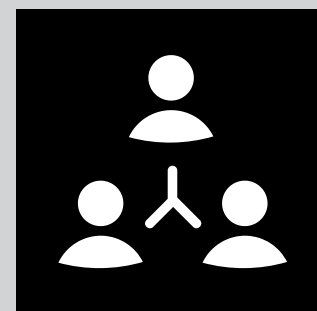
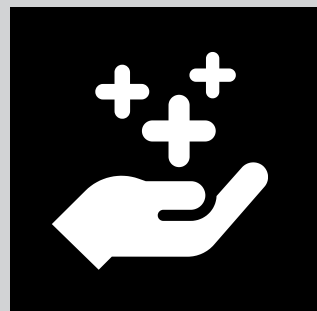
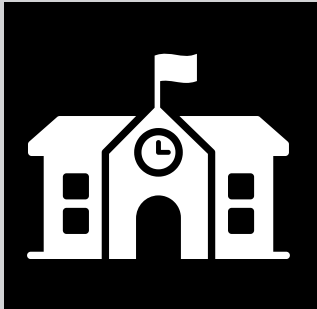


WORKFORCE DEVELOPMENT COMMITTEE NEWSLETTER



YOUR 2025 NRMCA COURSE CALENDAR

School is in session! Check out the NRMCA annual course calendar at the end of this newsletter and get ready to register. Please note these new features:

Semester Series 2025: Most courses are offered during one of our two semesters: spring (week of May 5) and fall (week of November 17).

Member Value: Semester series scheduling allows you to take more than one class per week. As you add courses to your agenda, your tuition is discounted, making it easy for you to learn more while paying less.

Networking: Members told NRMCA that networking is among the most valuable aspect of its courses. A semester series makes it possible for you to network with over 300 learners at one event, while still offering the closeness and attention of small-group instruction in a classroom of 30 learners.

FOMO: Members told us that it's frustrating when courses sell out. We've increased our course capacity and enrollment by 200% in most (not all) of our courses this year. No more #FOMO (fear of missing out) in 2025.

Registration for all 2025 courses will open on Monday, February 3, 2025. Your first-ever annual course catalog will also be published on that date.



WEBINAR: TRANSFORMING THE ROLE OF THE CONCRETE DELIVERY PROFESSIONAL

Did you know? ***In 2021, 70% of producers stated that they lost business solely because they did not have enough CDPs to deliver concrete.***

We recommend attending a webinar hosted by Dr. Beth Unger and Dr. Elizabeth Moore as they review the findings of the CSHub's special project on transforming the role of the concrete delivery professional (CDP). This special research project was funded by the Concrete Advancement Foundation.



Mark your calendars for **January 30, 2025 at 11:00 AM** and register with this [link](#).

The Workforce Development Committee will consider ways to incorporate these findings into their recruitment and retention programs, and align them with the potential launch of the 2025 Driver Recruitment and Retention survey design. We hope to see you there.

Webinar: Transforming the Role of the Concrete Delivery Professional
Data-Driven Strategies to Enhance Productivity, Recruitment & Retention
January 30th, 11am ET



Dr. Beth Unger,
Research Scientist
MIT CSHub



Dr. Elizabeth Moore,
Research Scientist
MIT CSHub

How can eliminating just 12 minutes of lost time per delivery help mitigate the concrete delivery professional shortage?

Find out at our webinar, where we will provide updates on our special project on transforming the role of the concrete delivery professional. Technology and smart investments may offer a path to offsetting the worker shortage for many firms, helping to boost job productivity and recruit the next generation of concrete delivery professionals (CDPs). This special research project was funded by the Concrete Advancement Foundation.



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JMUNROE@NRMCA.ORG



EVOLUTION OF CCSP PROGRAM

After almost two decades of faithful service to our members, the Certified Sales Professional Program (CCSP) is evolving to its next generation. The current program includes four courses, 3-4 days in length, in-person, instructor-led at various locations around the country. Each session enrolls an average of 25-30 learners per running.

Three primary factors influenced the design of NRMCA's next generation of sales training, including, the:

- unrelenting demand for sales skills and the value of sales training to our members
- rapidly changing landscape, and modernization, of the sales profession
- scalability of our current program model to reach more learners, in less time, at lower cost

In December 2025, NRMCA will debut its inaugural Sales Symposium in Salt Lake City. Participants will experience all stages of the sales cycle in small groups while also hearing from keynotes, guest speakers, and leading voices in sales during a large plenary forum. This dynamic two-day event is **easier** on member schedules, **faster** to upskill in the modern practice of sales, offers **higher** enrollment and **fuller** networking opportunities (up to 250 learners at once), all while being **cheaper** (achievable at one quarter the cost the current CCSP program). Registration opens on Monday, February 3, 2025.

NRMCA owes a debt of gratitude, and a round of applause, to **Alan Sparkman**, for his tireless support and contributions as the lead faculty of the CCSP program and the hundreds of graduates he has inspired.

After April 2025, the current CCSP courses will no longer be offered. If you, or someone on your team, is in the middle of pursuing a CCSP designation, we will work with you to complete the requirements through our new sales program. Please contact jmunroe@nrmca.org

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REVISED DISPATCHER COURSE

In November 2024, 28 of your concrete colleagues from around the country arrived in Dallas, Texas to attend NRMCA's newly redesigned Dispatcher Course.

Some features of the new course include:

- Shortened **agenda** from 2.5 to 2 days in response to member feedback.
- Tightened **content** to align with learning objectives.
- Replaced binders with **iPads**, making all content available digitally.
- Strengthened learner interaction through new classroom **set-up** (small groups instead of rows).
- Added more exercises and **activities** for participants to practice/perform with the content.
- Increased **interactivity** with live polling app.
- Eliminated the final exam and replaced it with **practical tips and tools**.

Here's what one participant had to say:

"This course was amazing to me. I found it very informative and will use what I have learned every day from here on out. I've been in this industry for just over a year now and I'm still learning more about it every day. Thank you for helping all of us to be better at what we do."

Thank you to **Ron Robertson** for his tireless effort and expertise to design, develop, and deliver this course. His partnership, and drive for learning excellence, make this program possible.



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OPPORTUNITIES TO BE INVOLVED - JOIN US!

Attend the WDC Quartlery Meeting

Date: Wednesday, January 15, 2025

Time: 11:00 AM to 12:15 PM EST

Agenda:

Proposed DIL redesign
Supervisors Course redesign
Dispatch Course redesign
2025 Course Calendar
Survey Says!
Ongoing business



Join our Adjunct Faculty

Who: Do you have domaine expertise and a passion for (or interest in) developing your concrete industry colleagues? Consider being an adjunct faculty in one, some, or all of courses!

What: Adjunct Faculty Workshop

Date: Wednesday, May 7, 2025

Location: Fort Lauderdale, FL



Track our Member Insight

Amplify the voice of the member is step one in NRMCA's learning strategy. We've spent the last six months collecting and listening to your feedback.

You can read the summaries of your member insight through these links:

[Developing Industry Leaders](#)
[Learning and development](#)



Sponsorship Opportunities

Interested in supporting workforce development programs? Contact jjenkins@nrmca.org for opportunities to sponsor:

- Spring and Fall semester series
- Inaugural sales symposium
- CDP recruitment and retention survey
- Ready-Mixed employee appreciation week
- HR best practice series



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WORKFORCE DEVELOPMENT COMMITTEE NEWSLETTER

YOUR 2025 NRMCA COURSE CALENDAR

COURSE TITLE	DATES	LOCATION	STATUS
CCSP III: General Business Knowledge	January 14 - 16	Denver, CO	Registration open (course capacity 30)
Plant Manager	January 28 - 31	Albuquerque, NM	Sold out (course capacity 35)
Concrete Technologist (Short Course)	February 3 - 7	Dallas, TX	Registration open (course capacity 50)
Advanced Dispatch Managers Course	February 11 - 13	Antioch, TN	Sold out (course capacity 30)
NRMCA Annual Convention	March 4 - 7	Tucson, AZ	Registration open
CCSP IV: Professional Sales Skills	March 18 - 20	Denver, CO	Registration open (course capacity 30)
Plant Manager	March 18 - 21	Oklahoma City, OK	Registration open (course capacity 30)
Plant Manager	March 25 - 28	Honolulu, HI	Registration open (course capacity 30)
Plant Manager	April 8 - 11	Orlando, FL	Registration open (course capacity 30)
Dispatch 101	May 5- 6	Fort Lauderdale, FL	Registration opens 2/3/2025 (course capacity 40)
Supervisors Course	May 5- 6	Fort Lauderdale, FL	Registration opens 2/3/2025 (course capacity 40)
Think Like an Owner	May 5- 6	Fort Lauderdale, FL	Registration opens 2/3/2025 (course capacity 40)

WORKFORCE DEVELOPMENT COMMITTEE NEWSLETTER

YOUR 2025 NRMCA COURSE CALENDAR

COURSE TITLE	DATES	LOCATION	STATUS
Concrete Durability	May 5 - 7	Fort Lauderdale, FL	Registration opens 2/3/2025 (course capacity 50)
Environmental Course	May 5 - 7	Fort Lauderdale, FL	Registration opens 2/3/2025 (course capacity 30)
Safety Course	May 5 - 7	Fort Lauderdale, FL	Registration opens 2/3/2025 (course capacity 30)
Adjunct Faculty Training	May 7	Fort Lauderdale, FL	Registration opens 2/3/2025 (course capacity 16)
Think Like an Owner	May 7 - 8	Fort Lauderdale, FL	Registration opens 2/3/2025 (course capacity 40)
Dispatch 101	May 8 - 9	Fort Lauderdale, FL	Registration opens 2/3/2025 (course capacity 40)
Supervisors Course	May 8 - 9	Fort Lauderdale, FL	Registration opens 2/3/2025 (course capacity 40)
Advanced Dispatch Managers Course	May 8 -10	Fort Lauderdale, FL	Registration opens 2/3/2025 (course capacity 36)
Concrete Technologist (Short Course)	September 8 - 12	Baltimore, MD	Registration opens 2/3/2025 (course capacity 50)
Improving Concrete Quality	November 17	Dallas, TX	Registration opens 2/3/2025 (course capacity 50)
Dispatch 101	November 17 - 18	Dallas, TX	Registration opens 2/3/2025 (course capacity 40)
Supervisors Course	November 17 - 18	Dallas, TX	Registration opens 2/3/2025 (course capacity 40)

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YOUR 2025 NRMCA COURSE CALENDAR

COURSE TITLE	DATES	LOCATION	STATUS
Think Like an Owner	November 17 - 18	Dallas, TX	Registration opens 2/3/2025 (course capacity 40)
Environmental Course	November 17 - 19	Dallas, TX	Registration opens 2/3/2025 (course capacity 30)
Safety Course	November 17 - 19	Dallas, TX	Registration opens 2/3/2025 (course capacity 30)
Concrete Durability	November 18 - 20	Dallas, TX	Registration opens 2/3/2025 (course capacity 50)
Advanced Dispatch Managers Course	November 18 - 20	Dallas, TX	Registration opens 2/3/2025 (course capacity 36)
Dispatch 101	November 20 - 21	Dallas, TX	Registration opens 2/3/2025 (course capacity 40)
Supervisors Course	November 20 - 21	Dallas, TX	Registration opens 2/3/2025 (course capacity 40)
Think Like an Owner	November 20 - 21	Dallas, TX	Registration opens 2/3/2025 (course capacity 40)
Plant Manager	December 9 - 12	Salt Lake City, UT	Registration opens 2/3/2025 (course capacity 30)
Sales Symposium (flight 1)	December 9 - 10	Salt Lake City, UT	Registration opens 2/3/2025 (course capacity 125)
Sales Symposium (flight 2)	December 10 - 11	Salt Lake City, UT	Registration opens 2/3/2025 (course capacity 125)

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