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**BUILD WITH STRENGTH**

A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

# Build With Strength: Purposeful Promoters Program





**GO BOLD.  
GO STRONG.  
GO CONCRETE.**

Our mission is to educate and empower the NRMCA membership on the benefits and efforts of the Build with Strength initiative. Implementing the Purposeful Promoters Program will enable members to become more confident in their approach of promoting and marketing the use and benefit of ready mixed concrete and encourage its use as the building material of choice.

**BUILD WITH STRENGTH**



# Purposeful Promoters Program:

- **The 3 T's to Success (Training, Toolkit, Tracking)**
  - ❖ Training:
    - Resource Course provided online/onsite
  - ❖ Toolkit:
    - Pre and Post checklists:
      - How to establish an audience, along with follow up and the ask.
      - Lead the audience to the Design Program in order to convert projects
      - Regional Symposium that would be led by the Executive Team of each state or National Office to provide more detailed presentations on various subjects that will ultimately lead to conversion or increased use of concrete products.
    - How to utilize the Build with Strength website to provide talking points and resources on various concrete usages and benefits
  - ❖ Tracking System:
    - Establish a system for participants to log in their efforts and establish a follow up process.
- **Building America Concrete Strong**
  - ❖ Branding tools for members



**BUILD WITH STRENGTH**



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# **Purposeful Promoters Program: TRAINING**



## Insulated Concrete Forms Make the Grade.

Insulated Concrete Forms (ICF) are quickly becoming a fundamental building technique for multi-family residential, school and commercial buildings due to their strength, energy efficiency and ease of use. Take a look at how ICFs work—and find out what makes them the best choice for your next building project.

### SETTING THE STAGE

The basic wall consists of foam insulation blocks that are stacked together like Lego.

### ADDING STRENGTH

Concrete is poured throughout the block structure, making a strong, safe, soundproof and energy efficient wall.

### SMOOTHING IT OUT

The exterior finishers of ICFs can include stucco, plaster, concrete stucco, brick or any other finish system.

### REINFORCING THE STRUCTURE

Steel rebar runs through the middle of the insulated concrete form, acting as the backbone.

### KEEPING IT IN PLACE

Walls and footing systems are used to hold the rebar in place and provide attachment points for exterior and interior finishes.

- **SAFE AND SOUND:** ICF walls are fire-proof, durable, mold and rot resistant. They also withstand winds up to 250 mph, keeping kids more secure in severe weather.
- **TEXTBOOK STRENGTH:** ICF's, reinforced concrete walls. The result? Structures that are 10X more durable than cross-laminated timbers (CLT).
- **MAXIMIZES BUDGETS:** With ICF's, continuous insulation and solid concrete walls achieve enhanced energy efficiency and savings on overall energy costs.
- **LESS NOISE, MORE FUN:** ICF walls are virtually soundproof, significantly reducing sound transmission between classrooms, gymnasiums, music rooms, and cafeterias.
- **EASY AS 1-2-3:** Innovative ICF technology combines six building techniques into one.

## READY MIXED CONCRETE. READY FOR SAFETY.

Weaker, cheaper materials could save money. But they could also cost lives. With concrete, you know that what you build is going to be secure from Day One. There's simply nothing safer—and that's worth the investment.

### 5 key benefits of concrete that protect lives and protect your interests:

#### Fire resistant

Unlike softwood framing, concrete will not burn. It can take on temperatures over 1000 degrees Fahrenheit.

#### Improved air quality

Concrete walls and floors are a healthier alternative that do not harbor toxic mold growth or emit harmful chemicals.

#### Stands up to Mother Nature

Concrete can outlast any natural disaster including hurricanes, tornadoes, frost winds and floods.

#### Outlasts man-made disasters

Concrete can even withstand explosions and is resilient when other safety systems in the building fail.

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## Concrete Design Center:

- Specific areas of design assistance:
  - Structural Design
  - Architectural Design
  - Cost Estimating
  - Specifications
  - Durability
  - Disaster resilience
  - Fire resistance
  - Vibration and deflection
  - Noise reduction
  - Energy efficiency
  - Sustainability and green building
  - Life cycle assessment



- **Resilient:** Concrete walls reinforced with rebar, resulting in strong durable and can stand up to fire, floods, and wind.

- **Efficient:** Solid concrete wall with continuous insulation, enhancing energy efficiency.

- **Safe:** Fire-safe, durable, mold and rot resistant, and provides tightness which improves air quality and is a barrier between occupant and dangerous weather.

- **Fast and Simple:** Quick and efficient installation.

- **Lower Greenhouse Emissions:** Save 3-5% in reduced greenhouse gas emissions over building lifecycle.

INSULATED CONCRETE FORMS	VS.	CONVENTIONAL WOOD FRAMING
<b>RESILIENT</b> ICFs create concrete walls that are reinforced with rebar, resulting in a structure that's strong, durable and can stand up to fire, floods and wind.		<b>LIMITED DURABILITY</b> Wood can't stand up to natural or man-made disasters. (Burn, rot and are blown apart in tornadoes and hurricanes.)
<b>EFFICIENT</b> ICFs create a solid concrete wall with continuous insulation that enhances energy efficiency and makes it ideal for sustainable residential, school and commercial buildings.		<b>LACKS CONTINUOUS INSULATION</b> Wood framing has little thermal storage capacity and does not have the insulating value of ICFs. You would have to invest more in insulation to get the same energy performance.
<b>SAFE</b> ICFs are fire-safe, durable, mold and rot resistant—and the solid concrete structure provides a tightness which improves air quality and is a barrier between occupant and dangerous weather.		<b>RISKY</b> Wood burns quickly, leaving little time for occupants to escape. Wood framing is vulnerable for shrinking, warping and swelling with little protection from rain and wind.
<b>FAST AND SIMPLE</b> Building with ICFs can go so quickly and efficiently because they install faster in time. It means more time you can spend on the finish.		<b>FAST AND QUESTIONABLE</b> Wood framing may go quickly, but it's vulnerable for shrinking, warping and swelling with little protection from rain and wind.
<b>LOWER GREENHOUSE EMISSIONS</b> ICF buildings actually save 3-5% in reduced greenhouse gas emissions over the building's lifecycle compared to wood-frame construction.		<b>SIGNIFICANT ENVIRONMENTAL IMPACT</b> Deforestation causes 12% of the world's greenhouse gas emissions. Impact of wood (furniture) are 250-300% higher than concrete.

If you're not building with ICFs, it might be time to start. Learn more at [buildwithstrength.com](http://buildwithstrength.com)

**BUILD WITH STRENGTH**

- **Limited Durability:** Wood can't stand up to natural or man-made disasters. (Burn, rot and are blown apart in tornadoes and hurricanes.)

- **Lacks Continuous Insulation:** Little thermal storage capacity and 1/3 the insulation of ICF.

- **Risky:** Burns quickly, wood frame subject to shrinkage, warping, and warping with little protection from rain and wind.

- **Fast and Questionable:** Requires more labor than ICF

- **Significant Environmental Impact:** Deforestation causes 12% of the world's greenhouse gas emissions. Impacts of wood (furniture) are 250-325% higher than concrete.

**BUILD WITH STRENGTH**

## READY MIXED CONCRETE. READY FOR A SOLID INVESTMENT.

When you've got a multi-million-dollar project on the line, it's easy to get caught up in the initial costs. Budgets are tight. Time is tight. But using cheaper materials can actually cost you more in the long run. With concrete, you save over the entire lifecycle.

### 5 Key Elements to Maximizing Your Budget.

#### Lifecycle savings

Using quality materials during construction means lasting infrastructure that lasts longer and reduces overall lifecycle costs.

#### Energy efficiency

Concrete structural mass properties save 5-8% in annual energy costs compared to reinforced lumber.

#### Resources that last

Starting with a strong material like concrete means you can actually save less—and get more—helping you meet your budget goals.

#### Lower greenhouse emissions

Concrete saves 3-5% in reduced greenhouse gas emissions over the building's lifecycle.

#### Maintenance-free design

Concrete requires very little upkeep. This is a lasting advantage for builders and contractors, but also for landlords and building supervisors.

## BUILD WITH STRENGTH

For value that lasts choose concrete first. Learn more at [buildwithstrength.com](http://buildwithstrength.com).

A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

## Purposeful Promoters Program: TRAINING

- Innovate with Concrete
- Weather the Storm
- Build for a Lifetime
- Stand with Strength
- Value your Investment

**BUILD WITH STRENGTH**



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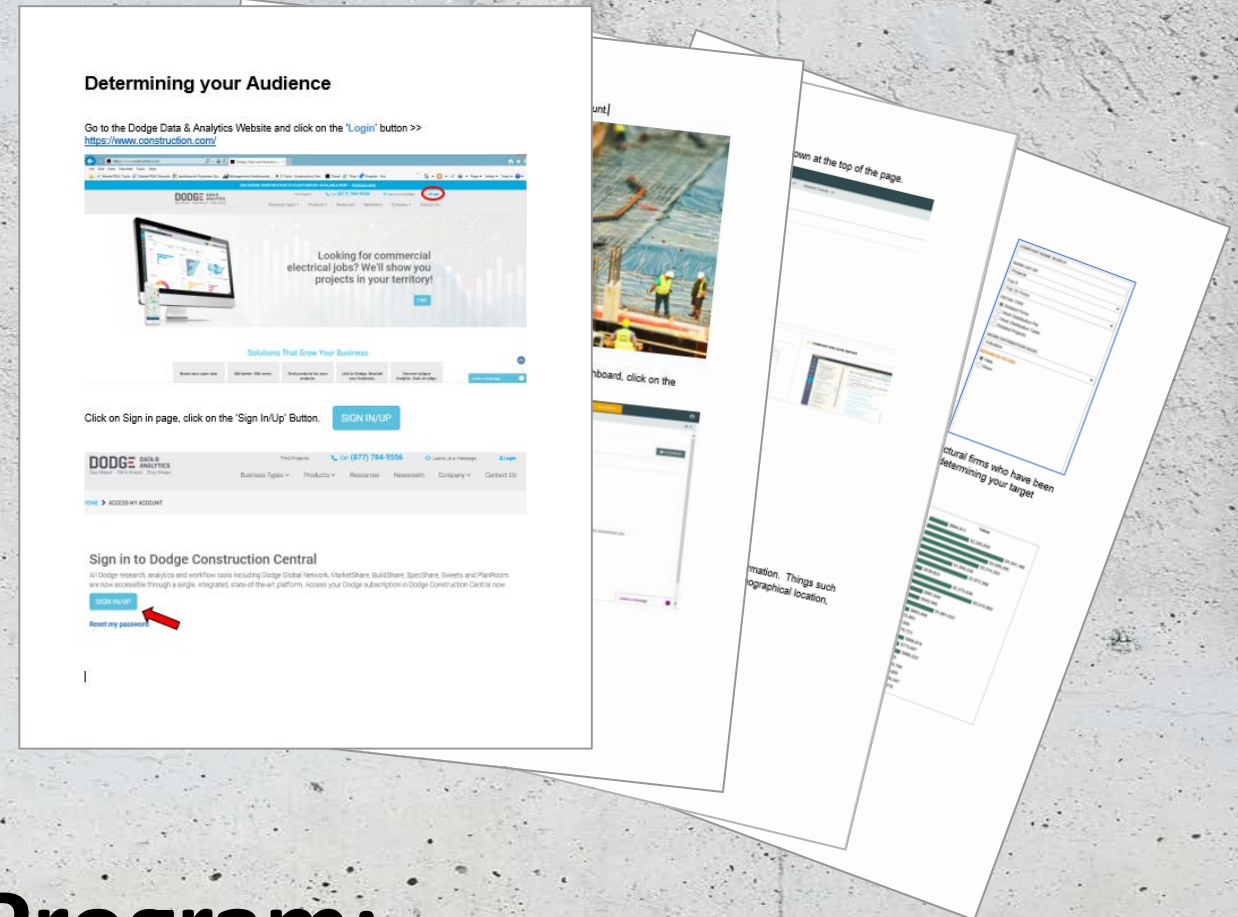
# **BUILD WITH STRENGTH**

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## **Purposeful Promoters Program: TOOLKIT**



- Guide to Determining your Audience
- Pre-Meeting Requirements
- Post Meeting Follow-up Actions



# Purposeful Promoters Program: TOOLKIT – *Checklists & Guides*



- Easy to Follow Infographics and Articles
- Regular Distribution to State Affiliate Members
- Encourages Interactive Dialogue Regarding alternative Building Materials



Concrete Proves it Can Withstand the Test of Mother Nature



Schools Across the U.S. are Building with Insulated Concrete Form



Insulated Concrete Forms Make The Grade



10 Common Building Code Questions



Studies Show Concrete Saves on Builder's Risk Insurance and Property Insurance



How Building Code Changes Led to an Increase in Fires

# Purposeful Promoters Program: TOOLKIT – *Talking Points*



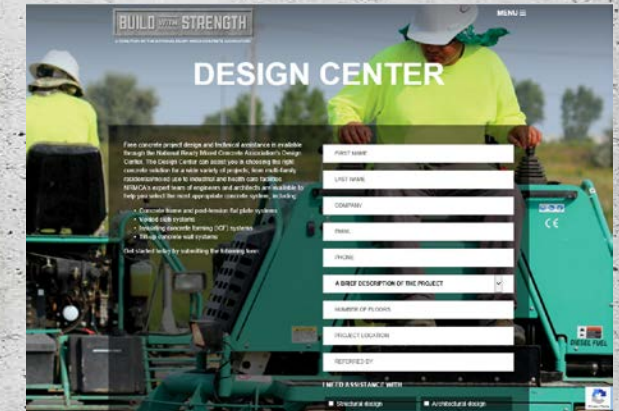
## On-Line Posted Article

10 COMMON BUILDING CODE QUESTIONS		
1.	Isn't it true that the buildings you are referencing are in compliance with current building codes?	Yes, they are in compliance with current building codes. However, they are built to the minimum legal level permitted. If codes are changed, they will have the opportunity to build stronger, more reliable, more durable and safer buildings that exceed expectations.
2.	Do building code changes benefit one building material over another?	They do not, they prioritize safer living conditions and non-combustible materials.
3.	Who is calling for building code changes?	Residents, concerned public policy organizations, fire service professionals, engineers, architects and industry professionals.
4.	What is the opinion of the fire safety community on these building codes?	Stronger building codes mean safer buildings, which means less risk for firefighters and residents, and enhanced safety and security for the community. Fire safety professionals are publicly speaking out on the risk of building with combustible materials.
5.	What buildings will these codes apply to?	New multi-family and mixed-use buildings over a certain size, nothing currently under construction or previously constructed.
6.	Has there been an increase in	There has been an increase in wood-framed buildings being built, and there has been an increase in them

## Face-to-Face Meeting



## NRMCA Design Center



## State Affiliate Symposium



## AIA Course




Purposeful Promoters Program:  
**TOOLKIT** - *Leading the Audience*





- Quick Tips: How to Build an Audience
- Guide to Building an Influencer Profile on LinkedIn




BUILD WITH STRENGTH

- Enter Your Email Address & Password.
- Forget Password? [Click the Hyperlink]
- Dashboard
  - Newsfeed
  - Search
  - Network
  - Messages
  - Notifications
  - Profile

(1) Log In

- Type NRMCA in the "Search" Field.
- Select the National Ready Mixed Concrete Association.
- Click the "Follow" button.
- The "Most Recent" posts are displayed first.

(2) Search

- Find a "Relevant" post.
- Keep in mind that you are representing YOUR Company and NRMCA.
- Be careful with what you like, comment, & share. It is all public.
- Like it by Clicking  Like

(3) Like

Building an Influence Profile on LinkedIn



# Purposeful Promoters Program: TOOLKIT – *LinkedIn Guides*



The background of the slide is a grayscale photograph of a large, empty concrete building interior. Several thick concrete pillars support the ceiling, and large windows are visible in the distance. A dark rectangular sign with a metallic texture is mounted on the wall in the upper center.

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# **Purposeful Promoters Program: TRACKING**



# Purposeful Promoters Tracking System

- This is an elemental tracking form/system for the participants to use to log in the pertinent information needed to track and follow up on the audience in attendance.
- Follow up, as we all know is an important way to ensure satisfaction with a customer. Follow up is the ultimate signifier that we aren't taking the customer for granted.
- This form also helps track the projects that are being built with concrete, as well as projects that could be converted from stick/steel to concrete. This would be sent to the Executive Director's of each state with the NRMCA Build with Strength program, to then be entered into their system.
- The items in the form can be changed to better suit the presenter, if need be



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## TRACKING DATA FOR NRMCA

PROJECT NAME:

APPROXIMATE CUBIC YARDS:

COMPANY:

ITEM	COMMENT
AUDIENCE (Engineers/Architects/Insurers/etc.)	
AMOUNT OF ATTENDEES	
KEY INTERESTS (ICF/Sustainability/Tilt Up/etc.)	
ANY PROJECT SPECIFIC INTEREST	
CONTACT PERSON FOR MEETING ARRANGEMENT	
LOCATION/ADDRESS OF PRESENTATION	



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# **Purposeful Promoters Program: BRANDING TOOLS**



# Purposeful Promoters Brochure

## Build with Strength Design Center

GET OFF TO A SOLID START WITH OUR  
PROFESSIONAL DESIGN TEAM.

### Free preliminary design assistance for:

**Structural Design**-select the most appropriate concrete system to take advantage of concrete benefits including economy, resilience, and sustainability.

**Cost Estimating**-help assemble a team of contractors and concrete suppliers to estimate the cost of building with concrete to meet your upfront and long-term budget needs.

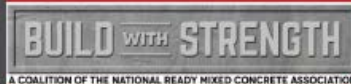
**Energy Analysis**-use of energy simulation software, to verify the effect of thermal mass in concrete buildings to show significantly lower energy use..

**LEED Optimization**-green building experts can help optimize LEED certification using concrete building systems. We can demonstrate how concrete systems can impact credits including energy, life cycle assessment, environmental product declarations, noise reduction and indoor environmental quality.



### CONTACT INFO

Department  
5555 Street Address Lane  
Nashville, TN 55555  
555-555-5555  
websitename.com



## Purposeful Promoters Program



Our mission is to educate and empower the NRMCA membership on the benefits and efforts of the Build with Strength initiative. Implementing the Purposeful Promoters Program will enable members to become more confident in their approach of promoting and marketing the use and benefit of ready mixed concrete and encourage its use as the building material of choice.

## Building America Concrete Strong:



The Purposeful Promoters Program along with Build With Strength can provide branding tools for members.

- Social media presence across multiple platforms.
- Branding and marketing along member websites
- Branding a variety of products from PPE to equipment



## Our 3 T's include: Trainig, Toolkit and Tracking



### Training:

In class or online training called the Resource Course can be provided through the Purposeful Promoters Program.

- Online training course focusing on the tools necessary to conduct a 1 hour NRMCA approved presentation introducing the importance of Building With Strength.
- Once the participant completes the course, they will be considered an NRMCA Approved Presenter and will be provided the NRMCA Approved Presentation that will be used for promotion.

### Tracking:

A tracking system that will allow participants to log in their efforts and establish a follow up process.

## ToolKit:



The Purposeful Promoters Program Toolkit will provide you the guidelines to find, structure, obtain and win an audience. Some of the tools provided are:

- Pre & Post Check List
- Step by Step How to Build an Audience on LinkedIn
- Follow up Questions/Ask of Audience
  - Lead the audience to the design program in order to convert project.
  - Regional symposium that would be led by the Executive Team of each State or National Office to provide more detailed presentations on various subjects that will ultimately lead to conversions or increased use of concrete products.
- Step by step determining your audience guide
- Talking points on various subjects (ICF, Tilt up, Sustainability, Block and more.



f @BuildWithStrength

t @BuildStrength

in Build With Strength

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# Build with Strength Promotional Brochure




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- **Structural Design**-select the most appropriate concrete system to take advantage of concrete benefits including economy, resilience, and sustainability.
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- **Energy Analysis**-use of energy simulation software, to verify the effect of thermal mass in concrete buildings to show significantly lower energy use.
- **LEED Optimization**-green building experts can help optimize LEED certification using concrete building systems. We can demonstrate how concrete systems can impact credits including energy, life cycle assessment, environmental product declarations, noise reduction and indoor environmental quality.




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Facebook Twitter LinkedIn YouTube




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Our mission is to educate the building and design communities and policymakers on the benefits of ready mixed concrete and encourage its use as the building material of choice for low- to mid-rise structures. No other material can replicate concrete's advantages in terms of strength, durability, safety and ease of use.



### Concrete Masonry Unit



Concrete Masonry Units are stackable hollow concrete blocks that are manufactured in many different heights, lengths and angles that can give the end product a custom look.

Concrete masonry, segmental retaining walls, and manufactured stone veneer: provide durable, flexible solutions. Products are aesthetically versatile, long-lasting, and provide a wide variety of options and solutions for owners and designers.

**Resilient:** Can withstand extreme events, and provide unparalleled safety and security - from earthquakes, hurricanes, tornadoes, fire, and more.

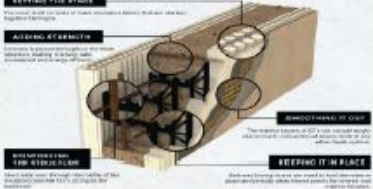
**Flexible:** The modular nature allows for nearly unlimited design flexibility, and the durability of concrete masonry makes adaptive re-use an added bonus.

**Energy Efficient:** Assemblies can be designed to meet the energy needs of any project, and inherent thermal mass reduces energy costs.

### Insulated Concrete Forms(ICF)

ICFs are hollow foam insulated blocks that are stacked like Legos, then filled with steel rebar reinforced concrete.

**SAFE AND SOUND:** ICF walls are fire-proof, durable, mold and rot resistant. They also withstand winds up to 250 mph; keeping kids more secure in severe weather.




**TEXTBOOK STRENGTH:** ICF's, reinforced concrete walls. The result? Structures that are 10X more durable than cross-laminated timbers (CLT).

**MAXIMIZES BUDGETS:** With ICF's, continuous insulation and solid concrete walls achieve enhanced energy efficiency and savings on overall energy costs.

**LESS NOISE, MORE FUN:** ICF walls are virtually soundproof, significantly reducing sound transmission between classrooms, gymnasiums, music rooms, and cafeterias.

**EASY AS 1-2-3:** Innovative ICF technology combines six building techniques into one.

### Tilt-up Concrete Construction



Tilt-up Concrete Construction is simply a horizontal reinforced concrete slab that when cured will be lifted by a crane to stand vertical.

**Cost Effective:** Tilt-up construction can have vast savings on cost of labor, especially in large buildings.

**Less Waste:** The tilt walls are formed and poured to exact dimensions so there is much less waste on materials compared to wooden structures.

**Stronger:** Concrete tilt walls are much stronger than wood, fire resistant, termite resistant, higher energy cost saving and more resilient to the elements.

**Faster:** Form, pour, cure, tilt... walls are up!

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# Brochures Available in Spanish

## Centro de diseño *Build with Strength*



GET OFF TO A SOLID START WITH OUR PROFESSIONAL DESIGN TEAM.

**Asistencia de diseño preliminar gratuita para:**

- Diseño estructural:** seleccione el sistema de concreto más apropiado para aprovechar los beneficios concretos que incluyen economía, resiliencia y sostenibilidad.
- Estimación de costos:** ayude a reunir un equipo de contratistas y proveedores de concreto para estimar el costo de construir con concreto para satisfacer sus necesidades presupuestarias iniciales y a largo plazo.
- Análisis de energía:** uso de software de simulación de energía para verificar el efecto de la masa térmica en edificios de concreto para mostrar un uso de energía significativamente menor.
- Optimización LEED:** los expertos en construcción ecológica pueden ayudar a optimizar la certificación LEED utilizando sistemas de construcción concretos. Podemos demostrar cómo los sistemas concretos pueden afectar los créditos, incluida la energía, la evaluación del ciclo de vida, las declaraciones ambientales de productos, la reducción de ruido y la calidad ambiental en interiores.



## BUILD WITH STRENGTH

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### Programa de Promotores con Propósito



### Construyendo América con fuerza de concreto:



**INFORMACIÓN CONTÁCTENOS**  
Departamento 555-55 Nashville, Tennessee 37203

El Programa de Promotores con Propósito junto con *Build with Strength* puede proporcionar herramientas de marca para los miembros.

- Presencia en redes sociales en múltiples plataformas.
- Marketing y marketing a lo largo de sitios web de miembros.
- Marketing una variedad de equipo, incluyendo el equipo de protección personal



@BuildWithStrength

### Entrenamiento, Herramientas y Rastreo



#### Entrenamiento:

La capacitación en clase o en línea llamada Curso de Recursos se puede proporcionar a través del Programa de Promotores con Propósito.

- Curso de capacitación en línea que se enfoca en las herramientas necesarias para realizar una presentación aprobada por NRMCA de 1 hora que presenta la importancia de *Build with Strength*.
- Una vez que el participante complete el curso, se lo considerará un presentador aprobado por NRMCA y se le proporcionará la presentación aprobada por NRMCA que se utilizará para la promoción.

#### Rastreo:

Un sistema de rastreo que permitirá a los participantes iniciar sesión en sus esfuerzos y establecer un proceso de seguimiento.

#### Herramientas:



Las herramientas del Programa de Promotores con Propósito le proporcionará las pautas para encontrar, estructurar, obtener y ganar una audiencia. Algunas de las herramientas proporcionadas son:

- Lista de verificación previa y posterior
- Paso a paso cómo construir una audiencia en LinkedIn
- Preguntas de seguimiento/Preguntas de audiencia
  - Dirigir a la audiencia al programa de diseño para convertir el proyecto.
- Paso a paso para determinar tu guía de audiencia
- Puntos de conversación sobre diversos temas (ICF (FHI), Construcción de Concreto Inclínable, sustentabilidad, bloques de concreto y más)

## SUMMER SCHOOL IS IN TIME TO LEARN ABOUT ICFs

### Asistencia de diseño preliminar gratuita para:

- Diseño Estructural** - Seleccione el sistema de concreto más apropiado para aprovechar los beneficios de concreto que incluyen economía, resiliencia y sostenibilidad.
- Estimación de Costos** - Ayude a reunir un equipo de contratistas y proveedores de concreto para estimar el costo de construir con concreto para satisfacer sus necesidades presupuestarias iniciales y de largo plazo.
- Análisis de Energía** - Uso de software de simulación de energía, para verificar el efecto de la masa térmica en edificios de concreto para mostrar un uso de energía significativamente menor.
- Optimización LEED** - Los expertos en construcción ecológica pueden ayudar a optimizar la certificación LEED utilizando sistemas de construcción con concreto. Podemos demostrar cómo los sistemas de concreto pueden afectar los créditos incluyendo energía, la evaluación del ciclo de vida, las declaraciones ambientales de productos, la reducción de ruido y la calidad ambiental en interiores.

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Nuestra misión es educar a las comunidades de construcción y diseño y a los encargados de formular políticas sobre los beneficios del concreto premezclado. Esto alentará su uso como el material más elegido para estructuras de

### Mampostería de Hormigón



Las unidades de mampostería de hormigón son bloques de hormigón huecos apilables que se fabrican en varios tamaños y ángulos que pueden dar al producto final un aspecto personalizado.

**Mampostería de Concreto, Muros de Contención**  
Segmentados, y Piedras Fabricadas: brindan soluciones durables y flexibles. Los productos son estéticamente versátiles y ofrecen una amplia variedad de opciones para diseñadores.

**Resistente:** Puede resistir eventos extremos y proporcionar seguridad incomparable contra terremotos, huracanes, tornados, incendios y más.

**Flexible:** La naturaleza modular permite una flexibilidad de diseño casi ilimitada. La durabilidad del albañil de hormigón hace que la reutilización adaptativa sea una ventaja adicional.

**De Bajo Consumo:** Los ensamblajes pueden diseñarse para satisfacer las necesidades energéticas de cualquier proyecto y heredar la masa térmica, reduciendo el costo de energía.

### Formas de Hormigón Isladas (FHI)

Las formas de concreto son bloques aislados de espuma de poliestireno con huecos que se agitan como legos, luego se rellenan con concreto y es reforzado con varilla.

**Saño y Salvo:** Las paredes son durables y resistentes al fuego, moho y pudrimiento. También soportan vientos de hasta 250 MPH. Mantienen al público más seguros en climas graves.



**Fortaleza de Libro de Texto:** FHI's, paredes reforzadas de concreto. El resultado? Las estructuras son diez veces más durables que las que son hechas con maderas laminadas.

**Maximizar Fondos:** Con FHI's, el uso de aislamiento y paredes de concreto sólido logran una mayor eficiencia energética y ahorros en los costos generales de energía.

**Menos Ruido, Más Diversión:** Paredes de FHI son prácticamente insonorizadas, reducen transmisión de sonido entre salones de clases, gimnasios, salones de música y cafeterías.

**Fácil Como 1-2-3:** La innovadora tecnología de FHI combina seis técnicas de construcción en una.

### Construcción de Concreto Inclínable



La construcción de concreto inclínable es simplemente una losa horizontal de concreto armado que, una vez curada, es levantada por una grúa para que quede vertical.

**Económico:** Este tipo de construcción puede tener grandes ahorros en el costo de la mano de obra, especialmente en grandes edificios.

**Menos Material:** Las paredes de inclinación se forman y son hechas a dimensiones exactas por lo que hay mucho menos desperdicio de materiales en comparación con las estructuras hechas de madera.

**Mas Fuerte:** Las paredes de inclinación de concreto son mucho más fuertes que las de madera. Son resistentes al fuego, a las termitas. Ahorra en el costo de energía y es mas resistente a los elementos.

**Mas Rapido:** Formar, verter, curar, e inclinar paredes completas!

## BUILD WITH STRENGTH

A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION





## **Build with Strength: Purposeful Promoters Program Team**

Left to Right:

- Dylan Sparschu, Account Manager, Central Region-Preferred Materials Concrete
- Tyler Taylor, Technical Sales Representative-Residential-Ingram Concrete
- Kisia Kimmons, Technical Services Manager-Roanoke Cement Company, LLC
- Matthew Knights, Area Sales Leader-Master Builders Solutions Construction Chemicals-Admixture Systems
- Leo Fuentes, Scheduling Manager, Holliday Rock Co., Inc

**BUILD WITH STRENGTH**





The Build with Strength initiative offers a variety of resources, professional education opportunities, technical guidelines, software, event listings and the design center.

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