

NRMCA VISION, MISSION, VALUES

VISION | Lead a united and prosperous industry ensuring ready mixed concrete is the premier construction material for building resilient and sustainable communities.

MISSION | The National Ready Mixed Concrete Association creates opportunities for our members and the industry to prosper through leadership in safety, environmental, and operational excellence, promotion, advocacy, workforce development, and concrete technology advancements.

VALUES | The National Ready Mixed Concrete Association leads with integrity, accountability, transparency, responsiveness, innovation, and collaboration.

STRATEGIC PLAN | NATIONAL READY MIXED CONCRETE ASSOCIATION

Attract, strengthen, and sustain the concrete workforce.

PEOPLE

- *Illustrate how the ready-mixed concrete industry offers a range of meaningful long-term opportunities with clear career paths.*
- *Create and promote compelling pathways to support recruitment, retention, and growth.*
- *Modernize and expand education, training, and professional development programs.*
- *Collaborate with educational institutions-starting with K-12-to align curriculum and prepare the future workforce.*

Lead industry growth by positioning concrete as the material of the future.

INDUSTRY

- *Advocate ready-mixed concrete as the preferred construction material.*
- *Elevate concrete's value as an essential product for every community.*
- *Promote the durability, resiliency, and lifecycle value of concrete as the sustainable solution.*
- *Engage with all industry stakeholders, including contractors and the design community, to drive the innovation and future of the industry.*

Drive member success by elevating advocacy and amplifying value.

MEMBERS

- *Serve as the hub for collaboration, networking, and operational best practices.*
- *Demonstrate **NRMCA** membership value to ensure retention and impact.*
- *Advance leadership in government affairs to shape legislation, policy, and regulation.*
- *Deepen engagement with affiliates and industry partners to tackle shared challenges and align member needs.*
- *Secure NRMCA's future with sound fiscal strategy, adaptable services, and membership growth.*
- *Celebrate the progress and achievements of our industry and our members.*