


Business Advancement Committee Fall Meeting

Ken Cook, Ozinga
Chair, Business Advancement Committee


Blaine Weeks, Geiger Ready Mix
Vice Chair, Business Advancement Committee

Andrew Tyrrell, NRMCA
Executive Vice President, Government Affairs

Amanda Muller, NRMCA
Sr. Director of Membership Engagement



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Antitrust Statement

This meeting is conducted in accordance with the NRMCA Antitrust Policy Statement

The National Ready Mixed Concrete Association assigns the highest priority to full compliance with both the letter and the spirit of the antitrust laws. Agreements among competitors that unreasonably limit competition are unlawful under federal and state antitrust laws, and violators are subject to criminal fines and incarceration, civil fines and private treble-damage actions. Even the successful defense of antitrust litigation or an investigation can be very costly and disruptive. It is thus vital that all meetings and activities of the Association be conducted in a manner consistent with the Association’s antitrust policy.

Examples of illegal competitor agreements are those that attempt to fix or stabilize prices, to allocate territories or customers, to limit production or sales, or to limit product quality and service competition. Accordingly, it is inherently risky and potentially illegal for competitors to discuss under Association auspices, or elsewhere, the subjects of prices, pricing policies, other terms and conditions of sale, individual company costs (including planned employee compensation), the commercial suitability of individual suppliers or customers, or other factors that might adversely affect competition.

It is important to bear in mind that those in attendance at Association meetings and activities may include competitors, as well as potential competitors. Any discussion of sensitive antitrust subjects with one’s competitors should be avoided at all times before, during, and after any Association meeting or other activity. This is particularly important because a future adversary may assert that such discussions were circumstantial evidence of an illegal agreement, when viewed in light of subsequent marketplace developments, even though there was, in fact, no agreement at all.

If at any time during the course of a meeting or other activity, Association staff believes that a sensitive topic under the antitrust laws is being discussed, or is about to be discussed, they will so advise and halt further discussion for the protection of all participants. Member attendees at any meeting or activity should likewise not hesitate to voice any concerns or questions that they may have in this regard.

Adopted by the NRMCA Membership, on April 3, 2006, and reaffirmed by legal counsel on January 19, 2024




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Approval of the Minutes

Motion: Approve the minutes of the Summer Meeting of the Business Advancement Committee as distributed.



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Chairman’s Remarks



Ken Cook, Ozinga
Chairman, Business Advancement Committee



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Special Recognition



Thank you, Annette Tyson!



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BAC Pulse Survey

Agenda

- Open and Welcome
 - Antitrust Statement
 - Chairman’s Welcome
- Approval of the Minutes
- Agenda Overview
- Updates on Committee Work
- Learning and Development Update
- William B. Allen Award
- Strategic Planning Discussion
- Topics of the Day
- Adjourn




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Updates on Committee Work



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Standard Chart of Accounts

Chart of Accounts Working Group


- Meeting regularly since Winter Meeting
- Thorough review of existing Chart
- Received input at Summer Meeting

Working Group Goals


- Review and suggest revisions to modernize and streamline NRMCA’s Standard Chart of Accounts
- Map Chart of Accounts to Performance Benchmarking Survey

Final Draft for Committee Review

- Marcia Salisbury, JJ Kennedy



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Think Like an Owner

2024 Public Courses

- Los Angeles, April

In-house Course

- Two sessions, 60 total employees

Learning and Development Updates

- Current and future education courses



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Benchmarking Surveys

Performance Benchmarking Survey

- Issued last week of June
- Participation at 174 companies/divisions
- Covers more than 133 million yards (33%+ of US production)
- New participants 2024: 26

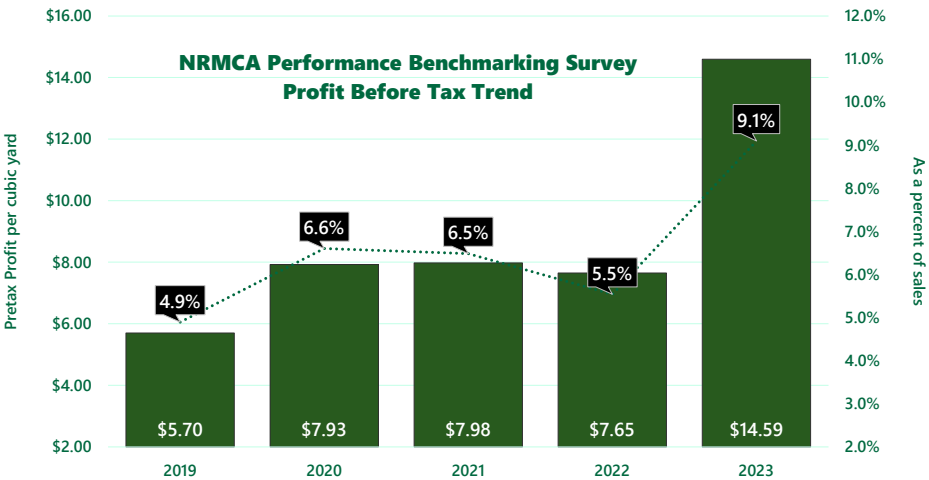
	May 24, 2024	FINAL 2023	FINAL 2022	FINAL 2021
Total Surveys Received	174	171	172	180
Total Surveys Extended and/or Expected	4	0	0	0
Total Surveys Received/Extended/Expected	178	171	172	180
No. of New Participants Included Above	26	13	13	5
Cubic Yards - Surveys Received to Date	133,141,841	128,495,663	141,506,448	132,000,000

Monthly Metric Survey

- Participation at 97 for 2024

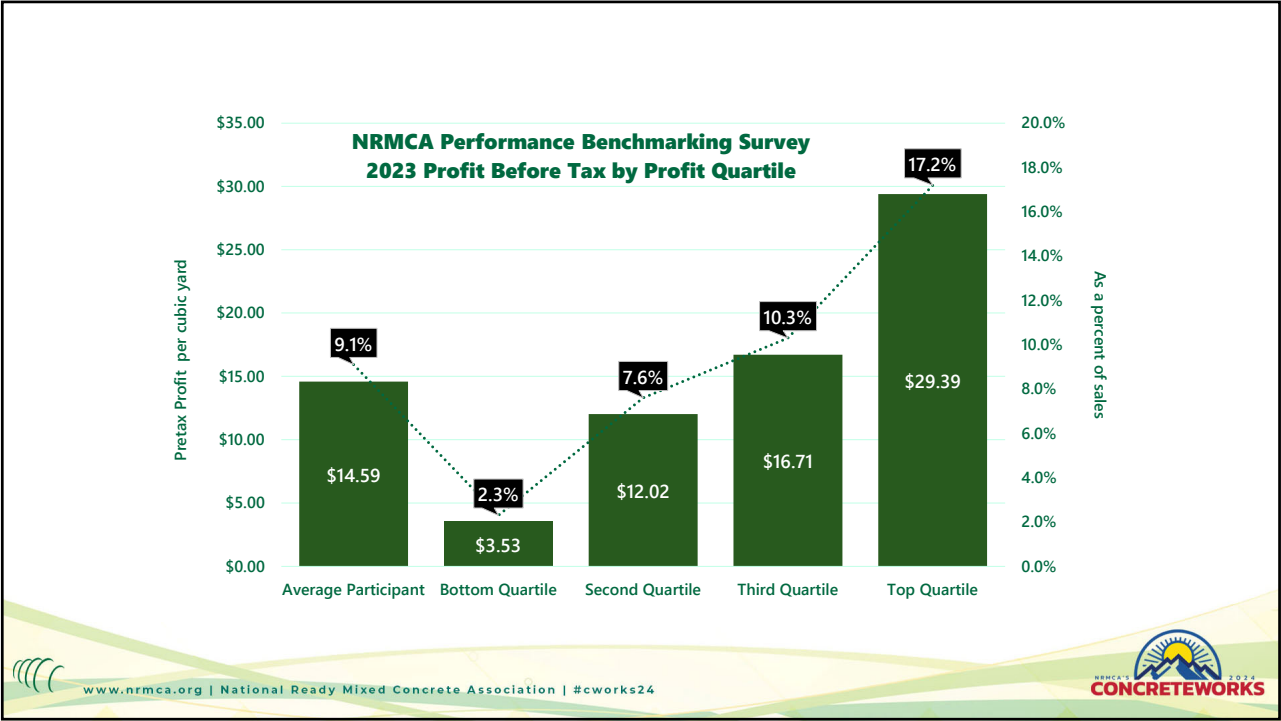
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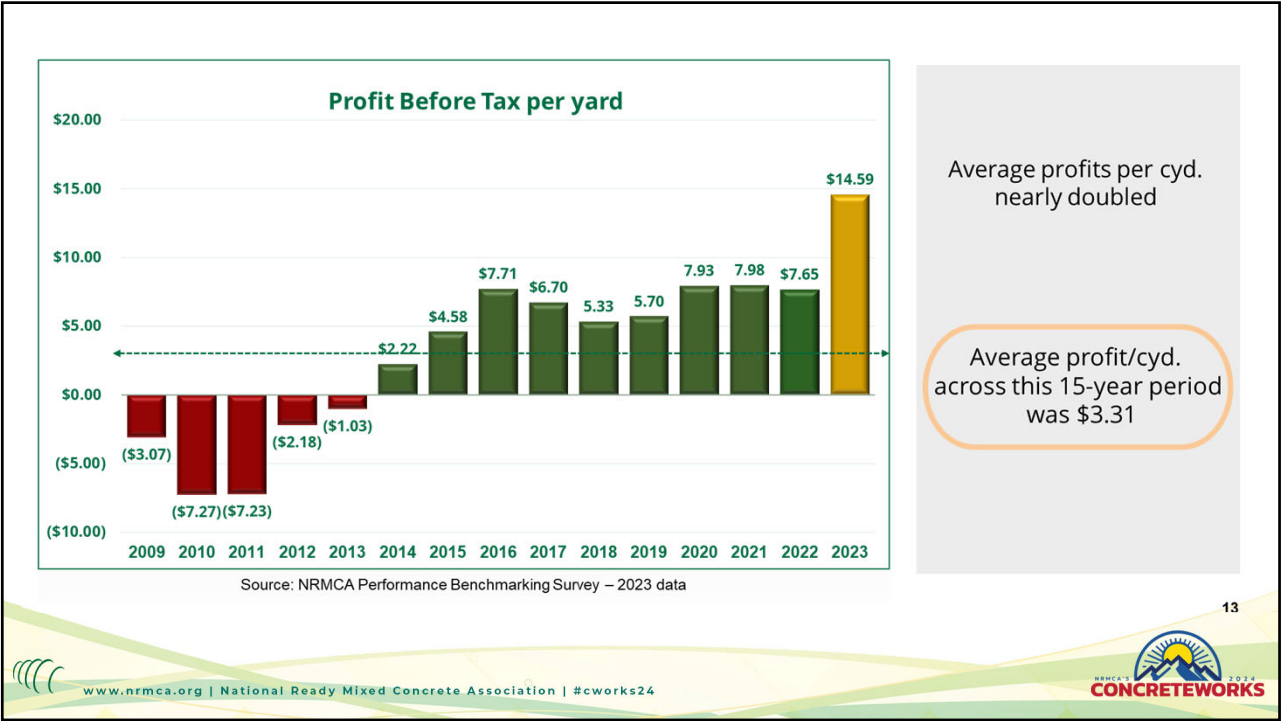


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Performance Benchmarking Survey 2024

For more updates, insights and takeaways from the 2024 PBS, make sure you attend Sunday’s education session

Performance Benchmarking Survey and State of the Industry

Bob Capasso and Ken Cook
Sunday, October 13 at 2PM
Colorado Ballroom B



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PBS Review

The BAC will conduct a review of the Performance Benchmarking Survey and suggest improvements to the Committee

Five items presented at the Summer Meeting as well as three items identified during the Standard Chart of Accounts review

If you’re interested in participating in a small group reviewing the PBS, please contact Andrew Tyrrell



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AskConcrete



Grant Wollenhaupt
Chief Commercial Officer
XBE



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Artificial Intelligence in Concrete

National Ready Mixed Concrete Association



Grant Wollenhaupt
Chief Commercial Officer, XBE

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About XBE

- Operations management for the horizontal construction industry
- bid it, **BUILD IT**, bill it
- Tailored for vertically-integrated, growth-focused leaders
- Tackles planning, execution, analysis, and improvement challenges
- Continual innovation through industry collaboration
- Seamless integration with existing systems
- Specialized features for all user levels and segments
- Dedicated customer success team
- Community of 33 industry leaders
- Consistently increases profit and reduces risk




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Artificial Intelligence Experience




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Artificial Intelligence Experience

- Developers of multiple innovative AI-based XBE features
 - Support Chatbot - Hey Kyla
 - Time Card Approval Auditing - Kathy!
 - Safety Risk Identification and Communication
 - Variety of other features automating analysis, communication, and decision support
- Developers of Hey NAPA
 - www.heynapa.com
- Regular speakers on artificial intelligence topics
 - NAPA Midyear Keynote, NAPA Impact
 - ACIG Fall Risk Management Panel
 - World of Asphalt
 - Smart Friends Podcast
 - State Asphalt Conferences in UT, MN, MI, NJ, CA, MO, IL, FL, MD, OH




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Focus on the Intelligence

- Effectiveness and efficiency of existing models is incredible
 - Digital Data Design Institute study
 - Measured impact on Boston Consulting Group management consultants
 - 25% faster work, 40% better work, 12% increase in task capabilities
 - Jagged frontier best navigated by consultants that stayed in charge
- Intelligence drives job performance
 - 26% of performance variation due to intelligence
 - #1 driver of performance difference
- Intelligence drives health
 - 15 IQ point (1 sigma) difference decreases mortality by 24%
 - For someone my age, that's an extra 2.5 years of life
 - Same impact as 3 alcoholic drinks a day, 35 lbs, or 30 minutes of daily exercise




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Meet AskConcrete by XBE & NRMCA

AskConcrete is a specialized chatbot developed by XBE in partnership with the National Ready Mixed Concrete Association (NRMCA). It's designed to serve as a virtual committee of experts, providing detailed and accurate information on the subject of concrete pavements, concrete paving, and related business and manufacturing processes. It's particularly useful for individuals and organizations in the concrete industry seeking knowledge or advice on these topics. AskConcrete is highly recommended for its ability to provide clear, step-by-step answers to complex questions, its adherence to professional standards, and its capacity to explore multiple possible answers, all while maintaining a positive and professional demeanor.



Meet AskConcrete's Mascot Slumpy!

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Meet AskConcrete by XBE & NRMCA

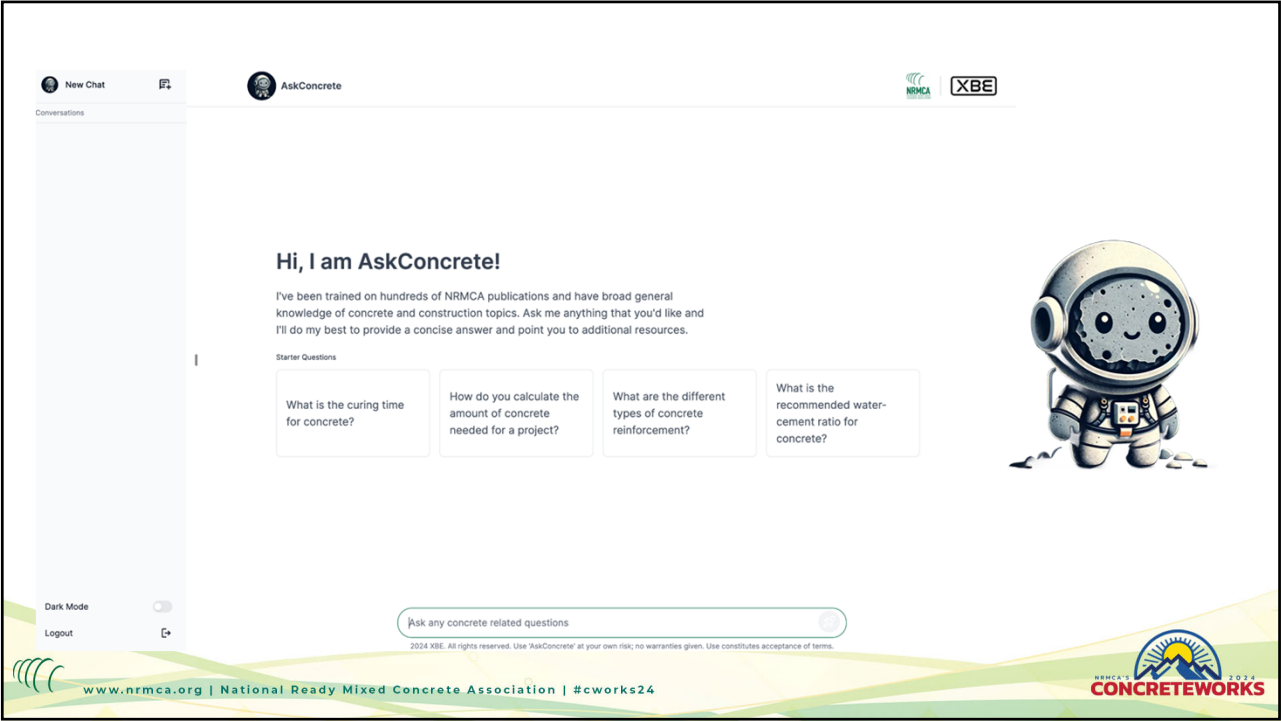
AskConcrete es un chatbot especializado desarrollado por XBE en colaboración con la National Ready Mixed Concrete Association (NRMCA). Está diseñado para funcionar como un comité virtual de expertos, proporcionando información detallada y precisa sobre el tema de los pavimentos de concreto, la pavimentación con concreto y los procesos relacionados de negocios y fabricación. Es particularmente útil para individuos y organizaciones en la industria del concreto que buscan conocimiento o consejos sobre estos temas. AskConcrete es altamente recomendado por su capacidad para proporcionar respuestas claras y paso a paso a preguntas complejas, su adherencia a los estándares profesionales y su capacidad para explorar múltiples respuestas posibles, todo mientras mantiene un comportamiento positivo y profesional.



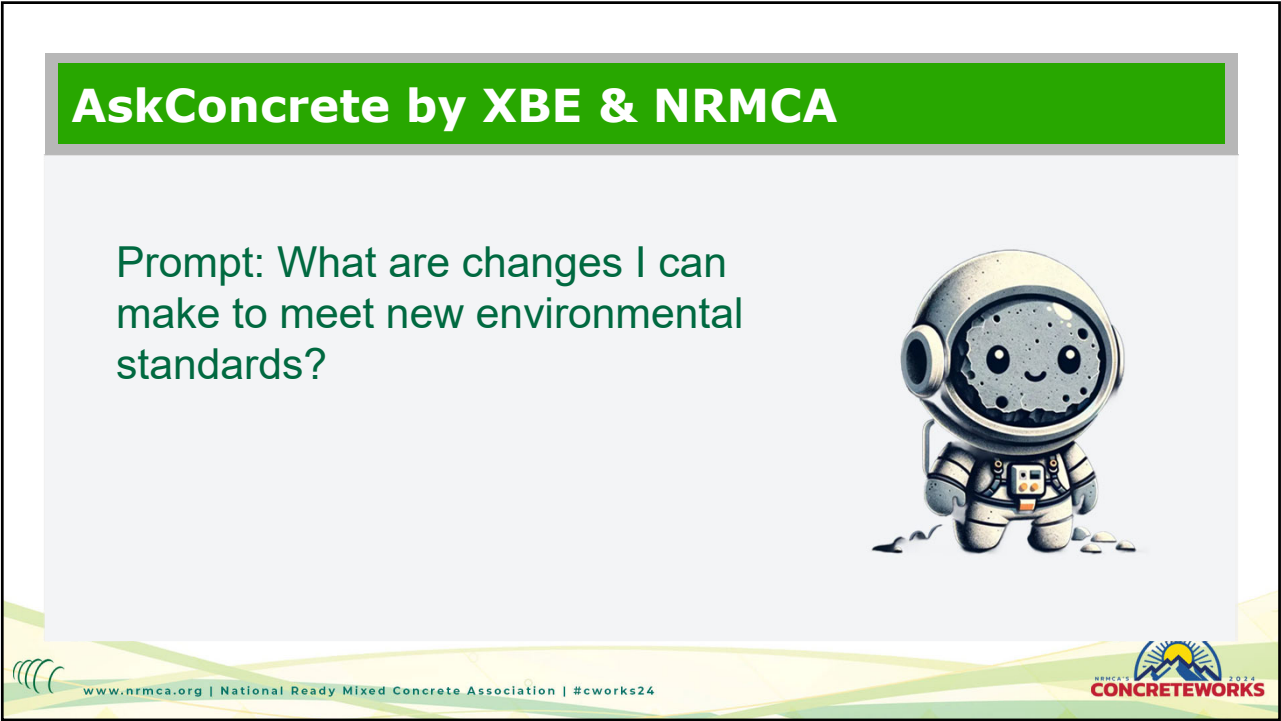
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AskConcrete





AskConcrete

To make your concrete company more environmentally friendly, you can adopt several strategies both in your concrete mix and manufacturing processes:

1. Strategies for Concrete Mix:

• **Use Portland-Limestone Cement (PLC):** Switch to Portland-limestone cement (Type IL), which can reduce the embodied carbon dioxide in the concrete mixture by up to 10% compared to regular Portland cement [\[15.1 CiPs 1-46 \(print\).pdf\]](#) .


• **Incorporate Supplementary Cementitious Materials (SCMs):** Use SCMs such as fly ash, slag, and natural pozzolans which can reduce the clinker content in concrete, thus decreasing its carbon footprint [\[15.1 CiPs 1-46 \(print\).pdf\]](#) .

• **Optimization of Cementitious Materials:** Carefully select and proportion cementitious materials to maintain performance while reducing the embodied carbon. This includes using cement sources with lower embodied carbon documented in Product-specific Environmental Product Declarations (EPDs) [\[Tip 22h.pdf\]](#) .



2. Strategies for Manufacturing:

• **Energy Efficiency Improvements:** Reduce clinker content in the cement during manufacturing to lower embodied carbon emissions. Since the 1970s, optimizations to U.S. cement manufacturing have already achieved significant reductions in energy usage, thus lowering the associated CO2 emissions [\[15.1 CiPs 1-46 \(print\).pdf\]](#) .

• **Manage Returned Concrete and Waste:** Implement systems to utilize returned concrete effectively, such as by batching fresh materials on top of returned concrete for new loads, potentially reducing waste and need for new materials [\[13.1 managing returned concrete 11-19.pdf\]](#) .




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Contact Me About AskConcrete or
XBE

grant-wollenhaupt@x-b-e.com




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Learning and Development Update



Jeannette Munroe
SVP, Learning and Development
NRMCA

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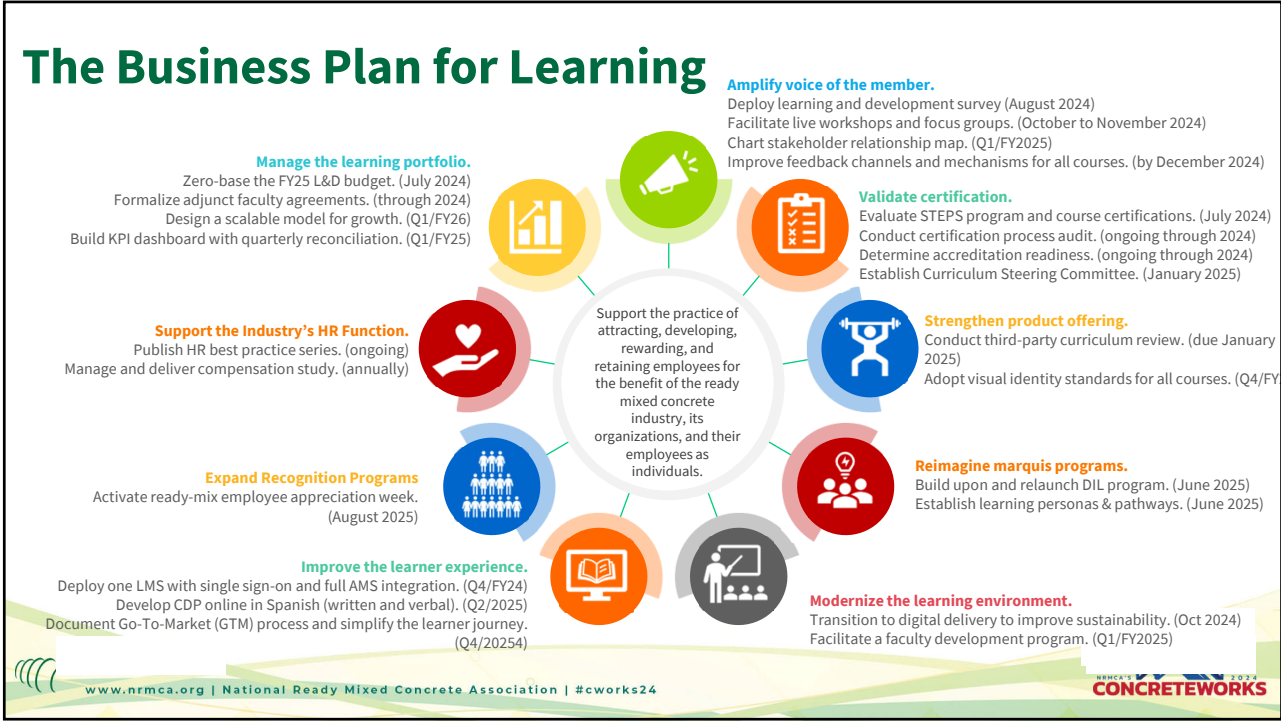
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How to share/offer feedback.

Stop by Booth 1300 in the Exhibit Hall

Attend our L&D session: Saturday at 2:00 Homestead 3-4

Email Jeannette jmunroe@nrmca.org

Attend our DIL session: Sunday at 3:30 Homestead 3-4

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CONCRETEWORKS

Nominations for William B. Allen Award

- Nomination Process**
- Nominations solicited July/August
 - Nominees referred to past Awardees
 - Awardee recommended to Committee

And the nominee for the 2025 Allen
Awardee is ...



William B. Allen Award Nominee

Nominee for 2025 Allen Award

John Carew
President
Carew Concrete & Supply Co., Inc.



Strategic Planning Discussion

Timeline for NRMCA Strategic Planning 2024-2025

- Validation of Mission, Vision and Values – August/September
- **Gathering Stakeholder Insights – October/January**
- Identify key data elements – October/January
- Engage strategic plan development team – November/May
- Validate our direction – February/May
- Plan finalized and Board Review - 2025

Goals for Today’s Discussion

- Your input on future opportunities, challenges, priorities
- Discussion of WHAT we’ll address rather than HOW we’ll address



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Strategic Planning Discussion

Additional opportunities to engage


- Today, October 11 @ 2PM in Homestead 1
- Tomorrow, October 12 @ noon in Homestead 1

Complete the Mission, Vision and Values survey

- Help us validate NRMCA’s mission, vision and values
- Link via QR code



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Strategic Planning Discussion



Deb Malone
COO, NRMCA



Ken Cook
Chair, BAC



Blaine Weeks
Vice Chair, BAC



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Your BAC at Work this Week!

BAC Tent at National Mixer Driver Championship

- Come hang out and play with Legos!
- Tent staffed from 7AM-noon – THANK YOU!

Booth 732 in the Expo Hall

- Business Advancement Committee sponsored booth
- Live demonstrations of AskConcrete

PBS Knowledge Quiz

- Take home the top prize!





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ConcreteWorks 2024 Education Sessions

Saturday, October 12 | Red Rock 6-7


2PM AskConcrete Unveiled: The Future of Search in Concrete
- Grant Wollenhaupt, XBE

3:30PM Guarding the Digital Realm: Confronting Cyber Threats in the Concrete Industry
- Keith Onchuck, Ozinga and Luis Angulo, CalPortland


Sunday, October 13 | Colorado Ballroom B

2PM Performance Benchmarking Survey/State of the Industry
- Bob Capasso, Concrete Financial Insights and Ken Cook, Ozinga

3:30PM Bridging the Gap: AI Solutions for Concrete Providers
- Panel: Parham Aghdasi, AICrete; Thomas Bergmans, INFORM; Matt Brinker, CommandAlkon; Andrew Fahim, Giatec; Craig Yeack, BCMI; Jill Zhang, Sysdyne
- Moderated by Luis Angulo, CalPortland



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Upcoming Meetings

Winter Meeting
BAC and IT Task Group
TBA

Spring Meeting
NRMCA’s Annual Convention 2025
Tucson, AZ
March 4-7, 2025



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Topics of the Day

Questions and Discussion




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Adjourn

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