



ILLINOIS READY MIXED CONCRETE ASSOCIATION

IRMCA Regional Promotion Group 2 Meeting

The Regional Promotion Group (RPG) 2 Committee met on May 25th in Normal IL at the IRMCA office to discuss what types of promotion programs should be created for this region. All the Producer Members who have plants in IDOT Districts 4 and 5 would belong to RPG 2 along with any Associate, Affiliate, and Contractor Members who do business with those producer members. The committee participated in a webinar given by Lionel Lemay of the National Ready Mixed Concrete Association on the Build with Strength Campaign that they are using to combat the wood industries efforts to build wood frame structures 4 stories or higher. Lionel explained that every time a 6 story building is built with wood frame the ready mix industry loses 5,000 c/y of concrete. The committee also watched a YouTube video created by the Portland Cement Association showing a cost comparison study of a concrete highway and an asphalt highway conducted by the OHIO Department of Transportation. You can view this video on the IRMCA website under the Regional Promotion Group Webpage.

The Committee reviewed and discussed several concrete concepts ranging from flowable fills to branded driveway mixes to fibers. The committee chose to focus first on a concrete 101 program for contractors. Concrete 101 would educate contractors on all things concrete from supplementary cementitious materials to admixtures to fibers to curing and sealing concrete. Concrete 101 would also educate the contractors on what a w/c ratio is and how adding water to concrete decreases strength and durability. The goal of concrete 101 would be to educate contractors and to minimize rip and replace costs for producer members. The Technical Committee at IRMCA is currently working on the concrete 101 program. Once the concrete 101 program is completed IRMCA will host it throughout the state at various locations. Attending a Concrete 101 program would also be very beneficial for Producer, Affiliate, and Associate Members to increase their knowledge on the products that are available in the concrete industry and the best practices to produce freeze thaw durable concrete.

The committee would also like to focus on promoting fibers to their customers. Concrete 101 will educate people on what types of fibers are available and where they are most commonly used. The committee would like to create a promotion program to grow the sales of those types of fibers in their markets. The third program that the Regional Promotion Group 2 would like to focus on is concrete overlays. The National Ready Mixed Concrete Association is reporting that 95% of parking lots being built are being built with asphalt. That means there is a huge market out there with distressed parking lots that can use a concrete overlay. The Regional Promotion Group 1 is currently working on creating a concrete overlay promotion program which the RPG 2 can use.

IRMCA is really excited to see the amount of people who are volunteering and joining these Regional Promotion Committees along with their enthusiasm to talk promotion. I once hear a saying that goes "if

you do nothing then you will get nothing". This is very true. Concrete Promotion takes a commitment to go above and beyond what is mostly required in our industry on a day to day basis. If we make that commitment and work together we will make a difference. I am looking forward to working with all of you to grow the market for concrete in your area.

If you have any questions or would like to participate on a Regional Promotion Committee please contact me.

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Regional Promotion Group 2 Agenda
May 25th 2016
12:00 PM to 3:00 PM
IRMCA Office
303 Landmark Drive Suite 1-A Normal IL 61761

Welcome – Theron Tobolski Assistant Executive Director

Introducer of Don Shewmake General Manager Canton Reay Mix as Chairman of Regional Promotion Group 2 – Theron Tobolski

- Pass out and Sign Anti-Trust Statement
- Attendee Introductions

Jim Randolph Executive Director – The Association and New Direction and Upcoming Events (Golf Outing and XXCC New Location and Date, and ASTM AASHTO Portal Update)

John Albinger Technical Consultant – Technical Committee New Chairman and Last Meeting update.

- I. **Why are we all in this room? – Don Shewmake, Theron Tobolski**
- II. **What can we promote and where is it used? – Don Shewmake, Theron Tobolski**
- III. **Concrete vs. Asphalt Pavement Video**

IV. Review the benefits of concrete concepts that we can promote – Don Shewmake, Theron Tobolski

- Conventional Concrete
- Pervious Concrete
- Flowable Fill
- Residential Concrete
- Roller Compacted Concrete
- High Early Concrete
- Mid to High Rise Concrete
- Decorative Concrete - Fiber
- Fibers
- Other concrete concepts or products

V. Do we want to focus on working with Municipalities? – Don Shewmake, Theron Tobolski

VI. Do we want to pick a couple contractors to work with on flipping asphalt parking lots to concrete? – Don Shewmake, Theron Tobolski

VII. Determine 3 Concrete Concepts we want to focus with our first promotion efforts –Don Shewmake, Theron Tobolski

VIII. Create a detailed promotion program that includes: - Don Shewmake, Theron Tobolski

Who are we promoting to?

- Engineering Firms
- Municipal Engineers
- Contractors
- GCs
- Commercial Land Developers

How are we promoting?

- PowerPoint Presentation/lunch and learns
- Flyers/Brochures – Boots on the Ground
- Emails and Phone Calls

IX. Commercial Real Estate Developers/Land Developers/Design Build Firms, and Strip Mall GCs Program - Don Shewmake, Theron Tobolski