



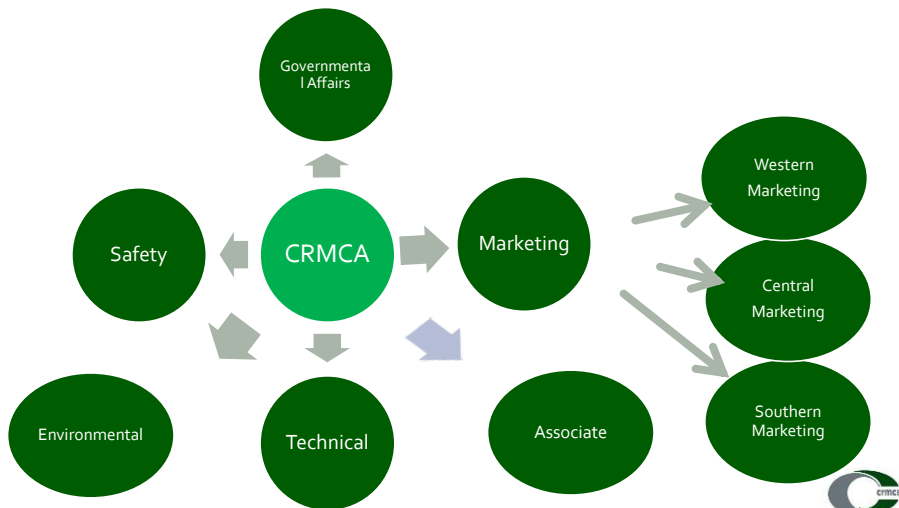
CRMCA Strategic Plan 2014 Actions

Presented by:

Robb VanderSchaaff

CRMCA President 2013-14

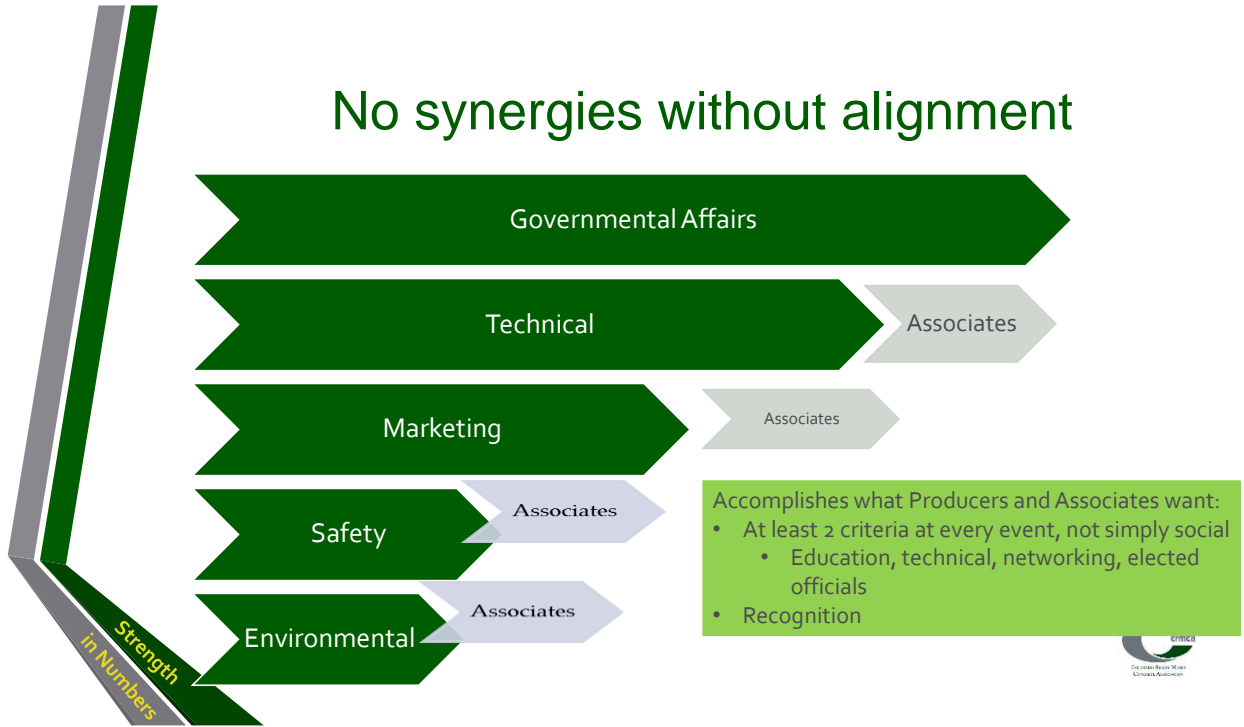
What is the need for the Strategic Plan?



Multiple Directions with limited resources

Strength
in Numbers

No synergies without alignment



CRMCA Strategic Plan Annual Update Actions and Progress



CRMCA Strategic Plan

- **Thorough process in 2013**
 - Driven with member input (surveys, reviews)
- **Resulted in Implementation of Clear & Effective Business Plan**
 - Strategic Plan in place and monitored
 - Expectation to Drive Change
- **Clearly tracked at board level monthly**
 - All Committee and Staff actions focused on Business Plan
- **Individual actions tracked with Strategic Plan**



Action Plan – 1 of 4

Governmental Affairs

- In 2014 Help Colorado achieve a Business Friendly State Senate & Governor that is overall supportive of our industry – **Balanced Senate & House vs one sided**
 - Raise 2 X 2012 PAC levels **Done, checks hand delivered by board, including Cement members**
 - Interview candidates w/CCIC and CACI **Done**
 - Create “Support/Endorsement” list, distribute **Done**
 - Implement “Grassroots” action and award program **Done**
 - Drive engagement at plant level, series of training webinars
- **Actively Support Highway Funding at Federal & State Level**
 - Alignment & Support of NSSGA/TCC **Done**
- **2015 Actions through Grassroots Program**
- **2016 Grassroots & Election Cycle**



Action plan - 2 of 4

- Technical/Specifications
 - Fully Implement Concrete Testing Improvement Project
 - TC-01 with RMX Industry, Contractors, Engineers **Done**
 - 2 Internal industry seminars, 6 External (2014) **Done**, 9 each year (15-16)
 - Assessment System in place YE 2014. 60% Improvement in False-Negative tests by EY 2016
 - Education
 - Develop Educational Library for members (3 in 2014, 5 in 2015 & 2016)
- ACI
 - Continuation of current program (approx. 800 participants annually) **Done**
 - Educate On-Line with ASTM partnership to achieve 80% pass rate by 2015 **Done**
 - Expand Flatwork Finisher Cert Program requirements in 3 municipalities by YE 2015 (**Note again in Marketing Section**)
- Environment
 - Educate industry with 3 training sessions/webinars annually thru 2016



Action Plan - 3 Of 4

- Safety
 - Truck Driver Safety
 - Update & make DVD Training program available in 2014 **Done**
 - Annual Training session regarding CDOT requirements ('14-16)
 - Hours of Service (HOS) & Regulation Education with updates ('14-16)
- Marketing/Promotion
 - Market Expansion
 - Conduct Educational sessions annually on New Technology ('14-16) **Done**
 - Two per year in each sub-market **Chosen at market level for local engagement**
 - **Fast Track seminar and demonstration in West Slope at APWA conference**
 - **Roundtable & follow up sessions with 75 "decision makers" attending in Central**
 - Promotion Through Quality
 - Align with Technical Committee for Testing Improvement training sessions - 6 External (2014) **Done**, 9 each year (15-16)
 - Expand Flatwork Finisher Cert Program requirements in 3 municipalities by YE 2015 Work (**this program planned with PCA for '15-'16**)
 - **Test Fest throughout state with overall direction Done**
 - **Hot/Cold weather concrete in Southern Done**



Action Plan – 4 of 4

- Communication/Outreach
 - Website updates 2 X monthly **Investment in technology Done**
 - Publications
 - Colorado Concrete Annually ('14-16)
 - Colorado Public Works 4 times annually ('14-16) **See next slide**
 - **Colorado Construction & Design planned**
 - Gain recognition/positive PR for significant item
 - Determine Early 2015
 - Examples Habitat for Humanity, Veterans, Children
- Networking on annual basis (2 criteria per event)
 - Pro-Rodeo - Jan
 - Concrete day at the Capital – April/May
 - Day at the Rockies – June
 - Summer Conference/Outing – July
 - Sporting Clay Shoot – Sept
 - Annual Conference - Nov



Magazine Article Example

CRMCA Market Committee Report

Building Momentum in Marketing

STACY EHRLICK

The statewide CRMCA mission for marketing and promotion is to *expand ownership and educate specifiers, contractors, decision makers, and members regarding the full capabilities, benefits, and innovations of concrete which will stimulate and build increasing momentum for the sector and expansion of the concrete scope of construction in the Southern, Western, and Central/Northern Market areas.* Each market group focuses on the needs of the region. This can include, but not limited to, items such as:

- Educational Seminars to specific target groups (i.e. hot weather concreting, Concrete 201, etc.)
- Test Fests
- Demonstrations

By having a centralized and unified approach within the industry, membership participation within the market committees has increased by 20 percent, and participation of educational seminars and attendees has increased by 1,000 percent and continues to increase. By working together during the first half of the year, CRMCA and its statewide membership has successfully presented to over 275 different participants within the municipality, construction and ready mix industries.

The Central/Northern Region was successful in gathering multiple municipalities together at a Roundtable event to discuss the challenges that municipalities were having in creating durable, sustainable, and environmentally friendly concrete. During this event, the group collectively addressed the multitude of questions in addition to distinguishing future educational opportunities to optimize quality, reduce risk and to increase the confidence in specifying concrete. This event led to the Day at the Concrete Job site, which provided information on what needs to be done to ensure gold-standard, quality concrete from delivery to finishing. The committee will



hold a seminar on October 9 on the subject of understanding mix materials and proportioning. The Western Region was successful in sponsoring events such as the Test Fest, which brought together ready mixed concrete producers, independent testing agencies and local governing agencies to assess how well individual technicians test concrete and to evaluate the proficiency of testing services. The event offered participants and companies an opportunity to improve the quality of testing procedures. This information was then incorporated into the Concrete 201 Seminar, which focused on advanced best practices in durability requirements, concrete submissions and testing responsibilities, providing an overview of key standards. The Western group also held a Fast Track Concrete demonstration at the APWA Spring Fest Conference that was well attended and provided an opportunity for specifiers and engineers to physically see the innovations in concrete by speeding up the curing time while not having an impact on the durability and integrity of the mix. During the second half of the year, the



group is planning to take the demonstration statewide. The Southern Region held a successful educational and technical seminar on advanced principles in summer concrete that was well attended by contractors and municipalities. During this seminar, the group collected information from the participants for future topics. During the second half of the year, the group will be sponsoring a regional Test Fest and holding additional seminars based on the feedback from past participants. By unifying the industry and developing a common goal, CRMCA's Market Committee is creating stronger awareness across the state regarding the capabilities, benefits and innovations in our industry. Our constant goal is to build increasing momentum in support of the use of ready mixed concrete in all scopes of construction. A huge thank you to our market committee chairmen and the strong participation from our committee members.

Stacy Ehrlick is the Manager of Education and Promotion at the Colorado Ready Mixed Concrete Association.

- Articles and column every other publication, keeping industry and product in the face of architects and engineers, cities, counties and state
- This article describes 1,000%+ increase in participation and/or attendees





Annual Plan Review Process & Summary

Review Process

- Track Quarterly w/ Actions through Committees
- Continue to Update Annually

Summary

- Following Committee presentations reinforce strength in Numbers for CRMCA
- Todd will outline how Strength in Numbers goes beyond CRMCA



Remain independent where required, with synergies wherever possible – **Beyond Our Offices**

Construction Industry Coalition in Colorado						
Area of Focus	Association					Notes
	CSSGA*	CRMCA*	CAPA**	CCA**	PCA*	
Environmental & Land Use	Land Use/Env. Committee	Environmental Committee	Land Use			Overlap areas may exist
Legislative	Legislative Committee	Legislative Committee	Lobby as Required	Legislative Committee	Support	Agreement on majority of issues. Overlap & differences may exist.
Safety	Safety Committee	Safety Committee	Safety	Safety		Overlap with MSHA/OSHA, Equipment & Trucking
Technical / Product Application or Training	Part 46 MSHA Program	Tech Ed Committee & ACI Certification	LabCAT Committee QC Mgrs Committee			Product Specific Technical Approach
Associate Members	Associates Committee	Associates	Associates	Associates		Possible interaction
Marketing		Marketing Manager & Committees	Mktg & Technology Transfer Committee		Direct Promo, also w/CRMCA & ACPA	RMX, Asphalt run separate marketing functions.
Board Level					Board Members	

* Material Supply

** Material Supply or Contacting

Existing combined committee

Possible Interaction



Example of PCA Interaction/ Relationship

- Board of Directors Interaction
 - Cement participates with 3 members on CRMCA Board of Directors
 - Involved directly with Promotion as Marketing Manager provides monthly updates to CRMCA board
 - CRMCA members and Cement's RMX customers consumed 66%+ (PCA est.)
- Governmental Affairs Interaction
 - CRMCA/CSSGA jointly employ lobbyist to monitor and interact on state issues
 - Weekly meetings at Capitol with PCA invited
 - CRMCA/CSSGA fully support TCC national funding ambitions in Washington
 - This assists in cement companies that are multi-state or national



Targeted approach to outside groups, to strengthen CRMCA

Strengthen our Associations with targeted alliance											
Area of Focus	Association/Group									Notes	
	CSSGA (1)	CRMCA (1)	NSSGA	NRMCA	ACI	SME	CAPA (1)	CCA (1)	PCA (1)		
Environmental & Land Use	Land Use/Env. Committee	Env. Committee				Outreach Program w/mining	Land Use				Overlap areas
Governmental Affairs	G A Committee (2)	G A Committee(2)	G A Committee limited	G A Comm. limited			CIC & 527	CIC & 527	CIC & 527		Primarily Infrastructure funding
Safety	Safety Committee(2)	Safety Committee(2) RMX DVD	Safety Committee Silica	Safety Committee DHOO							Overlap with MSHA/OSHA, Equipment & Trucking
Technical / Product Application or Training	Part 46 MSHA Program	Tech Committee & ACI Certification (3)			Joined ACI as individual & Assoc (4)		LabCAT Committee QC Mgrs Committee Associates				Product Specific Technical Approach
Associate Members	Associates	Associates Committee						Associates			Interaction
Marketing & Promotion		Marketing Lead & Regional Committees		Promo Committee & Colorado Engineer						Alignment & interaction with PE's	Quarterly alignment work sessions

(1) Current CIC Group

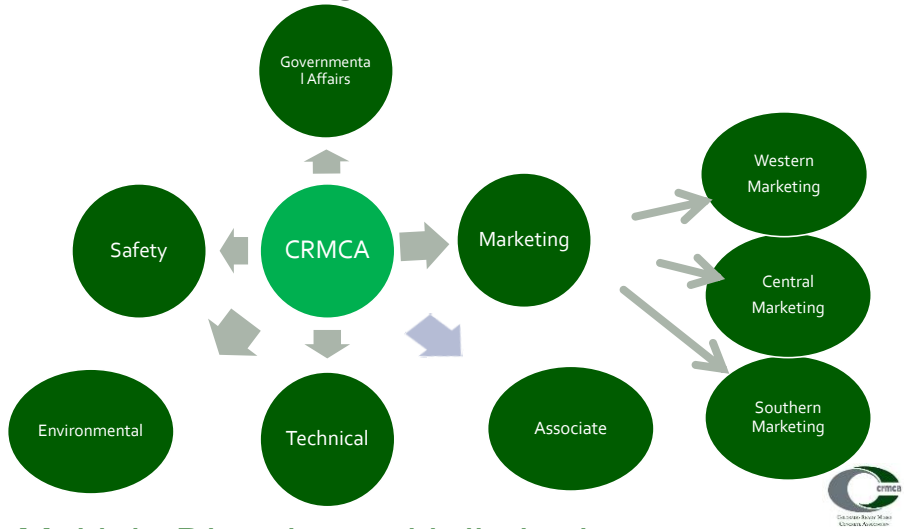
(2) Combined CSSGA/CRMCA Committee

(3) AGC Colorado Interaction for acceptance by AGC Board

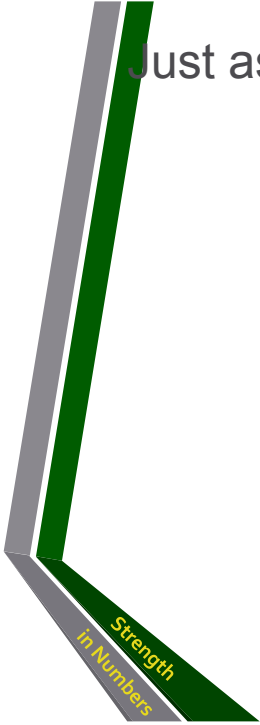
(4) HBA interaction for ACI Certified Finisher requirements

Jan, 2014

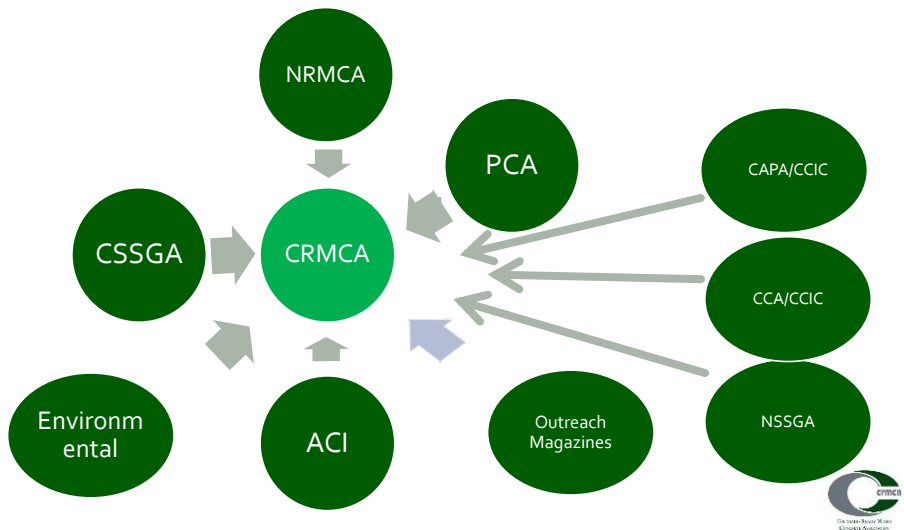
Just as Robb's side showed CRMCA assisting members through committees



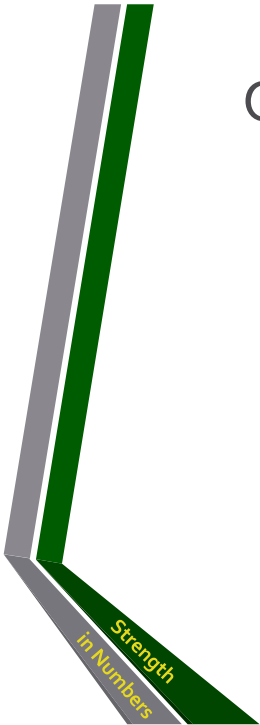
Multiple Directions with limited resources



Outside groups benefit CRMCA



Multiple Directions with limited resources



Committee Updates to Follow

Questions?

