



**MINUTES**

**NRMCA Educational Activities Committee Meeting  
Encore at Wynn Las Vegas  
Saturday, March 4, 2017**

**Presiding Officers  
Johnny Young, Chair  
Mike Ellington, Vice Chair**

1. The meeting was called to order by Johnny Young, Chair. The assembly was notified that the meeting would be conducted in accordance with NRMCA's antitrust statement and Board-directed Committee Policy. Those present had copies of each in their packets. Those in attendance introduced themselves. The attendance list is the Addendum to the meeting's minutes.
2. A motion was carried to approve the September 16, 2016 Educational Activities Committee (EAC) minutes as written.
3. Mr. Young started with an update relating to last September's recommendation for NRMCA to develop and conduct a leadership and coaching seminar for mid to high level ops management.
  - A. The class was conducted on February 7, 2017, in Dallas, to 25 people. It consisted of a networking dinner the 1<sup>st</sup> night, followed by full workshop on February 7.
  - B. Since the class reviewed very well by attendees, NRMCA will conduct the class again in November 2017 and Spring 2018.
  - C. Possible revisions for future classes could include adding a half day on the front with the dinner that evening. The goal would be to include one-on-one performance assessment exercise within the workshop.
  - D. Another recommendation was to start the class at 7:30am, make the lunch a working group exercise, and, therefore, end at 2:30PM so folks can get a flight out that night.
4. By directive of the Executive Committee, members brainstormed NRMCA's education role to help producers' staff remain relevant for today and tomorrow.
  - A. The group's concern was about how new folks arriving into the industry can receive professional development. Ms. Dickson explained the STEPS program, and adjunctive education opportunities, as a working model that attracts approximately 1000 people a year, to the group.
  - B. ACTION: Work on a marketing/communication program to raise the program's awareness to senior level producers to implement NRMCA education opportunities with their staff.

5. EAC's Innovation in Training Award has declined over the years in the number of submissions as well as their quality. In September 2016, EAC agreed the program would be revised, with a goal of launching the new award in 2018.
  - A. A consensus was reached to change the name to *Excellence in Training*. The group felt the term "Innovation" stifled entries of programs that produced very good results but were not innovative.
  - B. There was a consensus to watch OES's new Safety Award's launch and its results as a possible model for the revised award. Its annual winner can be an individual, an organization, or a product, any of which have a long term, lasting effect on the ready mixed concrete industry. Further research will be reported at the next EAC meeting in September.
  - C. NRMCA will still like to consider a revision that rewards all companies who it a minimum level of training, following a possible model for the environmental recognition award, Green Star or the Safety Benchmarking Award. This could be in addition to a singular annual reward.
  
6. Developing Industry Leaders program had 23 participants in 2016-2017, the largest group to date.
  - A. The current groups and their research topics were shared with the EAC. This year's group, as well as last year's group, will be asked to participate in a new leadership workshop specifically for DILs in Summer 2017. Thereafter, the 2<sup>nd</sup> year-leadership program will be a required follow-up to the 1<sup>st</sup> year program.
  - B. Solicitation for next year's participants will be in May. They will be selected in July, meet at Concrete Works in September. NRMCA will expand the launch program at Concrete Works to include a team building exercise. Groups will present their topic to the membership in March 2018, then attend the leadership workshop in summer 2018. NRMCA will restrict participation to six groups with four per group.
  - C. There are 2 networking opportunities just for the DILs at the Annual Convention.
  - D. Recommendations for the DIL program include:
    - a. Follow-up with past DILs to see where they are in their careers to collect demographic information
    - b. Explain in DIL solicitation communication that the program is a multiple year process, with those selected to participate in the program expected to fully participate from their selection into the program.
    - c. Reach out to State Associations that have their own DIL programs. See if those programs can be feeder programs to NRMCA's DIL program with its national focus.
    - d. Hold a DIL webinar to entice sponsors to nominate their employees.
    - e. Put past DILs on NRMCA's website.
  
7. Jennifer LeFevre presented EAC a RMC Research and Education Foundation update.
  
8. Brian Killingsworth presented the education that is being conducted to support the Build with Strength and Pave Ahead promotional campaigns. The two efforts hope to reach out to 1500+ in 2017.

9. Old business updates:
  - A. The CCSP II revision will be done in June 2017.
  - B. The Sales Manager Certification class will launch again in 2017, after a hiatus of 7 years. It will remain a 2-day workshop, followed by a webinar every quarter, for the next 3 quarters, encompassing a year-long program.
  - C. Fleet management certification should be re-launched in late 2017/Spring 2018 through the OES Committee.
  - D. Future class dates and locations through 2018 have been set so members can take a longer term planning view with their employees' career development. That list was passed out to the group and will also be shared with the OES Committee.
  - E. The 2017 Mixer Driver Recruitment & Retention Survey will be released for participation in May 2017. EAC asked the group to let the Committee know if there are any pressing questions that should be included in the survey.
    - a. The Online Safety series will release a concrete pumping lesson within the month. The next lessons will be about wash water at the plant and on the job site. The group recommended NRMCA look at cell phone/tablet/YouTube formatting. NRMCA will assess the tools available and report back to EAC in September 2017. While this will be looked into, at this point, NRMCA's research shows the technology does NOT include the ability for online quizzes, a supervisory management system, or a group pay system.
10. There will be 13 concrete track presentations at CONEXPO/CON AGG. Additionally there will be management, safety, and personal development tracks that might be of interest to members. There are a total of 11 tracks, most with 10-13 titles per track.
11. No new business was brought to the table.
12. The next EAC meeting will be at Concrete Works, Dallas, September 30-October 3, 2017.
13. Mr. Young adjourned the meeting.

Respectfully submitted,

NRMCA Educational Activities Committee Meeting  
 (Hotel, City, State) Las Vegas  
 (Date) 3/14/17

Sign-In Sheet – Please Print

**IMPORTANT:** Completing this form signifies that you have read the NRMCA Antitrust Statement and are prepared to comply with the Statement and adhere to its principles.

Name	Address	Telephone Number FAX Number Email Address	Please Check One Below
Gary Morris	Co _____ Add <u>Nemest</u> C/S/Z _____	P _____ F _____ E _____	Active Committee Member Corresponding Committee Member Visitor/Guest
Tom Kuzelick	Co _____ Add <u>CEMEX</u> C/S/Z _____	P _____ F _____ E _____	Active Committee Member Corresponding Committee Member Visitor/Guest
Karin Walsenbaw	Co _____ Add <u>NRMCA</u> C/S/Z _____	P _____ F _____ E _____	Active Committee Member Corresponding Committee Member Visitor/Guest
Janice Nelms	Co <u>Chandler Concrete Company</u> Add _____ C/S/Z _____	P _____ F _____ E _____	Active Committee Member Corresponding Committee Member Visitor/Guest
Jeff Hinke	Co <u>Chandler Concrete</u> Add _____ C/S/Z _____	P _____ F _____ E _____	Active Committee Member Corresponding Committee Member Visitor/Guest
Jeff Slagle	Co _____ Add <u>Charvy Enterprises</u> C/S/Z _____	P _____ F _____ E _____	Active Committee Member Corresponding Committee Member Visitor/Guest
Ken Walsenbaw	Co _____ Add <u>Chandler Concrete</u> C/S/Z _____	P _____ F _____ E _____	Active Committee Member Corresponding Committee Member Visitor/Guest

NRMCA Educational Activities Committee Meeting  
 (Hotel, City, State) Los Vegas  
 (Date) 3/4/17

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Name	Address	Telephone Number FAX Number Email Address	Please Check One Below
Henry Hauge	Co <u>Strata Corporation</u> Add _____ C/S/Z _____	P <u>701-238-6556</u> F _____ E <u>henry.hauge@stratacorporation.com</u>	<input checked="" type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest
Mik Kraviss	Co <u>ELLCO CHAMBER</u> Add _____ C/S/Z _____	P <u>216-533-0655</u> F _____ E <u>EMKRAVISS@ELLCOCHAMBER.COM</u>	<input checked="" type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest
G. CALVIN GORDON	Co <u>BUILDERS SUPPLY CO INC</u> Add <u>NORTHWEST LOUISIANA</u> C/S/Z _____	P <u>318-429-8207</u> F _____ E <u>CALVIN@BLS.COM</u>	<input checked="" type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest
Dean De Graaf	Co <u>Michigan Concrete Association</u> Add _____ C/S/Z _____	P <u>517 862-5632</u> F _____ E <u>degraaf@americanconcrete.net</u>	<input checked="" type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest
	Co _____ Add _____ C/S/Z _____	P _____ F _____ E _____	<input type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest
	Co _____ Add _____ C/S/Z _____	P _____ F _____ E _____	<input type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest
	Co _____ Add _____ C/S/Z _____	P _____ F _____ E _____	<input type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest

NRMCA Education Activities <sup>the</sup> Construction Committee Meeting

(Hotel, City, State) Las Vegas  
 (Date) 3-4-17

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**IMPORTANT: Completing this form signifies that you have read the NRMCA Antitrust Statement and are prepared to comply with the Statement and adhere to its principles.**

Name	Address	Telephone Number FAX Number Email Address	Please Check One Below
JDHany Yahn	Co <u>MCC WATERWAY, INC</u> Add _____ C/S/Z _____	P _____ F _____ E _____	<input checked="" type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest
Mike Ellington	Co <u>Mobley Concrete Company</u> Add _____ C/S/Z _____	P <u>479 867 1267</u> F _____ E _____	<input checked="" type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest
E Schumaker	Co <u>Schumaker</u> Add _____ C/S/Z _____	P _____ F _____ E _____	<input type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest
Vivie Tyminski	Co <u>Canoll Concrete</u> Add _____ C/S/Z _____	P <u>603. 863. 1765</u> F _____ E _____	<input checked="" type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest
BRAD HYRONTIMUS	Co <u>Stark Corporation</u> Add _____ C/S/Z _____	P <u>605 763 4031</u> F _____ E _____	<input type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input checked="" type="checkbox"/> Visitor/Guest
Martin Hartsberger	Co <u>HOLLIDAY REST</u> Add <u>1401 N. BOBSON RD</u> C/S/Z <u>WYOMING 81784</u>	P _____ F _____ E _____	<input type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input checked="" type="checkbox"/> Visitor/Guest
John Hollida	Co _____ Add <u>Sandy</u> C/S/Z _____	P _____ F _____ E _____	<input type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest

(Hotel, City, State) Las Vegas  
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JENNIFER LESHIRE	Co _____ Add _____ C/S/Z _____	P _____ F _____ E _____	<input type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest
Paula Dunn	Co _____ Add BARSF C/S/Z Beachwood, OH 44122	P _____ F 330-212-7091 E _____	<input checked="" type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest
Terri Mohr	Co _____ Add _____ C/S/Z _____	P _____ F _____ E _____	<input type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input checked="" type="checkbox"/> Visitor/Guest
Eileen Dickson	Co _____ Add _____ C/S/Z _____	P _____ F _____ E _____	<input type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest
	Co _____ Add _____ C/S/Z _____	P _____ F _____ E _____	<input type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest
	Co _____ Add _____ C/S/Z _____	P _____ F _____ E _____	<input type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest
	Co _____ Add _____ C/S/Z _____	P _____ F _____ E _____	<input type="checkbox"/> Active Committee Member <input type="checkbox"/> Corresponding Committee Member <input type="checkbox"/> Visitor/Guest