



MINUTES

NRMCA Educational Activities Committee Meeting

September 23, 2013

Red Rock Casino, Resort & Spa, Las Vegas, Nevada

Presiding Officer: Vickie Tyminiski

Attendees: Please see attached

1. The meeting was called to order by chairman, Vickie Tyminski. The antitrust statement was discussed, acknowledged by attendees, and will be followed in accordance with the law.
2. ACTION: Approval March 3, 2013 minutes
3. EAC held a discussion to set its priorities for fiscal 2014.
 - a. Based on the last EAC meeting, 3 topics were put on the critical list. They will remain on the list because all are huge, long term projects. EAC strategized how each would best serve the industry. The priorities were set as follows
 1. Driver education: With business increasing, it is critical to support mixer drivers' training. It needs to be done in an easily accessible format, led by a producer. As a result, EAC will partner with OES to use NRMCA's Safety Series as a 1st step. Eileen covered the preliminary work to date. EAC supported current work and proposed actions.
 - a. ACTION: Eileen will set the logistics of the process, submit a RPF to the RMC Research and Education foundation for funding to launch an online, asynchronous program. If funded in November 2013, the goal is to launch the first title (Backing, Part 1) at the 2014 Spring Convention.
 2. CCSP II, Understanding the Concrete Contractor's Business: With the industry recovering, EAC wants to make sure the class's content is very current.
 - a. ACTION: With permission from the American Society of Concrete Contractors, MTSU students will develop a survey to be distributed at World of Concrete to ASCC members. The goal is to assess how concrete contractors' business structure and needs are vis-à-vis producers, as well as what contractors see as key actions and knowledge required from concrete sales reps to support business.
 - b. ACTION: Eileen will work with Heather Brown, MTSU faculty, and Alan Sparkman (lead trainer), to access the work that needs done to update the module based on the students' survey results.
 - c. ACTION: Eileen will also work with ASCC to meet with their instructors to discover more about what concrete contractors see as critical and changing in the producer-contractor environment.

- d. GOAL: understand enough about what should be done with CCSP II content by the March 2014 EAC meeting to determine if an RFP could be submitted to the RMC Research and Education Foundation in Spring or Fall 2014.
 - 3. CCSP I, Concrete 101: EAC believes the class content could be broken up into small chunks and put online as small units of study. This would support those who arrive new to the industry or non-technical people who need a modicum of technical knowledge. It was agreed, this is a large, complicated, yet timely project.
 - a. ACTION: Eileen will discuss how this might happen with Colin Lobo, liaison to the RES Committee and report back to EAC.
- B. In Spring 2013, EAC discussed holding a free webinar for members about select an employee for training and setting company and employee expectations. EAC believes this is a critical EAC-member action item during the winter months.
 - 1. ACTION: Eileen dickson, Vickie Tyminski, and Johnny Young will work on NRMCA hosting a webinar, including content and a general timetable to do so.
- C. Increasing EAC increase membership remains critical.
 - a. Efforts' results remain lackluster yet the need for member input is critical to assure NRMCA producers' classes, webinars, and supportive publications serve the industry.
 - b. ACTION: Bill Childs will invite participation on EAC while on his chairman dais during ConcreteWorks and at the Board Meeting.
 - c. ACTION: Eileen will continue to invite other committees' chairmen to engage with EAC not only at formal meetings (twice a year) but also informally throughout the year.
 - d. ACTION: Eileen will work with EAC members, and non-members, to review specific projects so their engagement is not overwhelming, thereby encouraging their membership.
- 4. Fiscal 2014 class review and fiscal 2013 end of year results. Classes and webinars for 2014 are being scheduled as early as possible to allow members to budget people (time) and financial resources. Many are already posted on NRMCA's website. As for 2013, NRMCA saw a 5% increase in class participation to the industry, perhaps suggesting business is recovering.
- 5. The STEPS program remains underutilized. The adoption of the program in the Middle East shows that the industry sees its validity. One challenge for NRMCA is that larger producers used the STEPS' concept to launch their own internal version of STEPS/succession planning/talent management. Without a certification requirement by specifiers, large companies will probably not utilize the program. Nevertheless, EAC felt middle to smaller companies would be served by the program.
 - a. ACTION: Eileen reported NRMCA removed the 5 year completion requirement in light of respecting the financial burden on participants' companies. Additionally, the annual update of the tracks and website has been completed.
 - b. ACTION: NRMCA will annually celebrate individual's achievement at the annual convention, starting in Spring 2014.

- c. ACTION: NRMCA will host a free webinar about the program in Winter 2014.
 - d. ACTION: NRMCA will continue to market the program in as many venues as possible.
6. One day classes, taught by NRMCA staff and in partnership with State Associations or companies, have not been received as hoped. ACTION: Eileen will work with Nicole Mayer to remind the state associations of the classes.
 7. CONEXPO-CON/AGG Education Committee update. The topics were shared with EAC in preparation for March 2014. 100 topics were accepted; over 400 were submitted.
 8. 2013 EAC Awards:
 - a. Innovation In Training: Cemex: Job Safe
 - b. Special Recognition: MMC Materials: Health & Wellness Program
 9. UPDATE: RMC Research & Education Foundation. Julie Garbini reported about completed and work in progress, as well and the future October meeting in Cambridge, MA, at MIT. The Foundation encouraged EAC to look for solid projects that support the Foundation's mission.
 10. UPDATE: Sustainability Committee - Lionel Lemay reported his committee's work with specifiers continues. That includes work on EDPs and sustainable plant certification.
 11. No other new business was brought to the floor.
 12. EAC's next meeting will be at NRMCA's Annual Convention, March 1, 2014, The Cosmopolitan, Las Vegas.
 13. The meeting was adjournment by Chairman Tyminski.

Minutes submitted by Eileen Dickson, 9/23/14.