Membership Committee

Developing Industry Leaders

NRMCA 2022 Annual Convention
Membership Committee Representatives - 2021

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

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

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

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

Member Information Survey:

Goal: Further Promote Membership Engagement

Membership Involvement with the NRMCA (0=None - 5=Daily)

- 27.7% for 0
- 12.3% for 1
- 18.5% for 2
- 24.6% for 3
- 15.4% for 4
- 1.5% for 5
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.
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

❖ 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 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 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
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