

Email Subject: Mid-Year Educational Activities Committee Update

Dear EAC Committee members,

I wanted to update you with Committee news and activities. A lot of learning opportunities have been available for producers, and following our new mission, also for specifiers.

### **Next EAC Meeting**

Most importantly, please note that our next Committee meeting's location and dates have changed. It is now October 27, 3:00pm-5:00pm at the Point South Mountain Resort, in Phoenix. The Fall Conference will follow, October 28-30 at the same location. We were going to meet at the Fall Conference, in Dallas. Unfortunately, the hotel informed NRMCA that they will be closing for renovation so the Fall Conference moved to Phoenix. EAC's Fall 2007 meeting agenda will arrive closer to the meeting.

### **Mixer Driver Rodeo**

At our last meeting, OES asked EAC to develop a learning activity for the Mixer Driver Rodeo participants the day after the driving course trial. Based on your suggestions last March, as well as last year's rodeo participants' comments (who stated that they wanted to be utilized as senior level drivers/helpers/mentors drivers back at their own companies), the EAC Driver Task Group suggested to OES that we put together a workshop for drivers that looks at critical leadership and mentor/supervisory skills they can use with their peers. OES approved our idea, content, and speaker recommendation.

### **STEPS™ Career Track Program**

In May 2007, NRMCA received its first CCPf™ graduation application, within the STEPS™ Career Track Program. Jay Moore, of Ernst Concrete in Kentucky, will earn his *Sales, Marketing and Promotion Certification*. Mr. Moore's employer, Dan Ernst, noted "We at Ernst are very proud to have Jay achieve such a distinction. In these competitive times, it is important to work smarter and more efficient and this training helps us to do that. Most ready mix companies work hard, so to work smarter, hopefully gives us an edge." Mr. Ernst highlighted his employee's achievements in the company newsletter, which may encourage staff to strive for the same professional improvement and recognition their colleague received.

I hope you are helping your employees assess their status within the STEPS™ program. Minimally, we believe that many who earned their CCSP could be very close to earning the CCPf. STEPS™ is a great tool for concrete producers and their employees to actively support employees, company performance, and stability. NRMCA mailed STEPS™ information to producer executives and HR staff as well as anyone who has taken a workshop with NRMCA since 2003. If you or your employees have not received information, and would like it, please contact Susan Bachenheimer at NRMCA. (susan@nrmca.org)

### **Education Program Participation Strong**

Industry participation in professional development workshops and seminars remains robust. In the first six months of 2007, over 750 industry professionals attended 30 NRMCA workshops, 25 of which were in partnership with ten different State Affiliate Associations or other professional groups. Additionally, 35 Previous Contractor Certification courses were held throughout the US. Registration for Fall 2007 workshops is strong with members reporting that despite a softer year, they remain committed to expose their staff to performance-based development concepts that are based on national, industry accepted knowledge and skill standards.

### **New Producer Education Programs and Tools Continues to Evolve**

The Education Department continues to partner with the RMC Research and Education Foundation to development industry-specific workshops and products. After last September's successful launch of a new workshop for sales managers that coupled formal classroom experience with five months of continual e-learning and web-conferencing, this September, another new workshop will commence, this one for front line supervisors. We might need help with class exercises or the HR component. If we do, I'll send out a quick email and would appreciate anyone who can spare some time (or your staff's time).

Additionally, in the past year, our partnership with the Foundation, has resulted in publication of three current bestsellers, translated into Spanish: Concrete Delivery Professional Certification study materials, Concrete in Practice (CIPs) summaries, and the Truck Mixer Driver Manual. NRMNCA also has an 8" x 11" Construction Hand Signals decal for mixer trucks in Spanish.

One of our next big projects is to access how CDP is being utilized and collect data. The Education Department's summer intern will be calling producers to ask a few friendly questions. Please be nice, give the kid a break, and answer her call. It will take no more than five minutes. With some answers in hand, EAC can recommend any program updates delivery revisions.

### **Status of Mixer Driver Job Survey**

After our agreement at last Spring's committee meeting, we have moved forward to find an appropriate vendor to develop a driver survey to not only gather basic data about this critical job segment, but to also include some analytical mechanisms within the survey so we might be able to utilize the information to develop tools to help driver retention. At this point, the University of Dallas's Graduate School of Business, who has conducted a similar survey for companies with front line commercial drivers, including two producers, is going to submit a proposal to the RMC Research Foundation for evaluation and possible funding. Once I have more details, I'll let you know. And those who have volunteered to help will be hearing from Patsy, Eileen, or me.

### **Education Efforts to Specifiers**

**Concrete Technology Forum** – The 2007 Concrete Technology Forum: Focus on High Performance Concrete was held May 22-24, 2007, in Dallas. 220 people attended the 2<sup>nd</sup>

Annual Forum. Over 50 expert papers were presented. The Forum also featured 23 exhibitors. The 2008 Concrete Technology Forum: Focus on Sustainable Development is scheduled for May 20-22, 2008, in Denver.

**Designing High Performance Concrete Structures Seminar** – NRMCA has teamed with the American Society of Civil Engineers to offer a two-day course on high performance concrete to provide effective strategies for improving concrete durability against freezing and thawing, chemical attack and corrosion with a focus on performance-based specifications. The course has been offered 4 times to date and 5 are scheduled throughout 2007 and 2008.

**Pervious Concrete Contractor Certification** – The NRMCA Pervious Concrete Contractor Certification program now has 31 Local Sponsoring Groups and over 1300 certified technicians and craftsman.

**Pervious Concrete Design Seminars** – NRMCA has delivered seven one-day seminars titled, “Pervious Concrete – A Stormwater Solution” to over 500 people in the past 12 months. The seminar, which targets civil engineers and landscape architects who design stormwater management systems, is scheduled for 12 additional dates and locations for summer and fall 2007. More are being planned for 2008.

**New Concrete’s Role in Sustainable Development Course** – NRMCA is developing a new one day course to educate industry personnel on the environmental attributes of concrete and how the concrete industry can benefit from promoting concrete as a sustainable construction material.

As you can see, we’ve had a fruitful six months. Patsy and I welcome your input as our projects move along. And we most certainly are open to your ideas for new and further development.

Kind Regards,  
Tom