



ILLINOIS READY MIXED CONCRETE ASSOCIATION

IRMCA Regional Promotion Group 1 First Meeting

IRMCA hosted the first Regional Promotion Group 1 Meeting on May 10th in Elmhurst IL at the New ACI Training Facility in Elmhurst IL. Region Promotion Group 1 entails all IRMCA Producer Members that have plants in IDOT Districts 1, 2, and 3 along with any Associate, Affiliate, and Contractor Members that supply materials or services to those producer members. 23 People attended the meeting to discuss concrete concepts and products that can be promoted in this region. Julie Buffenbarger and Lionel Lemay of the National Ready Mixed Concrete Association attended the meeting to speak to the committee. Julie Buffenbarger presented on the design programs and the assistance that NRMCA can offer to local membership. This includes Design Assistance Programs for Parking Lots and Municipal Roads, Boot Camps, and some of efforts on going nationwide. Lionel Lemay presented on Opportunities and Threats for Concrete in the Low/Mid-Rise Building Market which highlighted the growth in wood frame construction in 4 to 12 story construction and the Build with Strength campaign that NRMCA is rolling out to combat it. Jim Randolph the Executive Director of IRMCA informed the committee of the some of the events that IRMCA has coming up like the Golf Outing, ASTM/AASHTO Portal, and xXTREME Concrete Conference and the importance of Promotion. John Albinger the Technical Consultant for IRMCA discussed the Technical Committee's last meeting.

Andy Nevin of Ozinga Brothers the chairman of RPG 1 ran the meeting along with Theron Tobolski the Assistant Executive Director of IRMCA. The committee reviewed several different promotion opportunities that ranged from whitetopping, to residential driveway mixes, to working directly with municipalities. The Committee decided to focus on WhiteTopping, Concrete Parking Lot Flips, and Fibers for the first promotion programs. The committee also discussed different associations and people we could network with to grow the market for concrete like the American Public Works Association, County Engineers, and Municipal Engineers. Theron informed the group that the Technical Committee is currently working on a educational program for contractors to help them eliminate or minimize issues like scaling, cracking, and popouts and at the same time educating contractors on supplementary cementitious materials, admixtures that they can use, and best practices for concrete. The RPG 1 committee mentioned that maybe a hands on program can be created as well. Growing our membership and our ability to influence large scale projects to use concrete by inviting commercial real estate developers and design build firms to join IRMCA was talked about in the meeting. The committee agreed to pursue those types of members and provide contacts for the companies they were familiar with.

The Regional Promotion Group 1 Committee will now work on creating a detailed promotion program and strategy for WhiteTopping and roll it out to all IRMCA Members that fall under the RPG 1 Guidelines. The committee will look to create a brochure and presentation so that members have the tools they need to promote whitetopping in the areas they service. Once the WhiteTopping Promotion Strategy is finished the committee will work on Promotions Strategies for Concrete Parking Lot Flips and Fibers.

Please visit the IRMCA Website www.irmca.org and click on the committees tab at the top of the page and then click on Regional Promotion Committees to view the video Julie Buffenbarger of the National Ready Mixed Concrete Association showed at the RPG 1 Committee Meeting that highlights a comparison of asphalt vs concrete roads study Ohio conducted.



Julie Buffenbarger of the National Ready Mixed Concrete Association presents to Regional Promotion Group 1 on the design programs and the assistance that NRMCA can offer to local membership



Lionel Lemay presented on Opportunities and Threats for Concrete in the Low/Mid-Rise Building Market which highlighted the growth in wood frame construction in 4 to 12 story construction and the Build with Strength campaign that NRMCA is rolling out to combat it.

If you have any questions about how to promote concrete in your market or if you would like to participate on the regional promotion group committee in your area please contact me.

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