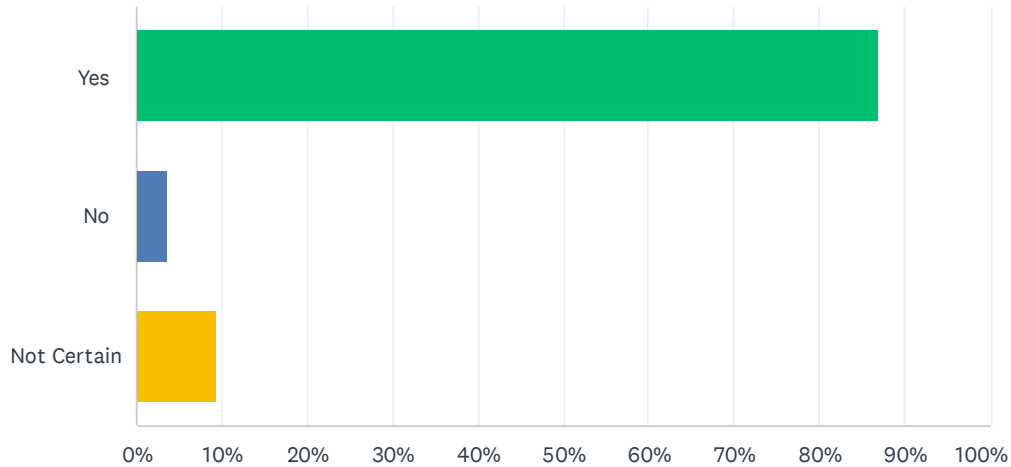


Q1 Does the above vision statement reflect the role you believe NRMCA should play on behalf of the membership?

Answered: 169 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	86.98%	147
No	3.55%	6
Not Certain	9.47%	16
TOTAL		169

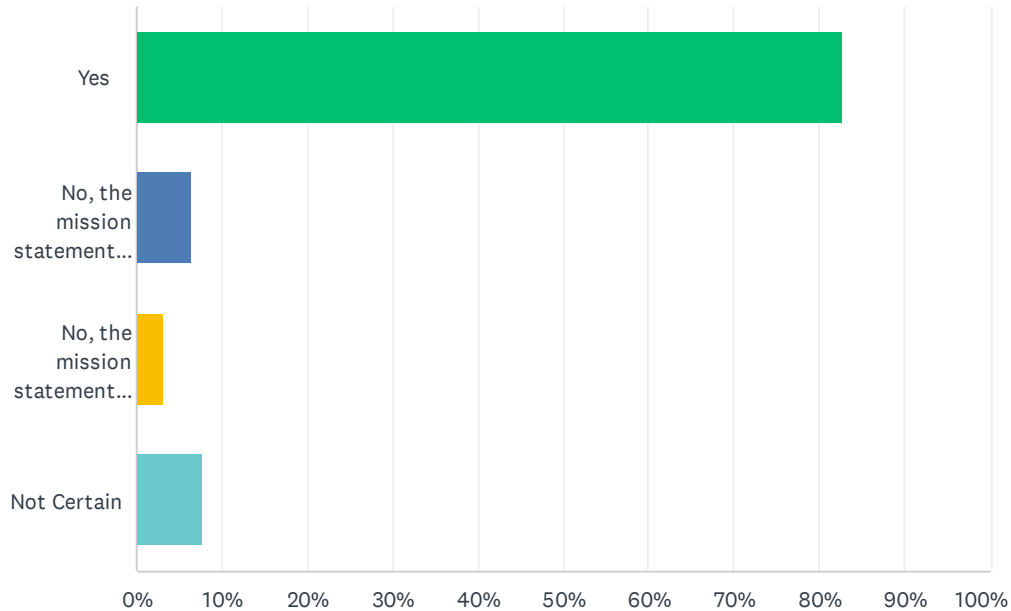
Q2 If no, what do you believe would be more appropriate?

Answered: 13 Skipped: 156

#	RESPONSES	DATE
1	Where is the reference in the statement for economic impact and/or skilled trade career?	10/11/2024 10:02 AM
2	I would like to see more of an emphasis on improving environmental performance of the industry--lower carbon, more sustainable products to meet the needs of the future.	9/30/2024 11:37 AM
3	Lead a united and prosperous industry ensuring ready mixed concrete is the construction material of choice for building resilient, and sustainable communities	9/27/2024 5:52 PM
4	Industry is not united and is becoming more fractured. Concrete is used to build more than communities. "Enhance the prosperity of NRMCA members by ensuring ready mixed concrete is the premier material selected for safe, durable, resilient and sustainable construction."	9/27/2024 5:14 PM
5	I would rephrase slightly that the association is not leading the industry but rather providing resources and forums that allow the membership to be successful in making ready mix concrete a premier construction material for building resilient and sustainable communities.	9/22/2024 3:27 PM
6	It says nothing about our people. I also don't agree that the industry is united or prosperous. Most companies are cut throat and finger pointing at the competition.	9/19/2024 3:06 PM
7	Ensuring that ready mix concrete is the preferred material for building resilient and sustainable infrastructure and communities.	9/18/2024 2:59 PM
8	While I believe in this vision, I am not sure many of the members are united behind a commitment to resilience and sustainability. Many seem to have more conservative views that question the validity and accuracy of climate change predictions, the relevance of green building, and instead, want to be left to fill orders in their own narrowly defined markets. Perhaps the vision statement should refer to only "stronger, more viable communities". That seems less politically charged.	9/18/2024 2:24 PM
9	I think adding something related to building and growing our economic engine might not be bad	9/18/2024 2:13 PM
10	I do not agree	9/18/2024 1:21 PM
11	I don't think the association should lead the industry. But I support the remainder of the statement. Enable the industry by	9/18/2024 12:21 PM
12	Possibly incorporate some of the other areas that are valuable to membership - Advocacy, Training, Marketing	9/18/2024 12:00 PM
13	I believe it is too limiting - I think we need to proclaim "product innovation" and "technology transfer" education efforts as well	9/18/2024 11:30 AM

Q3 Does the mission statement reflect the focused activities you believe the Association should address in the future?

Answered: 157 Skipped: 12



ANSWER CHOICES	RESPONSES	
Yes	82.80%	130
No, the mission statement should be more focused	6.37%	10
No, the mission statement should be focused on different priorities	3.18%	5
Not Certain	7.64%	12
TOTAL		157

Q4 If no, what mission focused activities should be considered?

Answered: 20 Skipped: 149

#	RESPONSES	DATE
1	Should we make sure we focus in some way on our customers' success.	10/10/2024 2:37 PM
2	More focus on the promotion of our products less on sustainability,	9/30/2024 9:29 AM
3	This seems lengthy. A period after excellence would suffice.	9/30/2024 8:26 AM
4	"Profitable" or "Economically sustainable" should be added I like the fact that "safety" is listed first	9/29/2024 8:38 AM
5	insert "sustainability" after workforce development	9/27/2024 5:54 PM
6	I am uncertain if NRMCA's promotion agenda and investment is worth it. I would like to see a narrower focus and shift away from promotion.	9/27/2024 5:15 PM
7	For the most part, I agree with the mission statement, but I think we need to also find a way to address the financial aspect. Maybe workforce development, concrete technology advancements and business intelligence.	9/25/2024 1:21 PM
8	The mission statement is more an objective not activities in my opinion	9/24/2024 10:30 PM
9	advocacy, promotion, environmental and sustainability	9/23/2024 11:43 AM
10	he National Ready Mixed Concrete Association provides leadership in safety, promotion, and advocacy.	9/20/2024 12:25 PM
11	safety and environmental is the responsibility of the producer not to be led or dictated by an outside agency	9/19/2024 10:01 AM
12	Infrastructure funding Employee development Sustainability	9/19/2024 9:49 AM
13	Include "business development" in place of promotion. Promotion is too vague, and can often be under valued. Calling promotion functions "business development" makes the effort more relevant to member success. Also, the scope of promotional efforts could then be broadened to include business development concepts. The membership tends to be very ineffective in looking for ways to grow their businesses. They are largely order takers, and do nothing to proactively pursue new opportunities, or engage their existing customers to see how they can influence future work.	9/18/2024 2:34 PM
14	sustainability	9/18/2024 1:47 PM
15	Add Sustainability	9/18/2024 1:06 PM
16	should create specific attention to the different specialties the association focuses on- the association does not support everything a producer does or creates in their business- tell us what the association intends to help us with	9/18/2024 12:36 PM
17	does operational excellence include profitability?	9/18/2024 12:35 PM
18	Keep it shorter and simpler. #1-Educational courses #2 - Advocacy #3 - Networking	9/18/2024 12:35 PM
19	Safety environment and op excellence are core to the association. Not sure about the fit of the others. Concrete technology seem like other groups are doing it well.	9/18/2024 12:24 PM
20	Since it ties to the committees, it would be helpful to tie in business advancement committee. Perhaps adding 'business' before environmental. It may be worthwhile discussing adding sustainability as well. I know there are constraints with PCA, but the industry does seem to be heading in that direction, with or without the PCA.	9/18/2024 12:08 PM

Q5 Are there activities which you believe should be noted as outside the mission of the Association?

Answered: 69 Skipped: 100

#	RESPONSES	DATE
1	No	10/11/2024 10:05 AM
2	I believe you will continue to see an increased focus on security.	10/11/2024 10:04 AM
3	Batch plant permitting and resources to manage and handle protests and opposition to new plant permits.	10/11/2024 10:03 AM
4	Contractor worker shortage, automation, changes in materials, etc.	10/10/2024 2:41 PM
5	No	10/10/2024 2:34 PM
6	No	10/10/2024 2:34 PM
7	No	10/6/2024 4:46 PM
8	I would add Information Technology initiatives. While we are seeing advancements, I still feel the concrete is not served as well as other industries from technology vendors.	10/3/2024 5:17 PM
9	I believe all the activities included in the mission of the Association are relevant for NRMCA members and represent areas where shared ideas can help all members to flourish	10/3/2024 3:52 PM
10	no	10/3/2024 9:56 AM
11	no	9/30/2024 9:30 AM
12	No	9/30/2024 8:42 AM
13	It seems pretty encompassing to me.	9/30/2024 8:41 AM
14	They aren't outside the function of the association, but they clutter the mission after excellence.	9/30/2024 8:26 AM
15	No	9/30/2024 7:57 AM
16	No.	9/30/2024 7:54 AM
17	No	9/29/2024 8:39 AM
18	No	9/27/2024 6:01 PM
19	no	9/27/2024 5:54 PM
20	Advocacy is very broad and we are threatened by unchecked regulatory and administrative constraints (like OSHA's heat standard and onerous inspections). Benchmarking and best practice sharing is missing from our mission and is likely an area most beneficial to producers. Awards and recognition programs are also valuable to members.	9/27/2024 5:17 PM
21	No.	9/25/2024 1:22 PM
22	this would require a focused discussion	9/24/2024 10:30 PM
23	No	9/24/2024 8:07 AM
24	No	9/23/2024 12:32 PM
25	no	9/23/2024 11:44 AM
26	Working with state affiliates/state ready mix associations/ and other industry associations.	9/23/2024 9:02 AM
27	No	9/23/2024 7:32 AM

Validating Vision, Mission, and Values

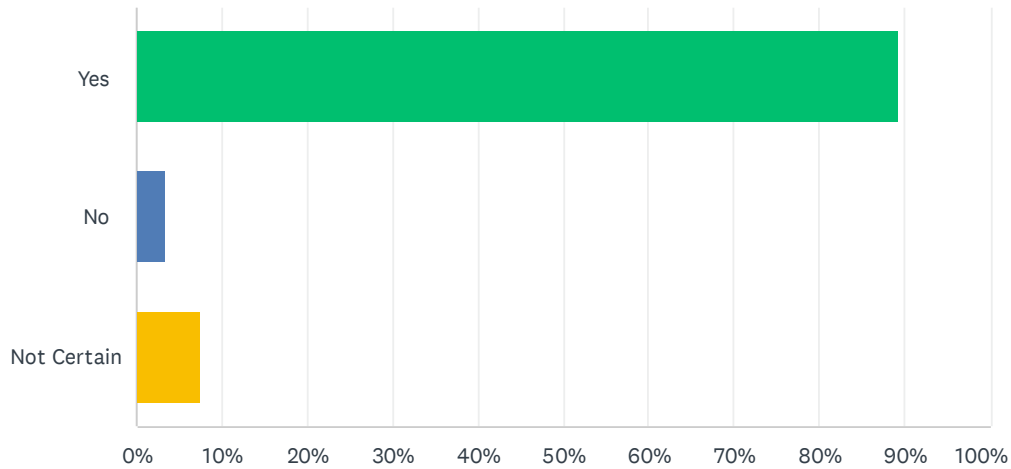
28	Compliance and legislative leadership	9/22/2024 3:28 PM
29	No	9/20/2024 1:36 PM
30	answered in the mission statement before	9/20/2024 12:25 PM
31	No	9/20/2024 11:26 AM
32	There should be clarity regarding promotion. NRMCA should focus on increasing demand for concrete as opposed to pursuing specific projects.	9/20/2024 11:04 AM
33	No, This is comprehensive!	9/20/2024 7:57 AM
34	no	9/19/2024 4:23 PM
35	No	9/19/2024 2:39 PM
36	Recuitment and Retention	9/19/2024 2:17 PM
37	No	9/19/2024 12:12 PM
38	No, I think all of those listed are important. We are good at some and not so much at others.	9/19/2024 12:09 PM
39	No. Very well said.	9/19/2024 10:29 AM
40	N/A	9/19/2024 10:26 AM
41	no	9/19/2024 10:13 AM
42	no	9/19/2024 10:05 AM
43	no	9/19/2024 10:02 AM
44	quality, durability and efficiency	9/19/2024 10:02 AM
45	No	9/19/2024 10:01 AM
46	Peer networking maybe?	9/19/2024 9:56 AM
47	Customer Experience	9/19/2024 9:50 AM
48	no	9/19/2024 9:49 AM
49	concrete technology advancements	9/19/2024 9:49 AM
50	The list appears to cover all aspects/committees of the association.	9/19/2024 9:49 AM
51	n/a	9/19/2024 9:49 AM
52	No. The Association's misson should be broad rather than narrow, and should touch every corner of our industry in fulfilling the mission statement.	9/19/2024 8:35 AM
53	no	9/18/2024 6:51 PM
54	No	9/18/2024 3:46 PM
55	While the National Ready Mixed Concrete Association (NRMCA) has a well-defined mission focused on leadership in key areas, there may be activities that fall outside its core objectives. Some potential activities that could be considered outside the NRMCA's mission include: Direct Competition, Non-Industry Specific Advocacy, General Business Consulting, Research in Unrelated Fields, Membership Services Beyond Industry Focus.	9/18/2024 2:41 PM
56	No	9/18/2024 2:34 PM
57	No	9/18/2024 2:22 PM
58	Immigration policy position	9/18/2024 2:03 PM
59	Realizing that sustainability and resilience are in the Vision Statement, should sustainability also be mentioned somewhere in he Mission Statement with regards to concrete technology?	9/18/2024 1:52 PM
60	no	9/18/2024 1:47 PM
61	No	9/18/2024 1:24 PM

Validating Vision, Mission, and Values

62	no	9/18/2024 1:07 PM
63	? Not exactly sure what this is referencing.	9/18/2024 12:37 PM
64	Promotion, concrete technology	9/18/2024 12:36 PM
65	No...	9/18/2024 12:32 PM
66	No	9/18/2024 12:31 PM
67	See previous	9/18/2024 12:25 PM
68	Yes, societal benefits should be considered as well, we need to promote how these activities benefit society as a whole.	9/18/2024 12:21 PM
69	No	9/18/2024 12:08 PM

Q6 Does the above value statement accurately represent the way in which the members, staff and organization at large should aspire to conduct business?

Answered: 149 Skipped: 20



ANSWER CHOICES	RESPONSES	
Yes	89.26%	133
No	3.36%	5
Not Certain	7.38%	11
TOTAL		149

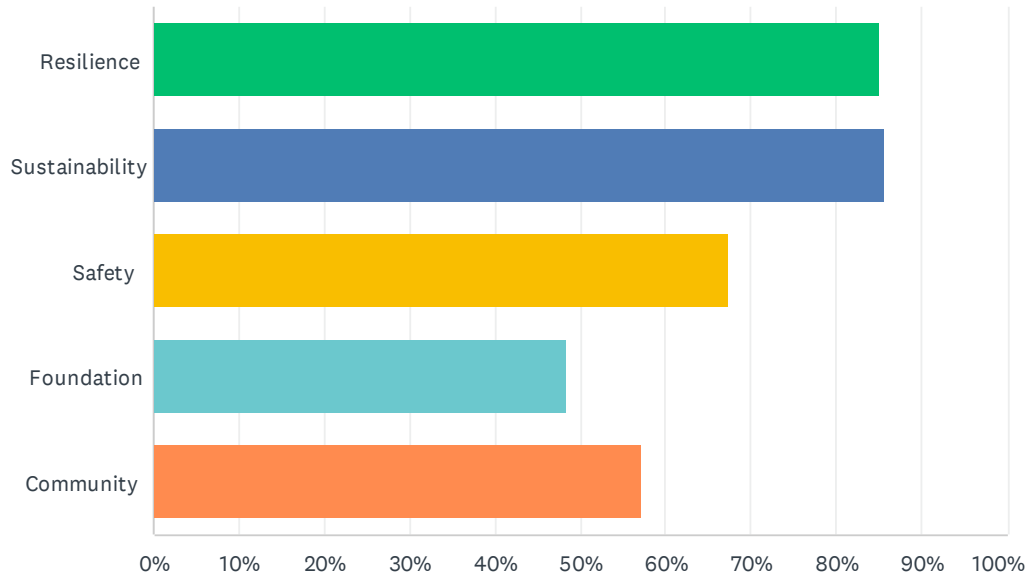
Q7 If No, or Not certain, provide your thoughts around other values which should be included as NRMCA considers conducting business into the future.

Answered: 12 Skipped: 157

#	RESPONSES	DATE
1	The concept of "customer service" to its members could be added - maybe add the words "providing the best possible service and resources to its members at lowest possible cost"	9/29/2024 8:42 AM
2	Many members currently sense a lack of transparency, collaboration and accountability regarding recent leadership changes. Actions are not perceived to be in alignment with Values.	9/27/2024 5:19 PM
3	I would just say equity across the membership and inclusiveness might be good additions.	9/22/2024 3:29 PM
4	The National Ready Mixed Concrete Association leads with integrity, innovation, collaboration and responsiveness.	9/20/2024 12:28 PM
5	Not close enough to the Association to weigh in on this.	9/20/2024 6:50 AM
6	Communication should be included.	9/19/2024 10:27 AM
7	Should the target audience be identified in the values to clarify who it pertains, such as "accountability to its members"	9/19/2024 10:10 AM
8	I believe these values are applicable to the organization, I just do not believe the organization follows these values.	9/18/2024 1:25 PM
9	Teamwork, Honesty, trustworthy	9/18/2024 1:08 PM
10	Too many, too broad. KISS 1-Integrity 2- supportive	9/18/2024 12:38 PM
11	I think resiliency, sustainability, and focus on environmental considerations should be part of our values	9/18/2024 12:37 PM
12	I don't feel that the values of the association have been upheld for all members in transparency and collaboration.	9/18/2024 11:29 AM

Q8 What values do you believe best reflect Ready Mix Concrete as an industry/product (select all which apply)?

Answered: 147 Skipped: 22



ANSWER CHOICES	RESPONSES	
Resilience	85.03%	125
Sustainability	85.71%	126
Safety	67.35%	99
Foundation	48.30%	71
Community	57.14%	84
Total Respondents: 147		

Q9 What other industry values should be considered as we chart the path into the future?

Answered: 65 Skipped: 104

#	RESPONSES	DATE
1	Producing every yard of concrete profitably	10/11/2024 10:03 AM
2	I strongly feel that advocacy should be at the forefront. How business continues to change rapidly daily now, it is the trade associations that need to be on the forefront of fighting for the businesses in the association. Providing the eyes and ears of what our elected officials are doing at either the State or Federal levels. They must be the first line of defense or the tip of the spear with the issues that impact our business.	10/8/2024 12:59 PM
3	Legislative Support	10/7/2024 9:11 AM
4	Durability?	10/3/2024 5:19 PM
5	Adaptability - harnessing the power of technology and innovation to continue to respond to the challenges of a rapidly changing world	10/3/2024 3:57 PM
6	Quality, Excellence, Innovation, Collaboration, Adaptability	10/1/2024 4:44 PM
7	exponential value growth. Building in concrete now not only provides value in the short term but that value increases over time. Resources are directed elsewhere instead of duplication of efforts due to unsuitable construction materials.	9/30/2024 12:06 PM
8	N/A	9/30/2024 8:44 AM
9	Employee development, government involvement through lobbying	9/30/2024 7:56 AM
10	Promotion, profitability, economic sustainability	9/29/2024 8:43 AM
11	Durability and innovative	9/28/2024 2:44 PM
12	Innovation	9/27/2024 5:56 PM
13	Durability. Flexibility. Innovation. This question is odd... NRMCA represents less than 50% of RMC production so can it claim to represent the "Industry"? Our values should be about how we act as an Association -- not the values of the product our members produce.	9/27/2024 5:21 PM
14	leadership, integrity	9/25/2024 9:15 AM
15	Education of our youth and providing opportunities for them in our industry.	9/25/2024 8:57 AM
16	concrete is historically one of the most used materials. We should figure out a way to get that into the values	9/24/2024 10:32 PM
17	Innovation, partnerships (state and local level associations), advocacy, Promotion, Education	9/24/2024 6:24 PM
18	I believe that those are the values that should be reflected in our products, but we do not meet the challenge on the items not checked above	9/23/2024 4:54 PM
19	Quality, Adaptability, Beauty	9/23/2024 2:41 PM
20	Technology in the ready-mix industry	9/23/2024 8:09 AM
21	Integrity	9/23/2024 7:39 AM
22	Innovation	9/22/2024 6:30 PM
23	Innovation	9/22/2024 3:30 PM
24	Innovative	9/21/2024 10:21 AM
25	Integrity	9/20/2024 7:56 PM

Validating Vision, Mission, and Values

26	None	9/20/2024 1:36 PM
27	Growth and Opportunity	9/20/2024 11:33 AM
28	Honesty/Transparency; Respect;	9/20/2024 11:08 AM
29	Integrity	9/20/2024 10:24 AM
30	You've got it...	9/20/2024 7:58 AM
31	Innovation Progress Constant Evolution	9/20/2024 7:31 AM
32	Strength	9/19/2024 3:09 PM
33	We Continuously Improve.	9/19/2024 2:41 PM
34	Collaboration and Engagement	9/19/2024 2:22 PM
35	Social Equity	9/19/2024 12:48 PM
36	We have to consider cost/value of concrete.	9/19/2024 12:10 PM
37	Education-Technology, are these part of Community? I consider sustainability part of resilience.	9/19/2024 11:13 AM
38	Integrity	9/19/2024 10:57 AM
39	The basis has been covered. Great job!	9/19/2024 10:31 AM
40	Integrity	9/19/2024 10:28 AM
41	Teamwork	9/19/2024 10:27 AM
42	Quality	9/19/2024 10:14 AM
43	Environmental	9/19/2024 10:04 AM
44	cost effectiveness	9/19/2024 10:04 AM
45	Longevity of life of our product, long term return on investment with concrete	9/19/2024 10:03 AM
46	Performance	9/19/2024 9:58 AM
47	Professional development - provide opportunities for networking, educational programs, workshops to help concrete professionals grow their careers and make connections with experts in the industry.	9/19/2024 9:53 AM
48	Technical leaders	9/19/2024 9:52 AM
49	superior product Recyclable contributes to decarbonization	9/19/2024 9:51 AM
50	.	9/19/2024 9:50 AM
51	Advocacy and Responsibility	9/19/2024 8:36 AM
52	I wasn't sure if "Community" meant that we used local materials or was a reference to supplying our product to build the infrastructure of our local communities (due to our plastic workability window).	9/19/2024 6:07 AM
53	Innovation	9/18/2024 7:40 PM
54	Performance	9/18/2024 6:54 PM
55	affordable	9/18/2024 5:54 PM
56	None	9/18/2024 3:48 PM
57	As NRMCA charts its future, it should prioritize sustainability by promoting eco-friendly practices and recycling, embrace innovation through research in advanced concrete technologies, and uphold rigorous quality and safety standards to protect workers and ensure excellence. Collaboration within the industry, a strong commitment to education and training, and a focus on diversity and inclusion will drive progress, while highlighting the economic impact of concrete can enhance advocacy efforts. By leveraging technological advancements	9/18/2024 2:44 PM

Validating Vision, Mission, and Values

and maintaining a customer-centric approach, NRMCA can lead the ready mixed concrete industry into a successful and sustainable future.

58	Related to item 7: The word "foundation" is vague and unclear to what it refers. How about "foundational". Concrete is literally and figuratively foundational for all aspects of society as the most consumed material in the world next to water.	9/18/2024 2:37 PM
59	Technology - Our products are packed full of technology from admixtures to raw material characteristics	9/18/2024 2:06 PM
60	Advocacy	9/18/2024 1:26 PM
61	environ	9/18/2024 1:24 PM
62	Environmental exce	9/18/2024 12:33 PM
63	Innovation	9/18/2024 12:28 PM
64	Community is important I just don't think the general public understands how valuable RMC is to their community.	9/18/2024 12:24 PM
65	None come to mind	9/18/2024 12:08 PM