NRMCA Developing Industry Leaders Project

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What We Learned...

think beyond the
harder concrete bias
What We Learned...

The result of our research is **insight**... not case studies... not white papers... not data... but **insight**, gained from real discussions with the targets of our hypothesis.
What We Learned...

- Past  Concrete OR Asphalt
- Present Concrete VS Asphalt
- Future Concrete VS Asphalt

Our Future...

- Eliminate the “Versus”
- Move Beyond the Bias
- Be About the Solution not the Product
Eliminate the Versus...

“People don’t care about asphalt vs. concrete, they want a safe road to get home on every day... that they don’t have to replace every year.”

Dr. Kamil Kaloush
Arizona State University

Move Beyond the Bias...

“As long as your push for concrete paving is so self-serving, no one is ever going to believe your data or your advantages.”

Matt Uben
Executive Director
Floridians for Better Transportation
Be the Solution not the Product...

“If concrete is so much better for building roads, why are we only hearing about it from people in your industry.”

Representative Reggie Fullwood
Florida State Legislator
District 13, Jacksonville

A New Future...

“Seek first to Understand... then to be Understood.”

Dr. Stephen R. Covey
Author, Inspirational Speaker
Former Chairman of Franklin Covey & The Covey Institute
Understand...

“We can put a man on the moon, but we can’t get the orange barrels off the road.”

**David Owen**
President
National Association of Small Trucking Companies

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Be Understood...

“Southwest Airlines.”

**Gary Kelly**
Chairman & CEO
Southwest Airlines
January 2013 - Spirit Magazine
Do We Abandon Our Current Path...

- National & State Industry Associations
- Complimentary Industry Associations
- MIT Sustainability HUB
- Local Education & Marketing Efforts

Absolutely NOT

It Can’t Be Just Us Anymore...

“Do you guys have any idea what fuel efficient cars are doing to our gas tax revenue streams already? And you think we should change all of our paving over to a product that is going to make that even worse?”

Greg Jones
FDOT Region 2 Director
So... Where Do We Go...

“Sometimes, if you want to change a man's mind, you have to change the mind of the man next to him first.”

Meghan Whalen Turner
Author & Novelist
Outside the Industry Fence...

And Find Groups That...

– Are dealing with bigger issues
– Genuinely want to improve society
– Have a vested interest in our advantages
– Are dealing with the whole problem
– Are educating future decision makers & influencers
– Want to change the status quo
Why Go Outside the Fence...

- Issues NOT Products
  - Eliminates the “Versus”
- Vested NOT Self-serving
  - Moves Beyond the Bias
- Solutions NOT Sales
  - Takes focus off the product

Focus Attention on Others...

- Non-traditional Industry Organizations
- Governmental Agencies
- Academia / Research Institutions
- Political Activist Groups
- Non-Government Environmental Groups
So What Do We Do...

- Use the resources already in place
- Identify the groups
- Get involved at a high level
- Understand their mission
- Re-craft our message

So What Do We Do...

- Begin educating through involvement
- Become a part of their solution
- Help deliver the message under their banner
- Replicate this throughout the country
- Perpetuate this down to the local level
Our Future...

“When can our brain’s innate objectivity begin to flourish... only when our inappropriate self-centered subjectivity begins to dissolve.”

Dr. James H. Austin
Neurologist & Author
University of Missouri School of Medicine