

**Chair:** Cassle Krause, Carew Concrete  
**Vice Chair:** Delta Mitchum, Thomas Concrete

**NRMCA Liaison:**  
Jeannette Munroe, [jmunroe@nrmca.org](mailto:jmunroe@nrmca.org)



## WORKFORCE DEVELOPMENT COMMITTEE SPRING MEETING

Many thanks to Dolese Bros Co for hosting our Workforce Development Committee (WDC) spring meeting at its Support Service Center in Oklahoma City, Oklahoma! The spring meeting (April 29 – April 30) was the third in a series of sessions to help us refine our charter and our commitments to our members.

During their time together, committee members, committed to:

- ▶ Focus efforts on *rescoped the goals, objectives, and deliverables* for which the committee is responsible.
- ▶ Deliver both the *annual compensation survey* and the *concrete delivery professional (CDP) recruitment and retention survey* in 2026, after competing an RFP for a new survey firm in 2025 to improve survey design, modernize data collection methods, increase survey participation, and derive more actionable, insightful results and findings.
- ▶ Deliver the newly designed *Developing Industry Leaders (DIL)* program in 2025-2026, providing support to specific program elements (outlined more on next page).
- ▶ Deliver a consistent message on NRMCA's *learning opportunities*, to include, a) driving interest, awareness, and registration to new learning events and; b) explaining reasons for, and plans to, update and align *credentialing programs* (certificates, certifications, and designations).
- ▶ Support a *Ready-Mix Employee Appreciation Week* in August 2025.
- ▶ Compile the current publications within the *HR Best Practice series*, incorporate them into, and market them through, an intentional content strategy.
- ▶ Submit one Concrete Works *learning lab proposal*, focused on the evolution of the Concrete Delivery Professional.
- ▶ Host a *virtual committee meeting in October 2025* in lieu of an in-person Workforce Development Committee meeting at Concrete Works.

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## GOALS, OBJECTIVES, AND DELIVERABLES

*"We are a small committee among many committees"* is a common refrain on the Workforce Development Committee. Which is why, under the leadership of Cassie Krause and Delta Mitchum, the WDC has rescoped its charter to focus **on the few programs that drive the most value** for our members and the most impact for our industry.

The culmination of a sequence of three meetings—Quarterly Virtual (January), Annual Convention (March), and Spring Meeting (April)—is an updated WDC charter with streamlined goals, objectives, and deliverables. Thank you to the committee members for their #RuthlessPrioritization and stamina with this exercise. We'll review the final charter during our virtual meeting in November. Until then, here's a snapshot:

## GOAL

Support the development of the ready-mixed industry workforce.

Objective	Objective	Objective
<b>Learning</b> 	<b>Partnerships</b> 	<b>Insight</b> 
<b>Courses &amp; Curriculum</b>	<b>NRMCA Committees</b>	<b>Comp Survey</b>
<b>Designations</b>	<b>State Affiliates</b>	<b>Recruitment &amp; Retention</b>
<b>Certification</b>		
<b>Publications</b>		



## SURVEYS SAY

Thank you to Kara Taylor for being our resident compensation expert and contributing her expertise to NRMCA's annual compensation survey. The 2025 data collection window closed on May 1. We anticipate the final report in July.

Over the summer, NRMCA will release an RFP to select a survey firm to manage both the annual compensation survey and the concrete delivery professional recruitment and retention survey (formerly the mixer driver recruitment and retention survey).

The WDC will deploy both surveys in 2026 and will solicit sponsorship for each. If you have ideas or recommendations for potential sponsors, please contact Jeannette Munroe ([jmunroe@nrmca.org](mailto:jmunroe@nrmca.org)). Additionally, NRMCA will include these opportunities in its 2026 sponsorship prospectus.

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## DEVELOPING INDUSTRY LEADERS

After much anticipation, the newly designed Developing Industry Leaders (DIL) will launch this spring. The enrollment window will be open from Monday, May 19 to Friday, June 20 (or until filled, whichever comes first). Information on nomination guidelines is [available here](#).

The program will enroll 24 participants: 18 nominated from producer members, 4 nominated from associate members, and 2 nominated from state affiliates. Nominations are limited to two per member, and acceptance is first come, first filled.

The program requires support from the Board of Directors and the Workforce Development Committee in the following areas (*details and time commitments outlined on the next page*)



**DEVELOPING**  
INDUSTRY LEADERS

	Board of Directors	WDC Members
Meet and Greet DILs at ConcreteWorks reception)	✓	✓
Attend the DIL matriculation at ConcreteWorks	✓	✓
Volunteer for a Profile in Leadership	✓	✓
Offer your expertise as a guest speaker, adjunct faculty	✓	✓
Serve as a Mentor to a DIL for the program duration	✓	✓

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### **Meet and Greet DILs at ConcreteWorks reception:**

Please stop by and join our new, and alumni, DILs for a tailgate prior to the first-timers and Chairman's Reception **Thursday, October 9 from 4:00 to 5:00 PM**. Location will be published with the ConcreteWorks program.

### **Attend the DIL Matriculation Ceremony at ConcreteWorks:**

DILs will formally matriculate into the 2025-2026 cohort during a ceremony at ConcreteWorks. Please join us to welcome, acknowledge, and encourage them as our rising industry leaders. The time and location will be published in the ConcreteWorks program.

### **Volunteer for a Profile in Leadership:**

As part of their leadership curriculum, DILs will identify and interview a ready-mix industry leader, culminating in a written leadership profile that the DIL will present to the cohort. We anticipate time commitment of up to four virtual hours from the leader, between early November and early December, 2025. All leadership profiles will be published as part of a new "Concrete Cast" directory of leaders.

### **Offer your expertise as a guest speaker or adjunct faculty:**

The DIL program spans 15-months, balancing instruction in both leadership and the ready-mix industry. We welcome leaders, and passionate experts, from all domains of the ready-mix industry to join us, share their expertise, and help to build the future leaders of our industry: dispatch, environmental, finance, fleet management, human resources, operations, safety, sales ... we have a spot waiting just for you!

### **Serve as a Mentor to a DIL:**

DILs will be paired with a mentor for the duration of the program. Ideally, the mentor will meet with the DIL in person at ConcreteWorks and Annual Convention, with regularly scheduled virtual check-ins throughout the program (July 2025 to October 2026). We anticipate no more than one virtual meeting per month (but no less than once per quarter).

The mentor should take an interest in the DILs leadership point of view, provide guidance during project-based work, promote the DIL in his/her professional network, and celebrate the DIL at the matriculation and graduation ceremonies (both at Concrete Works).

If you would like to volunteer for any of these positions, [please submit your interest on this form](#). If you have additional questions, please contact Jeannette Munroe ([jmunroe@nrmca.org](mailto:jmunroe@nrmca.org))



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## LEARNING OPPORTUNITIES

In 2025, after a thorough review of the portfolio and consideration of member feedback, NRMCA introduced some changes to the learning and development programming.

What can members expect in 2025?



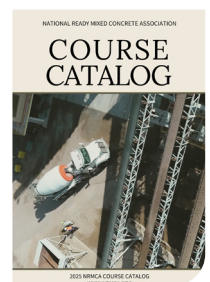
### Annual Course Calendar:

In response to member requests for more planning time, the full schedule for all 2025 NRMCA courses was published in January. Registration for all courses opened on February 3, and remains open on the [NRMCA website, here](#).



### Course Catalog:

NRMCA published its course catalog, including course descriptions, schedules, course objectives, and target audiences in February. The catalog is available on the [website, here](#).



### New Schedule:

Members will find the majority of courses scheduled, and co-located, during two semesters:

#### Spring Semester:

**May 5 – May 9**  
**Fort Lauderdale, FL**

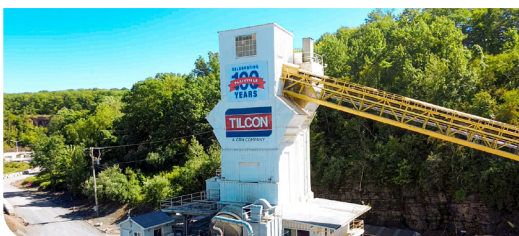
Advanced Dispatch	Concrete Durability
Concrete Durability	Dispatcher 101
Dispatcher 101	Environmental
Environmental	Handling Concrete Specs
Safety	Safety
Supervisors	Supervisors
Think Like an Owner	Think Like an Owner

#### Fall Semester:

**November 17 – November 21**  
**Dallas, Texas**



**Short Course and Plant Manager** are offered off-cycle throughout the year. Registration for both is open on the NRMCA website.



**Sales Symposium** is a newly-designed dynamic event for sales professionals that will debut in Salt Lake City on December 9. More details are available in the [course catalog](#) and registration is open [on the website](#).

- Please note: the four modules of the prior CCSP (Certified Concrete Sales Professional) program will sunset in May 2025.

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## READY-MIX EMPLOYEE APPRECIATION WEEK

The Workforce Development Committee will announce dates for the first “Ready-Mix Employee Appreciation Week” (formerly Mixer Driver Appreciation Week); with each member company determining the best way to recognize, reward, and celebrate its employees. Dates for Appreciation Week will be announced in eNews, NRMCA social media channels, member email, the WDC newsletter, and the Board of Directors monthly email.

NRMCA will recognize the week with a light touch of social media posts promoting the industry.



## HR BEST PRACTICE SERIES

The WDC will suspend the HR best practice series. To preserve the work already produced, all publications will be combined into a single resource and made available through the new learning management system (LMS) as a publication.

## ConcreteWorks Learning Lab

This year at ConcreteWorks, learning labs will replace the prior education tracks. The WDC is proposing one learning lab. The topic? The evolution of the concrete delivery professional (CDP).



## Our Next Meeting

The WDC will not hold a committee meeting at ConcreteWorks. Our next meeting is Wednesday, October 29 at 10:00 AM EST. A meeting invitation will follow, directly to your Outlook calendar.

## IN THE NEWS!



Season Six of the Concrete Credentials podcast debuted with a discussion about learning and development at NRMCA. [Take a Listen!](#) We made the cover of InFocus. [Have a Read!](#)





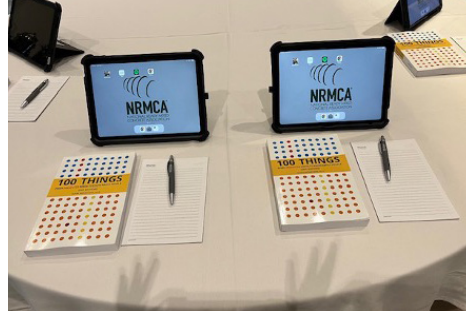
May 1, 2025

# WORKFORCE DEVELOPMENT COMMITTEE NEWSLETTER

Issue 3

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## SUCCESSFUL SPRING SEMESTER!

This week (May 5 to May 9, 2025), NRMCA hosted its first ever Spring Semester series in Fort Lauderdale, FL.

During the event, learners attended one of seven co-located classes, networked with each other, and learned from expert faculty. We look forward to doing it again in November and look forward to seeing you in Dallas!

