



Dear State Affiliates - Great news on the Build With Strength Coalition. In addition to the ever-growing content on our website, we have now launched our presence on Facebook, Twitter and LinkedIn...all links are below.

<http://www.buildwithstrength.com>  
<https://twitter.com/BuildStrength>  
<https://www.facebook.com/BuildWithStrength/>  
<https://www.linkedin.com/company/build-with-strength>

We encourage you to share these links with your members, and to encourage everyone to like and follow on the various social media platforms to be kept in the know when all of the latest materials are distributed. Of course re-posts and re-tweets are also greatly appreciated!!

Also, for those who have not yet done so, we hope your Boards will consider passing the attached resolution to become supporters of the Coalition!

As always, if you have any questions or concerns, please don't hesitate to ask!

Regards,  
Nicole

Nicole R. Maher  
Chief Operating Officer  
National Ready Mixed Concrete Association (NRMCA)  
900 Spring Street  
Silver Spring, MD 20910  
P: (240) 485-1158  
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**From:** Nicole Maher

**Sent:** Wednesday, May 18, 2016 11:26 AM

**To:** Nicole Maher

**Subject:** NRMCA Launches Build With Strength Coalition Campaign to Regain and Grow Market Share in Low- to Mid-Rise Construction

**Importance:** High

Dear State Affiliates: Many of you were present at NRMCA's Annual Convention last month in San Diego for the formal launch of NRMCA's new Build With Strength campaign during our Spring Board of Directors' Meeting. It was a very exciting event, and since that time the program has been receiving quite a bit of press and interest!

As part of that launch, we discussed how member companies and partner associations could get involved - joining in the Coalition and supporting its programs. I have attached a few documents to that point:

1. A slide called "The 7 Things" ...the first of which is geared toward our association partners, to pass a resolution of support by your respective Boards.
2. A sample resolution that can be passed, and then signed and sent back to us.
3. A "partner guide" outlining the ways we anticipate our coalition partners engaging with us in the campaign.

I also encourage you to spend some time on the campaign's website, [www.buildwithstrength.com](http://www.buildwithstrength.com).

To those affiliates who have already passed Board resolutions - our sincere thanks!!

As noted in the partner guide, we are finalizing a logo use/messaging document that we will send out once an organization becomes a coalition partner, so that we can continue to expand awareness within and outside the concrete industry about this program.








As always, if you have any questions, please do not hesitate to ask.

Regards,  
Nicole

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## 7 THINGS YOU CAN DO

-  **Pass a Board Resolution** – Support the building promotion program.
-  **Understand Change** – Developers are using wood frames to build low- to mid-rise buildings.
-  **Be Entrepreneurial** – Promote concrete as the material of choice for buildings.
-  **Use Industry Communication Messages** – Reinforce the branding and messaging of the building promotion program.
-  **Use Industry Resources** – Use the promotional, technical and human resources available through NRMCA and its partners.
-  **Assist Changing Local Building Codes** – Help NRMCA change local building codes that make buildings safer and more resilient.
-  **See Opportunities** – Be the eyes and ears of the industry. Identify developers (your customers) who might be open to concrete solutions for their projects.



A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

## RESOLUTION OF SUPPORT

**Please complete the form below and return to:**

Nicole R. Maher  
Senior Vice President of Industry Relations & Special Programs  
FAX 301-587-1605  
NRMCA  
900 Spring Street  
Silver Spring, MD 20910

This purpose of this letter is to inform you that on this day  
\_\_\_\_\_,  
(day and date)  
our organization passed the following motion:

*"The Board of Directors of*

\_\_\_\_\_  
(Name of Organization)

*hereby resolves to support the Build With Strength Coalition and  
to actively participate in its efforts for the promotion of low-  
to mid-rise concrete building.*

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Industry Association Partner Guide

As a partner in the Build with Strength Coalition, you recognize the importance of collaborative efforts and activities toward our success in regaining and growing the low-to mid-rise concrete market. We ask that you actively engage in the efforts of the Coalition in the following ways:

1. Prominently display the Build with Strength logo on your organization's home page with a link to the website. Additional use in electronic and print communications such as newsletters, magazines, etc. is strongly encouraged to increase the reach of the Coalition's message.
2. Use the resources available through the Coalition and its partners at every opportunity to promote concrete as the material of choice for buildings. Provide any resources you have that can be added to the site.
3. Identify builders and developers who, whether for a specific project you are aware of or for future projects in general, can be encouraged to use NRMCA's Design Assistance Program for Buildings. Arrange for an introduction of these contacts to the NRMCA team members.
4. Identify resilient construction champions – builders and developers who already understand the advantages of building with concrete, insurance companies who
4. Assist in monitoring state and local legislative, regulatory and building code activity for opportunities to encourage resilient construction language, as well as provide alerts for any potential harmful activity in these arenas that needs to be addressed.
5. Encourage your members to become engaged in the activities of the Coalition in all the same ways!

As you begin this process, we are certain you also understand that uniform use of the elements of the program and consistent brand messaging will be critical to this success.

We will be providing you shortly with a "Brand Style Guidelines" document – this has been developed to put forth the rules and format under which the Coalition logo and name should be used and messaging guidelines.

Adherence to these guidelines is critical to maintaining the rights to trademark protection of the coalition's name and logo and to ensuring consistent visual representation of our program. If at any time you need assistance with this, or have questions or concerns, we are happy to help! Contact NRMCA's Kathleen Carr-Smith at 240-485-1145 or [kcarrsmith@nrmca.org](mailto:kcarrsmith@nrmca.org).