



Membership Committee

Developing Industry Leaders

NRMCA 2022 Annual Convention



Membership Committee Representatives - 2021

Lane Martin: Technical Sales Representative - Ingram Concrete (USC/MMC) - Fort Worth, TX

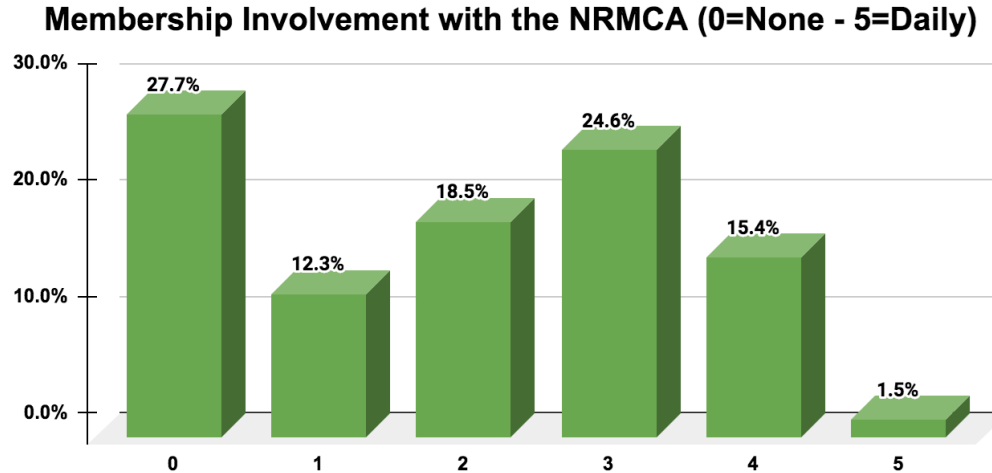
Kayl Anderson: South Central District Manager - GCP Applied Technologies - Tulsa, OK

Frank Corzine: Senior Project Manager - Central Concrete Supply (USC/MMC) - San Francisco, CA

Harrison West: Operations Manager - Crete Solutions, LLC - Charlotte, NC



Goal: Further Promote Membership Engagement

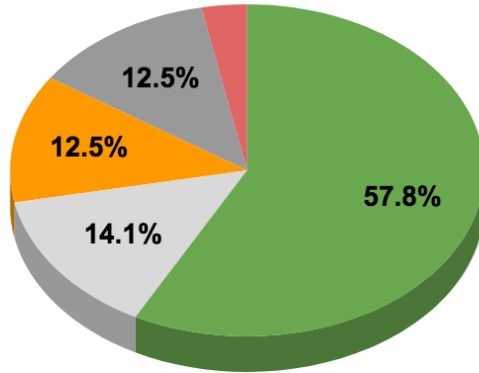


Member Information Survey:

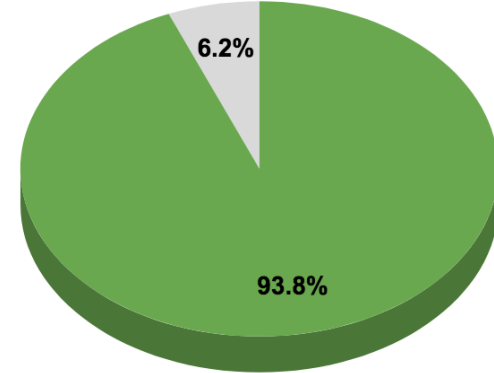
1. Who is our audience?
2. How much do you know about the NRMCA?
3. How active with the NRMCA are you?
4. How could the NRMCA engage with you further?

Participant Company Departments / Company Membership Awareness

Company Departmental Category



NRMCA Membership Awareness

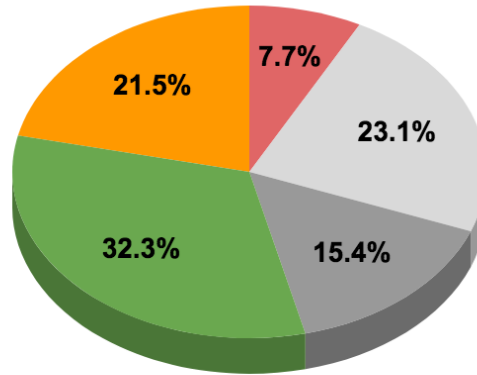


- ❖ Responses received are from multiple departments with over 50% coming from Operations
- ❖ As shown above, members are obviously aware of their companies membership with the NRMCA

Awareness Charts Continued

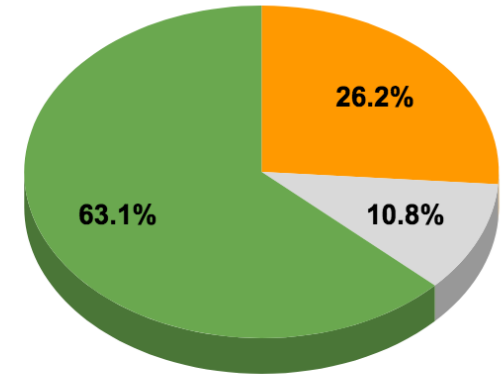
Company Position Category

- Entry Level
- Experienced / Intermediate
- 1st Level Management
- Middle Management
- Senior / Executive Management



Years in the Concrete Industry

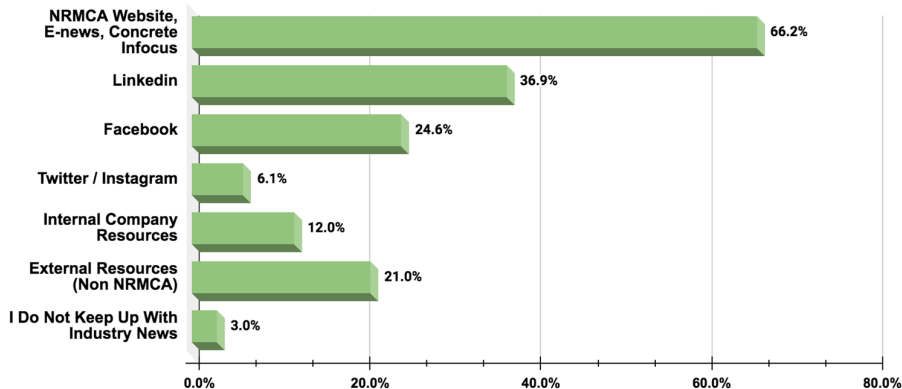
- 0-5 Years
- 6-10 Years
- 10+ Years



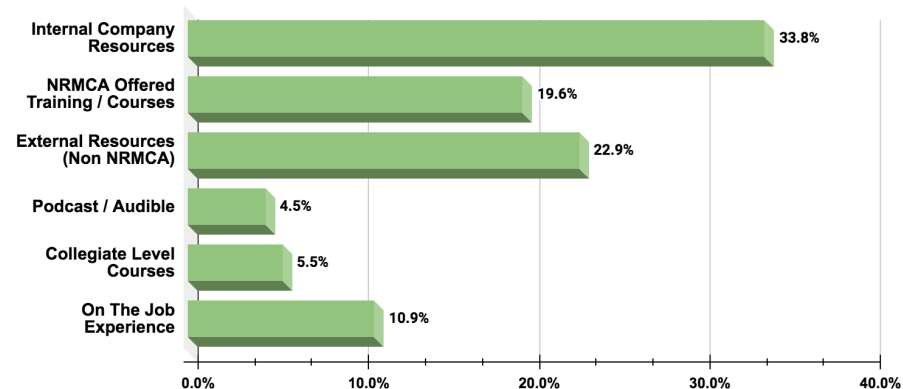
- ❖ Data indicates an acceptable balance between upper, middle and entry level participant responses
- ❖ While veterans gave the most responses, 26.2% of participants are new to the concrete industry

Sources for Industry News and Professional Development

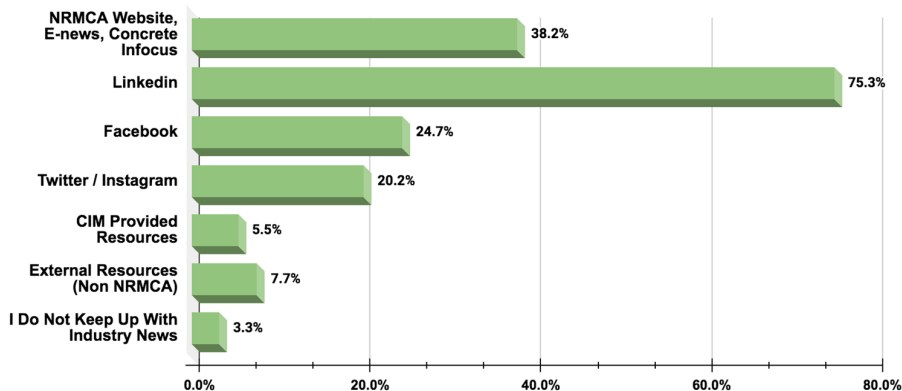
Sources for Concrete Industry News



Sources for Professional Development



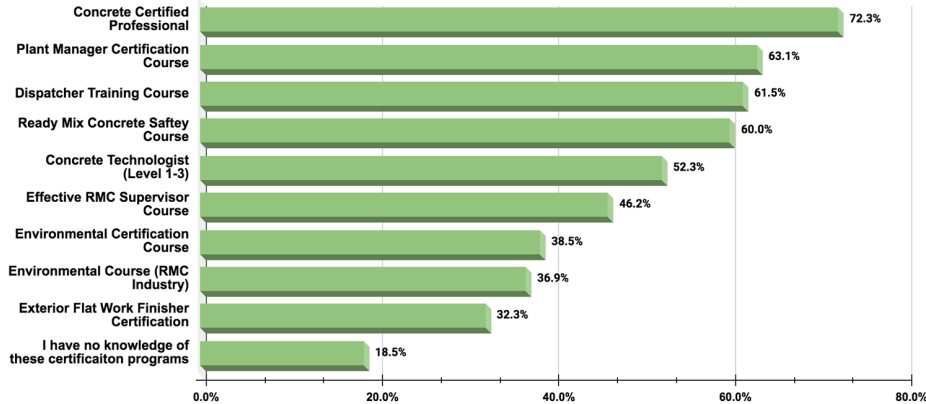
Sources for Concrete Industry News (CIM)



- ❖ NRMCA is the primary resource for Industry news for members
- ❖ Linkedin is heavily used as a resource for industry news in the upcoming generation (CIM)
- ❖ Facebook is heavily used by both members and CIM
- ❖ Companies have done a great job of offering professional development programs for their employees

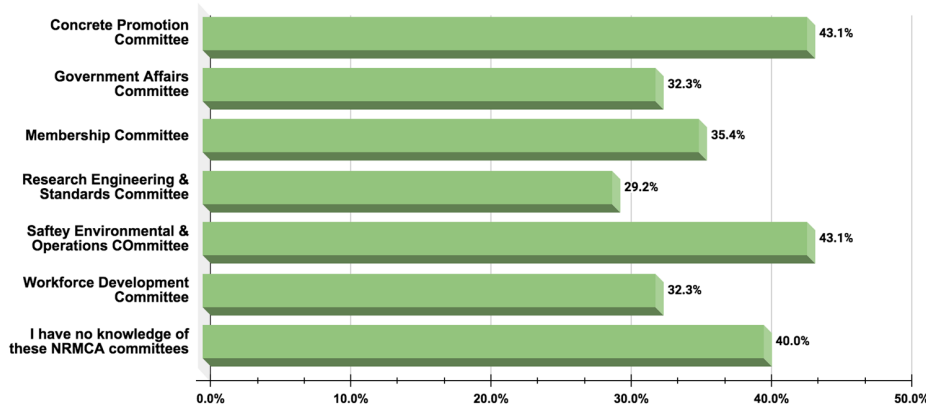
NRMCA Certification Program and Committee Awareness

NRMCA Educational Certification Program Awareness



- ❖ NRMCA has good exposure on certain certificate programs with others still in need of further exposure
- ❖ Flat Work, Environmental & RMC Supervisor Courses have the least exposure

NRMCA Committee Awareness



- ❖ NRMCA Committees have low exposure overall
- ❖ 40% of participants do not know about NRCMA Committees

Participant Ideas for Further NRMCA Engagement

Topic Trends (Member “wants”):

- ❖ More Training/Certificate Programs
- ❖ More courses for Concrete Delivery Professionals / Front Line Workers
- ❖ Nothing, you’re doing great! Keep it up!

Answers regarding engagement improvement:

- ❖ Courses on Executive Leadership
- ❖ How can we employ more young workers? - “How do we make concrete attractive to younger people?”

Concrete Industry Management Participant Programs:

Middle Tennessee State University

California State University, Chico

Texas State University



CALIFORNIA
STATE UNIVERSITY, CHICO



Concrete Industry Management: NRMCA Awareness Review

At any point during your involvement as a student in the CIM program, were you introduced to the National Ready Mix Concrete Association (NRMCA)?

- ❖ Yes - 93.3%
- ❖ No - 6.7%

Were there opportunities for you to participate in a NRMCA certification program or attend a NRMCA sponsored convention?

- ❖ Yes - 85.4%
- ❖ No - 14.6%

At any point in your studies did you use the NRMCA website for educational purposes?

- ❖ Yes - 61.8%
- ❖ No - 38.2%

Main Takeaways

- ❖ The NRMCA is doing a fantastic job establishing membership awareness for both members and CIM students alike.
- ❖ There are still a large number of members that have little to no engagement with the NRMCA beyond initial membership.
- ❖ The NRMCA is missing a delivery platform for NRMCA updates and industry news.
- ❖ While several NRMCA certification programs have great exposure, there are several programs in need of further exposure.
- ❖ NRMCA Committee Programs are in need of further member exposure.

Participating Companies - Thank You!

Dolese Brothers Company

Concrete Supply Company

Burnco

Ingram Concrete

Central Concrete Supply Co.

GCP Concrete Supply Co.

Kevin Lemler IMI

Lyman-Richey Corporation

Advance Ready Mix Concrete

MMC Materials

Irving Materials Inc.

Consumers Concrete Corporation

Central Pre-Mix

Holcim

L. Suzio

Maschmeyer Concrete

