

COLORADO READY MIXED CONCRETE ASSOCIATION

2017 Annual Conference

Conference Agenda

		Friday		
		Breakfast available during morning meetings		
8:30 - 8:40	Introductions - Todd Ohlheiser	Association Specific		
8:40 - 9:00	CRMCA Business Overview - Rich Umbel	Association Specific	9:00 - 9:10	Introductions - Todd Ohlheiser
9:00 - 9:30	Build With Strength Update - Oliver Brooks	Association Specific	9:10 - 9:40	CSSGA Business Overview - Garrett Varra
9:30 - 10:00	How OSHA's New Silica Rule will Affect your Operations - Josh Schultz	Association Specific	9:40 - 10:00	Mine Safety Training LMS
10:00 - 10:30	Testing Adherence Program - JT Mesite	Association Specific	10:00 - 10:30	CSSGA Annual Members Meeting
10:30 - 10:45	Networking Break	Combined	10:30 - 10:45	Networking Break
10:45 - 11:15	Conflict Resolution - Renee Smit	Choice of Breakout	10:45 - 11:15	Dos & Don't's of Hiring & Firing - Dana Svendsen
11:15 - 11:30	Networking Break	Combined	11:15 - 11:30	Networking Break
11:30 - 12:00	NRMCA Update - Scott Parson	Choice of Breakout	11:30 - 12:00	Lessons in Land Use Permitting - Tom Hesemann
12:00 - 1:00	Lunch	Combined	12:00 - 1:00	Lunch
1:00 - 2:00	Laura Beverage: Current Administration's Effect on MSHA & OSHA	Combined	12:45 - 2:00	Laura Beverage: Current Administration's Effect on MSHA & OSHA
2:00 - 3:00	Awards Ceremony	Combined	2:00 - 3:00	Awards Ceremony
2:00 - 4:00	Spouse Event	Combined	2:00 - 4:00	Spouse Event
6:00 - 7:00	Presidents' Reception (Ticketed Event)	Combined	6:00 - 7:00	Presidents' Reception (Ticketed Event)
7:00 - 10:00	Presidents' Dinner (Keynote: Stacy Pederson)*	Combined	7:00 - 10:00	Presidents' Dinner (Keynote: Stacy Pederson)*

bers



CRMCA 2017 Business Overview

Presented by:
Rich Umbel, President CRMCA



CRMCA Business overview

- CRMCA remains focused on our Strategic Plan
 - Updated at Summer Conference
 - Focused objectives toward benefit of members
 - Eliminate all other items
- Focus areas include: **Governmental Affairs, Marketing, Technical, Safety, Environmental/Regulatory, Communication, Networking**
- Remain independent where required, with synergies wherever possible.



General overview

- This makes our 4th year complete since the restructure, and a clear focus on “Strength in Numbers”. Every presentation you will see today evolves around this concept.
- As we focus on items critical to the concrete industry, there are many scenarios with not only CSSGA, but many groups like CCA, NRMCA, NSSGA, etc.,
- Since implementing the Strength in Numbers slogan in 2014, our association, and this conference continues to expand.
- Numbers for previous Annual Conferences are below:
 - 2012 Attendees: CRMCA: 57 - CSSGA: 63 Total minus 25% overlap = 90
 - 2013 Attendees: CRMCA: 100 - CSSGA: 62 Total minus 25% overlap = 121
 - **2017 Attendees: CRMCA/CSSGA: 175 attendees**



“Strength in Numbers” recognition

NRMCA recognized our association with their highest state affiliate award and named CRMCA the “NRMCA State Association of the Year”. Criteria based on:

- Promotion – Build with Strength, Social Media & Publication Exposure
- Education – ASTM program, Driving Safety, Pre-con Checklist
- Advocacy – Concrete Day at the Capitol, Lobbying, TCC Fly-In
- Research – Concrete Scaling Project, Adherence, Test Fest
- Involvement with NRMCA – Build with Strength
- Innovative Thinking – Adherence program with APP and tracking



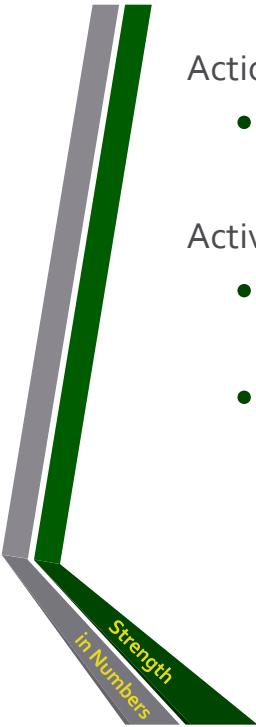
Governmental Affairs

Actions through Grassroots Program

- Awards & Action Alert program, communicating directly with elected officials

Actively Support Highway Funding at Federal & State

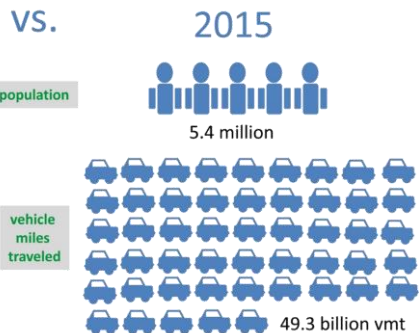
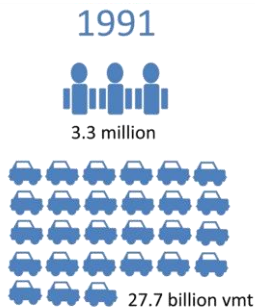
- Alignment & Support of NSSGA/NRMCA/Transportation Construction Coalition (TCC)
- **CCIC – Progress with CCA, CAPA, CSSGA, ACPA-CO/WY**
 - Will continue to monitor and survey Colorado for possible 2018 ballot measure.
 - Continue to work with political strategy form - Blueprint Strategies
 - Focused on alignment with other associations, elected officials.



Governmental Affairs (Continued) Why do we need to take action -No change in previous year-



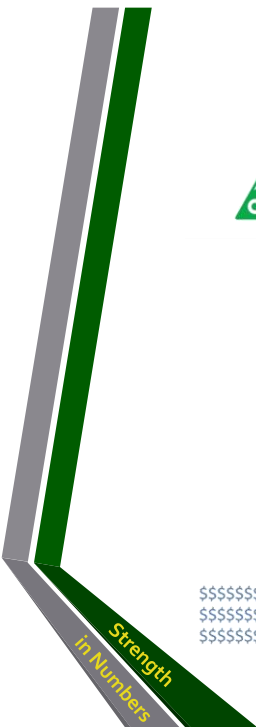
THEN AND NOW PER CAPITA SPENDING



\$125.70/person



\$68.94/person



Governmental Affairs (continued)

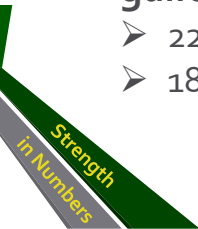
Gas Tax No Longer Sustainable Funding Source



40.4 cents per gallon

- 22 cents to state
- 18.4 cents to feds

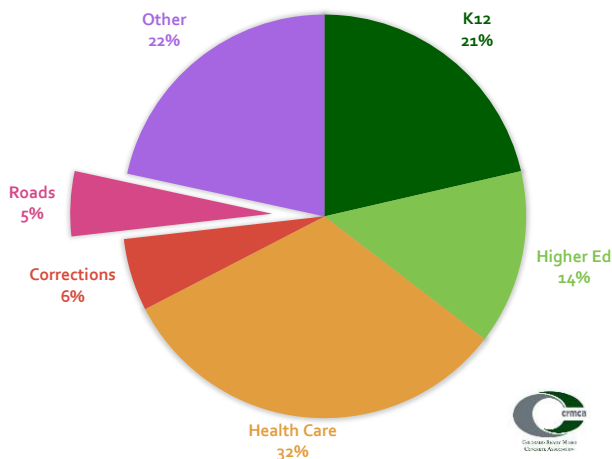
- Federal and state gas taxes have been fixed for more than two decades
- Revenue has steadily declined as Coloradans burn less gasoline in more fuel-efficient cars
- According to an Inside Energy analysis, after adjusting for inflation, **CDOT is taking in 30 percent less** money from gas taxes now than it did in 2000



Governmental Affairs (continued)

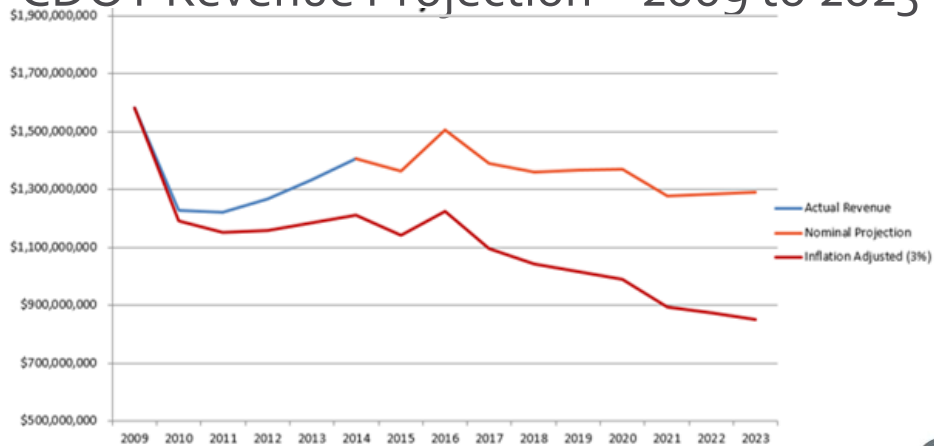
Transportation Not A General Fund Reality

- Transportation represents one of the smallest portions of the Colorado state budget at just over 5 percent in FY2016-17.



Governmental Affairs (continued)

CDOT Revenue Projection – 2009 to 2023



Marketing and Promotion

- Remain with 3 Market Areas; West Slope, Southern, Central
- Presentations and Live Demonstrations
 - To be updated by JT Mesite
- Common statewide + separate initiatives produces results
 - Market Plan Updated to Board Quarterly
 - Build with Strength statewide



Build with Strength

- While Build with Strength is referred to under Marketing and Promotion, it reaches all aspect of CRMCA across the state.
- The areas include: Advocacy, Business Development, Communications
- Lead by Oliver Brooks with Martin Marietta.
 - Thorough presentation by him to follow



Strength
in Numbers

Technical

- Restructured our Program Manager position
- Brought Professional Engineer (PE) on staff versus contracting out
 - Required for ACI Examiner of Record (EOR)
 - Monitor and lead CRMCA 3 Market Committees, Tech Committees (including Specification, ACI, CDOT Partnership, and Educational)
 - Include leadership with Adherence Program
- Administrative aspect handled by Admin shared with ACPA-CO/WY
 - Monitor and communicate with registrations, confirm/handle billing, etc.
- Net costs are the same as 2016



Strength
in Numbers

Technical (continued)

- Technical/Specifications
 - Continue to Implement Concrete Testing Improvement Project
 - Effective pre-construction format for RMX Industry
 - Adherence to Standards Examinations underway.
 - Assessments for over 40 Laboratories
 - App for iPhone and Android complete
 - Live database finalized
 - ASTM Standards made available to members and municipalities



Technical (continued)

Remain strong Sponsoring Group for ACI and other Programs
 Sponsor and have input of new programs

Maintain strong working relationship with Rocky Mountain Chapter for American Concrete Institute (RMACI)

- Partner and Participate on various industry functions



Safety

Safety

- Implemented Driver of the Year, where safety important factor
- RMX Electronic Logging Device
 - Rule & Implementation Plan webinar
- Initiatives as Required



Strength
in Numbers

Communication

Online Media Website and Social Media

- Revitalization of social media program
- Monthly Blogs
- E-News

Publications Traditional along with New Media

- Colorado Public Works Journal
- Concrete Products
- Colorado Construction and Design Magazine – Innovations in Concrete special edition

Public Relations Communities

- Support a Solider
- Industry outreach tours



Strength
in Numbers

Social Media



Contractor

Build CRMCA social media pages
Schedule content
Analyze posting data



Annelise

Manage program
Gather content
Review content before posting
Engage with members/non-members
Regular reports/updates to Board of Directors



Social Media

Increase reach/impressions to specific demographics
Build Relationships
Positive Messaging

Strength
in Numbers



Networking

- Effective Networking on year round basis
- Important Aspect of our Association
 - Pro-Rodeo - Jan
 - Concrete Day at the Capital – April/May
 - Summer Conference/Outing – July
 - Sporting Clay Shoot – Sept
 - Annual Conference – Nov

Strength
in Numbers



2018 Quarter 1 Priorities

- Legislative Session
- ACI Certifications
- Continue Adherence Program Changes
- Marketing/Promotion thru Committee Structure

Strength
in Numbers



Wrap up and questions?

Strength
in Numbers

