**Membership Matters**

**THE BENEFITS OF BELONGING**

**Summary**

**National Advocacy:** NRMCA is the ONLY national trade association representing the ready mixed concrete industry. Without strong representation before national lawmakers, the ready mixed concrete industry could be left behind in the shuffle for federal dollars. NRMCA’s professional staff is dedicated to securing favorable legislation that will increase opportunities for local ready mixed concrete producers. Issues such as truck weights, drivers’ hours of service, resilient construction, national infrastructure policy and funding, and small business regulations are at the top of our agenda.

**National Promotion:** The NRMCA promotion program is focused on developing relationships with organizations that have national/regional operations and the potential to dramatically increase their use of ready mixed concrete. Because opportunities at the national level frequently need follow-up locally, NRMCA works closely with state associations, regional promotion teams and members.

**National Benchmarking:** Each year, NRMCA conducts a number of nationwide statistical surveys on topics such as fleet maintenance, compensation and safety practices as well as the comprehensive Industry Data Survey. These reports provide NRMCA members with vital operational feedback by which to evaluate and improve company strength and performance.

**National Regulatory Compliance:** As our Government Affairs team works to protect the industry from harmful and burdensome regulations from federal agencies such as OSHA and EPA, member companies enjoy the benefit of having a dedicated staff to call on to answer questions, provide tools and training, and give compliance guidance.

**Nationally Developed Industry Education:** Without coordination, individual companies could spend millions of dollars developing and implementing their own courses without the benefit of nationally recognized certification. NRMCA is constantly developing and revising a wide range of educational courses for all levels of ready mixed concrete staff to insure the industry has the latest information and techniques available to move the industry forward. Many of these courses result in valuable certifications that could help reduce insurance costs, improve competitiveness and ease regulatory oversight.

**National Codes & Standards:** Without strong representation on codes and standards setting bodies, concrete could lose market share. NRMCA’s participation on all major standards and codes committees counters the aggressive tactics used by the interests of steel, wood and other construction materials. Codes and standards are the backbone of the industry and NRMCA plays an integral role in designing concrete’s future.

**Overview**

- NRMCA is the only full service trade association representing the ready mixed concrete industry on the national level.
- 75% of NRMCA members are classic small businesses which are the backbone of the U.S. economy.
- 75% of NRMCA members produce less than 150,000 cubic yards annually.
- In 2016, NRMCA provided technical assistance in response to at least 750 requests from its members and their customers.
- In 2016, NRMCA delivered over 23,400 instructional hours to a wide range of industry personnel.
Build with Strength

- Since launching the buildings initiative in April 2016, the Build with Strength campaign has rolled out the brand in major media markets like Washington, DC (May 2016), Seattle (June 2016), Chicago (July 2016), New Jersey/New York (August 2016), Georgia (September 2016), Maryland (Sept./Oct. 2016) and Florida, North and South Carolina (November 2016).
- Build with Strength introduced the Investors & Developers Advisory Council to further educate developers and investors on the benefits of building with ready mixed concrete and showcase the resources available through Build with Strength.
- Build with Strength has reached almost 2 million individuals through our digital advertising and 1 million viewers through our YouTube channel.
- Over 55,000 visitors have explored www.buildwithstrength.com.
- The Concrete Design Center has consulted on more than 60 projects totaling 1.2 million yards.
- With help from Build with Strength, the city of Sandy Springs, GA banned wood-framed construction over 3 stories and 100,000 square feet.

Local Concrete Paving Promotion

- In 2016 NRMCA’s National Resource Directors conducted training and presentations to 1,500 specifiers and 1,500 concrete industry personnel.
- NRMCA’s paving promotion program recorded 888,000 Known Yards Influenced (KYI), an increase of 20% over 2015. At the end of 2016, an additional 1.2 million Potential Yards Influenced (PYI) had accumulated that represent projects that NRMCA has pursued where outcomes are not yet known.
- In 2016, NRMCA produced almost 163 Design Assistance recommendations for parking lots, and streets and local roadways. Of the projects that have decided outcomes, 62% were placed with concrete.

Environmental Expertise & Commitment to Sustainable Practices

- After three years of advocacy by NRMCA and other key stakeholder groups, the U.S. Green Building Council adopted LEED pilot credits in late 2015 that provide incentives for design teams to plan, design and build for resilience.
- In early 2015, NRMCA and industry allies help defeat a proposal at the International Building Code (IBC) code hearings for the 2018 building code, to allow nine-story wood structures.
- In 2014, 70 member companies, representing nearly 2,300 concrete plants, participated in the NRMCA-spearheaded Industry wide Environmental Product Declaration (EPD) program, allowing concrete from these companies to be eligible for LEED v4 credit. NRMCA will conduct Version 2 of its Industry wide EPD in 2016 with 90 members and nearly 2,700 plants.
- As an EPD Program Operator, NRMCA has verified EPDs covering over 2,000 products, by far the largest product grouping covered by EPDs in the construction industry.
- The 2015 International Concrete Sustainability Conference included more than 60 speakers on state of the art topics on sustainable development, initiatives and innovations in concrete technology.

Federal Advocacy

- NRMCA established two new congressional caucuses supporting the ready mixed concrete industry. The Resilient Construction Caucus is dedicated to promoting the importance of building resilient communities. The Ready Mixed Concrete Caucus is dedicated to the production and delivery of ready mixed concrete.
- NRMCA is leading the coalition to fight the Timber Innovation Act (TIA). The TIA unfairly accelerates the use of “mass timber” by authorizing federal funding to promote cross laminated timber as the material of choice in tall buildings.
- NRMCA was successful in securing language in the Water Infrastructure Improvements for the Nation Act that will fund studies on innovative materials such as high performance concrete.

National Benchmarking

- NRMCA’s renowned surveys help companies stay competitive and strengthen performance.
- Participation in NRMCA’s Industry Data Survey not only helps member companies benchmark performance with other companies nationally, but participants can chart their progress by size, geographic region and state.
- NRMCA’s Fleet Benchmarking and Quality Benchmarking surveys help member companies target areas in their operations that need improvement and track operational efficiencies.