Concrete Promotion Team
Developing Industry Leaders Program

Awareness in Concrete Education for Students (A.C.E.S.)

“Building Communities & Careers Through the Concrete Industry”

- Promotion Team -
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- NRMCA Advisor -
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ACES - Vision

A program providing NRMCA member producers a flexible plan, with easy to use, easily accessible teaching tools and resources, to promote the ready mixed concrete industry in community schools
ACES – *What is it?*

**What is it?**
- A Tool Box for producers to use, to promote ready mix product and industry to their local community
- Tool Box Focused on producers delivering interactive sessions to schools
  - Grade School Kit
  - High School Kit

**Why ACES? - Good PR and Promotion**

**Industry Image & Community Relations**
- Break down stereotypes with youth and at home

**Regulations**
- Educate public on what producers do to meet strict Safety and Environmental policies

**Marketing / Sales**
- Producer names and logos on materials in school and to homes
- Kid Drawings/Thank You Letters/Newspaper Articles
Why ACES - Recruitment

- Industry Work Force
  - How did you end up in the Ready Mix business?
    - Family or Fluke?

- Concrete Industry Management (CIM) Program
  - Accelerate enrollment

- Working Conditions
  - Negative perceptions or no knowledge

ACES - Program Value

- Concrete Careers
  - High School

- Concrete Technology
  - Secondary School thru High School

- Introduction to Concrete
  - Primary School thru High School
ACES - *Getting It Started*

- Internet / Web-based
  - Tool Kits available on NRMCA – ACES website

- Marketing Targets:
  - NRMCA
  - Producers
  - Educators

- CIM Program and Industry Partners

ACES - *Website*

[Website Image]

WWW.NRMCA.ORG
ACES – *Moving Forward*

- Placing the producer’s section live on the web

- Independent website for ACES
  - Promote to educator, students and parents

- Continuing program evolution through NRMCA support

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**Questions & Answers**

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