



## MINUTES

**NRMCA Educational Activities Committee Meeting**  
**Sunday, April 2, 2006**  
**The Hyatt Regency San Antonio**  
**San Antonio, TX**

**Presiding Officer: Teri Moran**

Teri Moran, Degussa Admixtures, Chair

Robert Airaudi, Argonics, Inc.; Tom Baird IV, Concrete Co of Springfield; Dominique Calabrese, Lafarge North America; Austin Cheney, MTSU; Dan Cook, Roebuck Consulting Group; Frank Craddock, Cemex; Joan Dandurand, Arizona State Univ.; Paula Dunn, Degussa Admixtures; Doug Guerro, Cemex; Tanya Komar, California State Univ., Chico; Michael Kraus, The Euclid Chemical Co.; Courtney Lovelace, Maricopa Ready Mix; Brian Moore, FMI Corp.; Paul Moore, Catalina Pacific Concrete; Bruce Strickland, Sika Corp.; Steve Thomas, Consumer's Concrete; Boo Twohy, Capital Concrete Inc.

MTSU Students: Tripp Arnold, Brandon Birens, Joe Fulks, Joel Harvey, Zak Mestanik, Fallon Shelton, Eric Thompson, Matthew Young

NRMCA Staff: Eileen Dickson, Lionel Lemay, Gary Mullings

1. Call to order and self introductions: Teri Moran
2. ANTITRUST STATEMENT — Teri Moran  
Action: Compliance to Antitrust Guidelines.
3. APPROVAL OF MINUTES — Teri Moran  
Action: Approval of October 2, 2005
4. RMC Research Foundation Update: Jennifer LeFevre  
There are five projects the Foundation is working on that specifically relates to the interests of the Educational Activities Committee. The first is the Foundation's funding of the Sales Management class, which was based on the recommendation of EAC. Progress on the project continues class will be held last week of Sept. in Silver Spring. The second project was funding for the Spanish translation of drive manual and CDP; the driver manual's draft has been completed and is out for review. The third was fast-tracked approval of the Previous Concrete Contractor Certification program. It The textbook was completed late in 2005 and over 200 attendees throughout the USA have attended workshops through Local Sponsoring Groups. It's inaugural year has been overwhelming so the Foundation is very happy to be part of a program that not only serves the ready mixed concrete industry but also its customers. In the end, it will help grow everyone's business. The fourth project is completion of the beta draft student text for Plant Operator's certification. Materials should reach final approval by the end of 2006 and be available for various groups to use to teach the class themselves. This is another critical area that ties into the P2P movement. Finally, the Foundation is proud to support expansion of the Concrete Institute Management program to three other

universities, Arizona State, California State Chico, and New Jersey Institute of Technology.

5. Education Department Update – Eileen Dickson and Lionel Lemay  
Teri asked the group to review the written detailed update in attendees' packet and asked for comments and questions. Based on the short duration of the meeting, Teri asked that Eileen and Lionel touch only on key projects.

Internal:

- A. The new class Sales Manager Workshop that launches in September is in a new delivery format, that is, it takes place over a six month period of time, delivery is through class room instruction, followed by support e-learning and web conferencing follow-up assignments. Members are asked to volunteer to help with review and input of the program.
- B. Driver Recruitment and Retention Issue: EAC staff works with the Developing Industry Leaders Group, "Driver Recruitment and Retention". Over the past six months, they studied the issue, conducted internal surveys within their companies and external surveys through NRMCA's website, and two focus group meetings. Based on the results, recommendations will be proposed to the Board of Directors. They include gathering more demographic information on various driver recruitment and retention issues so the industry can get a better handle on the challenges, developing promotional materials for companies to personalize in their recruitment efforts, developing a front-line driver's supervision class, and partnering with out groups to enlarge the driver pool.  
ACTION: EAC wants the class to be more encompassing than driver frontline supervision. All job front line jobs in a ready mixed firm should be included in the program's development.
- C. The Career Track program was presented to the group, explaining the four subdivisions.  
ACTION: The Committee voted for the program to be sent to the Board of Directors with a recommendation to vote to implement the program.  
ACTION: EAC asks the various Committees to have recommended changes into EAC by June 1, 2006. Eileen will work with NRMCA Staff Liaisons.  
ACTION: Teri to form a Task group to set parameters for transfer credits.
- D. 2006 OES Forum & Expo/ Business & Administration Conference. Gary Mullings, staff liaison updated EAC. OES and BAC Forums will be combined this Fall, now called 2006 Fall Forum and Expo, in Orlando, October 15-17. OES will hold its 1<sup>st</sup> RMC Championship Rodeo. It will consist of a driving challenge course and written exam. OES asks EAC to (1) monitor/correct the exam on Monday morning, (2) help set up the skills course Saturday (immediately after proposed EAC meeting), (3) compute winner. Following exam, EAC will take responsibility for the driver Focus Group on Monday afternoon. OES also asks DIL group to give 20 minute summary/update of project. Also asking representative of DIL group to participate in the Driving Hiring group/Business Session  
ACTION: EAC agrees to help. MTSU students agree to help set up course. DIL-EAC will help.  
ACTION: EAC committee meeting will be on Saturday, October 14, 2006, 1:00pm-3:00pm, in Orlando, in conjunction with the 2006 Fall Forum and Expo.
- E. Lionel Lemay discussed the external education thrust the past year, centering on research and professional development. Various partnerships have proved

fruitful, for example, in development of the Gulf Coast workshops in response to Katrina, ASCE for professional development and civil engineering curriculum, and the pervious seminars with Land Development Magazine and local sponsoring groups. Additionally, the pervious concrete contractor certification launched strongly. Over the next year, the programs will only become stronger, reinforcing NRMCA's expanded educational dimension with a focused attention toward specifiers and contractors.

6. Discussion Vision 2010 – Teri Moran  
Recently, committee chairs met with the Executive Committee to work on the further direction of NRMCA. When EAC looked at its goals and objectives, as they are currently written, they do not include working on external education.  
ACTION: EAC votes to recommend the Board of Directors expands EAC's purview to include very focused educational outreach to contractors and specifiers.
7. Brainstorm EAC goals for upcoming year – Teri Moran  
ACTION: Launch and market Career Track Program  
ACTION: Develop Front-Line Supervision class  
ACTION: Facilitate DIL Task group on driver recruitment and retention
8. New Business open discussion - Teri Moran  
The committee came up with the following ideas:
  - A. Produce video clips contractors have access to on NRMCA website tied to CIPs.
  - B. Develop programs for concrete management to Spanish culture and how to communicate with lower level workers and their value system
  - C. Tighter integration between CIM programs and NRMCA
  - D. Develop 3<sup>rd</sup> party personality tests for industry hiring tool
  - E. To enhance EAC participation, offer Market EAC programs, offer publication discounts to active committee members
  - F. Send EAC members email notification when a new course launches
  - G. Develop a RM specific time management/ personal productivity workshop
  - H. Develop more web-learning opportunities
  - I. H. Develop a state affiliate-NRMCA education subgroup to work on a collaboration mechanism for mutual programs and sharp pricing of programs.
  - J. Offer an online NRMCA class directly credited through CIM umbrella
9. Next Meeting - Teri Moran  
Proposed at OES Forum and Expo/ BAC Conference, Orlando, Saturday, October 15, 2006, 1:00pm-3:00pm
10. Adjournment – Teri Moran

Submitted by,  
Eileen Dickson

