revenue model: Allow companies, for a flat annual fee, to have access to certain training programs
 - Focus on new employee training programs, required annual training units, Concrete

- Delivery Professional Training, ready mix-specific training (technical, critical thinking, process, teamwork, leadership), critical support publication (concrete in practice, safety materials, etc)
- Bryce will put his thoughts on paper for further discussion.

5. Next Meeting – Bergquist

Scheduled: Annual Convention, 3:00-5:00, March 16, 2010, Barton Creek Resort and Spa, Austin, TX

6. Adjournment – Bergquist

ATTACHMENT: Mobley Document