



2017 NRMCA  
State Association of the Year Award

NOMINATION FORM

State Association      **Colorado Ready Mixed Concrete Association (CRMCA)**

Address                      **6880 S Yosemite Ct.**

City/State/Zip              **Centennial, CO 80112 USA**

Phone                        **303-290-0303**                      Fax      **303-290-8008**

Web Site                      [www.crmca.org](http://www.crmca.org)

Name of Executive      **Todd R. Ohlheiser**

Title                              **Executive Director – CRMCA & Colorado Stone, Sand & Gravel Association (CSSGA)**

Email                              **todd@coloradocaa.org**

Association Provides Support in       Promotion    Education    Innovative Thinking  
(check all that apply)                       Advocacy    Research    Other (Technology)

2017 Budget (Total)      **\$754,000 for CRMCA (includes \$325,000 ACI program revenue)**

Number of Staff:      **2.5\***      Total Member Companies:      **137 (CRMCA only, w/o CSSGA)**

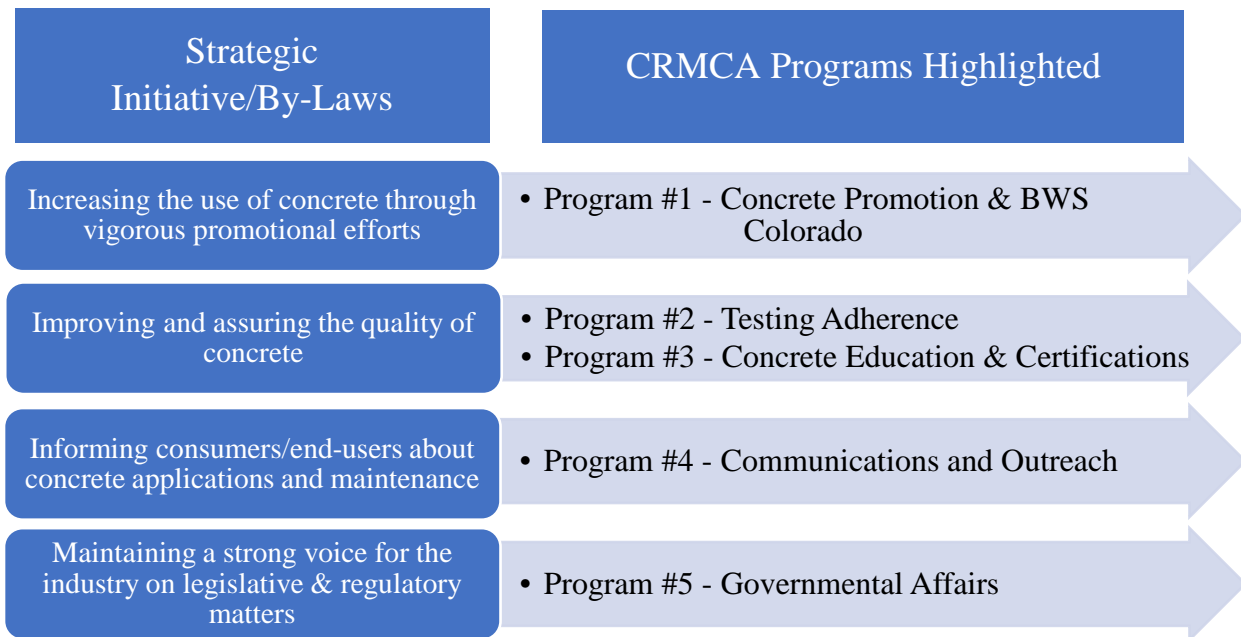
**\*CRMCA Staff of 2.5 includes: 50% Executive Director [shared with CSSGA]  
50% Communication Manager [shared with CSSGA]  
100% Promotion/ACI Program Manager, PE.  
50% Administrative Assistant [shared with American Concrete Pavement Association, Colorado/Wyoming Chapter (ACPA)].**

Person Making Nomination: **Todd R. Ohlheiser**  
Company:                      **CRMCA**  
Address & Phone:              **See above**

Endorsement letters included: [Abbot Lawrence](#), **Martin Marietta, 720-245-6447**  
[Dana Rotkovich](#), **Bestway Concrete & Aggregate, 970-587-7209**  
[Rich Umbel](#), **Oldcastle Southwest Group, 970-243-4900**  
[Angela Folkestad](#), **ACPA Colorado/Wyoming, 303-947-9576**

## Involvement with NRMCA

CRMCA prides itself on working very closely with NRMCA and is pleased to submit this application. We realize and appreciate the recognition for the 2016 award, but believe we have added additional items and programs to pursue back to back recognition. The programs highlighted in this application link directly to the CRMCA Strategic Initiative and By-Laws ensuring clear priorities drive the organization, as noted below. Therefore, the 5 Programs listed below are outlined and described within this application.



The CRMCA motto is “Strength in Numbers”. We realize we are much stronger for our membership by interacting with NRMCA and other major groups. In turn, we try to assist NRMCA wherever possible.

The areas referred to include:

- Build with Strength – While this is an NRMCA initiative, CRMCA has fully embraced this program as outlined in the following Promotional Program description. It is truly engrained throughout our association and committee priorities, which include monthly calls with members across the state and NRMCA personnel. Please see Program #1 below for outline and description.
- Also, at the request of NRMCA, CRMCA Executive Director, Todd Ohlheiser presented at the Mason Contractors Association of America (MCAA) midyear conference. This was in conjunction with the Insulated Concrete Forms Manufacturing Association (ICFMA) and was very effective in educating the mason industry regarding ICF construction methods and benefits.
- This interaction could not be possible without clearly understanding the priorities and interworking’s of NRMCA. To address this, over the past 12 months CRMCA Executive Director, Todd Ohlheiser attended and actively participated in the NRMCA Annual

Conference, the NRMCA ConcreteWorks in Texas, as well as the Rocky Mountain Regional ConcreteWorks in Utah.

- The ConcreteWorks meeting in Texas is significant as Ohlheiser continues to interact on the NRMCA RES Committee regarding the CRMCA Adherence Program (Program 2 below). Additionally, as an outcome of this interaction, Karthik Obla, NRMCA V. P. Technical Services, released the “Pre-Construction Checklist” and the NRMCA “Concrete Acceptance Testing Checklist” to national members. Both are joint initiatives between the 2 groups. Without this strong working relationship, programs such as these would not be available.
- Regarding advocacy, CRMCA understands involvement on national issues, as well as local ones are equally important. To support this, CRMCA includes NRMCA Governmental Affairs information in all our social media channels, as well as our monthly e-news to all members.
- CRMCA actively participates the TCC Annual Fly-In, held annually in Washington, DC, to increase national infrastructure funding. While not directly linked to NRMCA, we know NRMCA strongly supports this initiative. Infrastructure funding is a national initiative, but each state must be engaged with their specific elected officials.
- Another initiative CRMCA is involved with is the NRMCA Plant Safety Certification Course. CRMCA worked closely with Gary Mullings, NRMCA Executive Vice President/Division Head, Compliance and Operations, and Kevin Walgenbach, NRMCA Vice President, Compliance and Regulatory Affairs to schedule and promote this training session, held in our office October 17 - 19, 2017. This allows Colorado businesses to receive national training and certification, at a location close to their business.
- CRMCA, through the Executive Director, has taken an active role in the NRMCA State Affiliate meetings and the State Association Congress. CRMCA understands these are great opportunities to interact with national groups, as well as other state associations with similar issues.
- CRMCA is proud of the ongoing working relationship we have enjoyed with NRMCA Leadership. Our Annual meetings and BWS rollouts in 2017 have included:
  - NRMCA President, Mr. Robert Garbini presented at the March BWS rollout
  - Patrick Matsche and Chris Dagosta, Senior Directors of Building Innovation
  - Brett Ruffing, Senior Director, Communications & Public Affairs
  - Don Clem, Vice President, Local Paving
  - Lionel Lemay, Executive VP, Structures and Sustainability participated in the “Innovations in Concrete” feature in Colorado Construction & Design Publication
  - NRMCA Board Chairman, Scott Parson presented at the CRMCA annual conference in November 2017 updating CRMCA membership on the Build with Strength and Pave Ahead Programs, RMC Research & Education Foundation, as

well as the benefits to joining NRMCA. This information was well received, and Mr. Parson was recognized for Conference Best Speaker for break-out groups.

- Lastly, understanding the importance of the NRMCA CONCRETEPAC, CRMCA assists in several ways. This includes communication of the NRMCA CONCRETEPAC at the state level, encouraging our member's contributions. Additionally, Todd Ohlheiser personally continues to participate in the CONCRETEPAC program with contributions and annual fundraiser attendance.

# Program #1

## Concrete Promotion Program - Build with Strength/Colorado

**Provides Support in:**       Promotion                       Education                       Innovative Thinking  
    Advocacy                               Research                       Other (\_\_\_\_\_)

### Program Summary

The NRMCA Build with Strength Program (BWS) was introduced to CRMCA members in late 2015 when Mr. Garbini presented the initiative to over 100 members at our annual conference. In 2016 CRMCA engaged in a plan to drive the initiative throughout Colorado. This included bringing NRMCA public relations specialist, Joshua Baca with DDC Public Affairs, to present updates and participate in strategy sessions with CRMCA leadership on aggressively moving forward throughout Colorado. Immediately after, in January 2017 the CRMCA Board of Directors voted unanimously to support a robust strategic initiative with funding and manpower, that would drive BWS throughout Colorado.

Over the last 12 months [Build with Strength in Colorado](#) has continued to gain momentum throughout the association and the state. CRMCA has crafted a strategic plan to align with NRMCA and promote Build with Strength through the three major areas; Advocacy, Business Development and Communications. The overall goals for the Build with Strength initiative were to organize our association to align with NRMCA, explore the resources provided by NRMCA and educate our member companies on the BWS Campaign. These goals were completed early in the year which allowed us to focus on the goals set forth by our three branches of BWS. A brief description of each follows:

### Focus Areas

#### CRMCA Organization



- **Advocacy** is a major focus for the Colorado BWS program. CRMCA is currently building relationships and communications with groups such as local architects and engineers, Fire Safety Groups, associations and societies to speak at their annual and monthly meetings. This has been very effective as these groups want/need presenters for the ongoing meetings. All upcoming meetings for these groups are tracked, allowing us to contact them and get on their agenda. These are then discussed and targeted on our monthly calls with CRMCA Committee Chairs and NRMCA rep Chris Dagosta. By speaking at these events around the state, we are assured a proactive approach is underway that will get our message out and create momentum for BWS and the NRMCA Design Center. The tracking tool is attached:
  - [Furthering relationships through tracking](#)
- The **Business Development** branch of the BWS program in Colorado has seen significant growth as well. CRMCA has organized five Round table meetings and presentations to various groups. Each market committee (the central, southern, and western regions of Colorado) has presented in its market to educate all members and target engineers and architects. Also, in November and December of 2017 CRMCA presented to two regions of the CSI (Construction Specifications Institute) group with the assistance of NRMCA (referred to above).
  - Utilizing Dodge reports to identify architects, engineers, owners, and developers for Round Table discussions.
  - Successfully referred multiple projects to NRMCA’s design assistance program.



**Communications.** Communications is a stable and ongoing branch of the BWS program in Colorado. Social media and regular email correspondence is provided to membership and similarly aligned outside groups to stay updated and informed of the progress of both the national and state Programs. CRMCA has also published articles regarding Build with Strength in various magazines and journals. Read additional program goals and details below.

- Leverage BWS communication collateral for local needs.
  - The association is currently housing 17 Build with Strength case studies, Design Center literature, and other documents in our library. These documents are available for membership to utilize and have been handed out during various trainings and events.

- Align CRMCA social media strategy with BWS messaging.
  - Communications Manager, Annelise Shepherd, has implemented a strategy to post at least one #BuildWithStrength message per week on CRMCA’s social media outlets. These posts not only reach the 445 association followers, but also expand beyond this group to promote concrete and educate Coloradans on the advantages of building with concrete. View [sample post](#).
  - In addition, our monthly email also informs members of progress in this area.
- Enlist CRMCA members to incorporate BWS into marketing efforts. These include:
  - Build With Strength branding on mixer trucks. See [this example](#) from our members, United Companies in Grand Junction, CO.
  - Build With Strength symbol and link included in member companies emails signatures. [View an example](#).
  - Distribute hard hat stickers to members.
- Pursue external communication opportunities (trade publications, etc.)
  - CRMCA authored articles regarding the Build With Strength campaign in three publications in 2017 (note, this will be discussed in more detail during section 4, Communication Outreach Program):
    - *Colorado Construction & Design Publication*
    - *Colorado Public Works Journal*
    - *Colorado Concrete Magazine*





# Program #2

## Testing Adherence Program

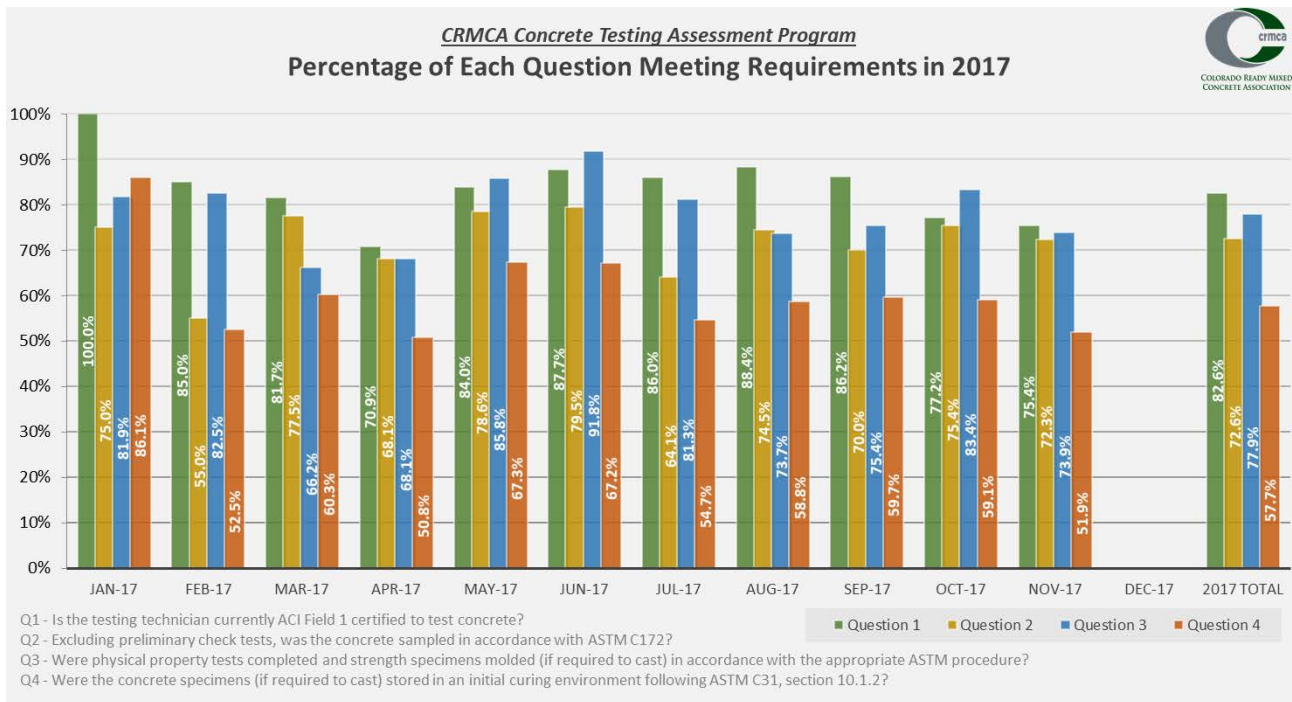
### Provides Support in:

- Promotion
- Education
- Innovative Thinking
- Advocacy
- Research
- Other (Technology)

### Program Summary

CRMCA research is primarily accomplished through a combination of staff personnel, including our Program Manager PE position, and our Technical Committee. The mission of the CRMCA Technical Committee is to: *continuously improve the competence of basic and innovative concrete technologies in Colorado.*

The objective of the [Concrete Testing Adherence Program](#) program is to *minimize/eliminate the effects of false negative concrete tests on concrete producers and the concrete construction industry.* Primarily, low strength break specimens that result from improper field sampling, field properties testing, and initial cylinder care. This problem has plagued the industry for decades, and CRMCA is committed to tackle the problem head on and find innovative solutions.

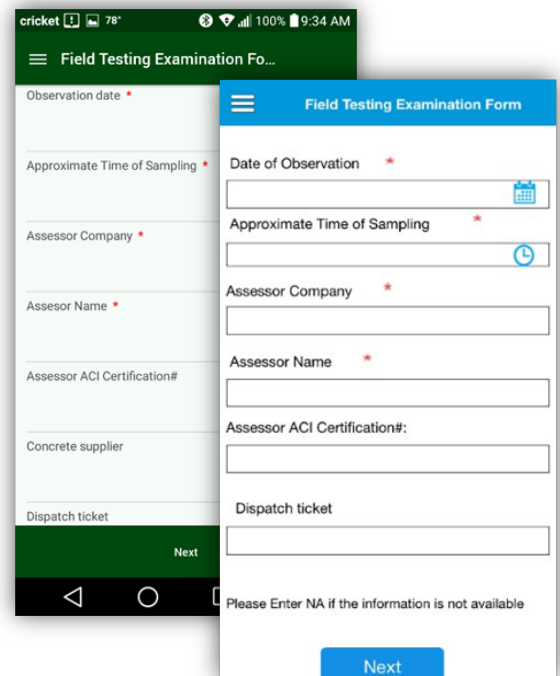


- Negative impacts from the lack of proper concrete testing is a large issue facing the ready mixed concrete industry. CRMCA began evaluating testing personnel in the field and at concrete plants to determine areas needing improvement and consistency. Through the use of an [online-based questionnaire](#), evaluation of field testing can be performed through data collection.
- Based on direct observations using ACI and ASTM procedures, evaluations and data collection began in May 2015. In 2016, a mobile APP was developed and distributed to



assessors for easier availability. The research of the data collected from over 1400 data points through 2016 show that proper testing (over 95%) has been performed on only a few of requirements. The data also flagged that initial curing of specimens is a consistent problem. Based on the data collection, modifications to the adherence program were developed in 2017, specifically an update to the questionnaire and the depth of the data collected. The [expansion of the questionnaire](#) include information regarding the type of project testing is being performed at, how samples are collected, and the type and equipment being used for the initial curing environment.

- In 2017, data collection grew to more than 1,000 submittals and double the number of member company involvement. The program has also begun to include assessment evaluations by laboratory and engineering testing member firms, where previously only concrete producer member companies were involved.
- The Standards Adherence Improvement Program has been a visible and dynamic part of our members' daily business routines. Over 2,500 total assessments have been completed since the beginning of the program in 2015 and more than a quarter of our producer members regularly participate in this program, and more companies are getting involved.
- While we first automated this Adherence Program in 2015 to capture field data with a mobile APP (for I-Phone & Android devices), the data collected was difficult to retrieve. To resolve this, in 2016 CRMCA contracted with a new website and APP developer to cultivate a more robust system with easily accessible and company specific reporting. Both ready mix companies, and testing agencies will soon have improved access to data on their jobsites, assessing field personal for accuracy and problematic trends. This commitment of \$30,000 by the CRMCA board of directors continues to confirm a strong commitment towards improving the accuracy of field testing of concrete.
- Currently, with the assistance of the website and application developer, a dynamic reporting system is being developed to allow individual member companies evaluate and track adherence submissions performed by and assessed on their employees. The goal of the dynamic reporting system is to allow supervisors to determine faults and improve training and understanding of ACI and ASTM procedures, ultimately to create a uniformity performing standard field concrete testing across the industry in Colorado.



## Program #3

### Concrete Education and Certification

**Provides Support in:**       Promotion                       Education                       Innovative Thinking  
    Advocacy                               Research                       Other (\_\_\_\_\_)

### Program Summary

CRMCA is dedicated to educating with and through various market segments. Within the industry, CRMCA not only educates but provides tools and resources for all segments to continuously help improve our industry. Examples of this includes:

- Continue to provide ACI certification sessions and training throughout the year. In 2016, we held and/or facilitated 44 ACI certification sessions in Colorado, including the Concrete Flatwork Finisher and Technician training and certification and the week-long training for the Concrete Construction Special Inspector certification. Approximately 900 examinations were administered to examinees during 2016. CRMCA also partnered with NRMCA to host the Plant Manager Certification.
  - As the ACI program grew, the need for expensive subcontracting of ACI Examiner of Record (EOR), which requires a Professional Engineer (PE), grew as well. The costs involving contracting out over 40 different certification sessions per year has driven CRMCA to re-assess our structure. Therefore, in late 2016, CRMCA decided to hire a full time geotechnical engineer to perform EOR duties and oversee all CRMCA ACI programs, as well as the Technical and Market Committees. The result is a better control on costs, increased control of our ACI program, all while significantly upgrading out technical and market expertise for members. This again confirms CRMCA’s solid commitment to address the real industry issues for concrete producers with “out of the box” thinking.
- The CRMCA partnered in 2017 with the Colorado State University (CSU) in Fort Collins, Colorado, to provide engineering students with the exposure to concrete and concrete testing through providing the ACI Field 1 Concrete Testing Technician certification. During the fall semester, CRMCA members spent two weeks educating, training, and assisting 76 civil engineering students on the procedures for standard field



concrete testing. This was completed for zero cost to the university, as the CRMCA Board understands the long-term benefit or building enthusiasm with youth through local universities.

- Collaborating with the Metropolitan Government Pavement Engineers Council (MGPEC), CRMCA has updated common mix design requirements for area municipalities. Current specifications are varied across 20+ municipalities that make up the Denver metropolitan area. Most have their own mix design requirements. This project unifies the Metropolitan Denver area with a standardized approach that saves time and costs for both the ready-mix industry and the municipalities.
  - Many of the municipalities that make up MGPEC do not have access to the most recent specifications, and therefore do not adhere to the current standards. Understanding this, CRMCA developed a partnership with ASTM to provide free access for local municipalities for 20 concrete specific ASTM standards and eLearning modules for testing procedures, directly on the ASTM Compass Portal. In addition, member employees can access these standards and eLearning modules. This required a substantial investment on behalf of the CRMCA Board, but the need to educate and drive standardization remains a high priority.
- Tools for project management and in-field assistance have been developed through the CRMCA committees. One tool is the [Pre-Construction Checklist](#), which includes key aspects of referenced standards, technician testing requirements, and schedule/planning discussions. The Checklist is being used by more producers and contractors as distribution continues to expand. *Working in conjunction with Karthik Obla, NRMCA has released a similar version of the checklist nationally; “Concrete Acceptance Testing Checklist”.* Another tool is the [CRMCA Exterior Concrete Flatwork Installation Guide and Best Practices](#). The guide was developed in 2016 to educate flatwork professionals during installation, curing, and maintenance, specifically in residential construction. Member companies then use this tool to educate their customers regarding the critical aspects of concrete flatwork installation, with the objective of minimizing call-backs and potential problems.
- In 2017, our Western Market Committee developed an [entertaining video](#) for field concrete testing education. It is different from other concrete testing videos, as it humorous and hopefully appealing to younger audiences. Ideally it peaks the interest of those viewing to learn more about concrete and proper testing. Once you see the video, I think you will agree.
- Educational Live Concrete Demonstrations including the education of municipality and construction leaders about “Strength on Demand” concrete applications and the understanding of Modern Flatwork Finishing. Other educational seminars were held throughout 2015, 2016, and 2017 reaching or interacting with over 600 municipal officials, engineers, and contractors.
- CRMCA works jointly with CSSGA to promote excellence in safety and health. Our joint safety committee regularly hosts webinars and in-person seminars which educate

members on key regulatory, compliance, and safety issues. Over the past 36 months speakers educated on the following:

- Do's & Don'ts of Hiring & Firing
  - Electronic Logging Device Rule and Implementation Plan
  - Emergency Response & Crisis Management
  - Managing Contractors on Worksites
  - OSHA & MSHA Hot Topics
  - OSHA Recordkeeping Requirements
  - OSHA's Recent Regulatory Agenda
  - Post Offer Screening: How, When & Why
  - The 411 to DOT Compliance
  - The New Silica Standard
  - Bi-Annual Regulatory Roundtable Discussions
  - Drones in Mining & Construction Sites Panel Discussion
- The association updated our Mixer Truck Driver Training DVD and released it to the membership. Copies have been distributed in Colorado and other parts of the U.S. View our [demo video](#).
  - CRMCA also was made aware of an increase in accidents involving concrete pump blowouts. The association worked to release a Best Management Practice (BMP). The BMP was distributed to producers as well as pump companies. In turn, the American Concrete Pump Association put together a Safety Bulletin which included the CRMCA's BMP in late 2015.
  - In addition, CRMCA participated in the 2017 Colorado Concrete Contractor Expo. Safety Committee Co-Chair, Tom Woerdeman of Transit Mix Concrete, provided a demonstration and presentation to cover producer and contractor responsibilities pre- and post-pour, truck placement, ground stability and proximity to vehicles/structures, as well as hand signs, chute safety, and other pertinent topics.



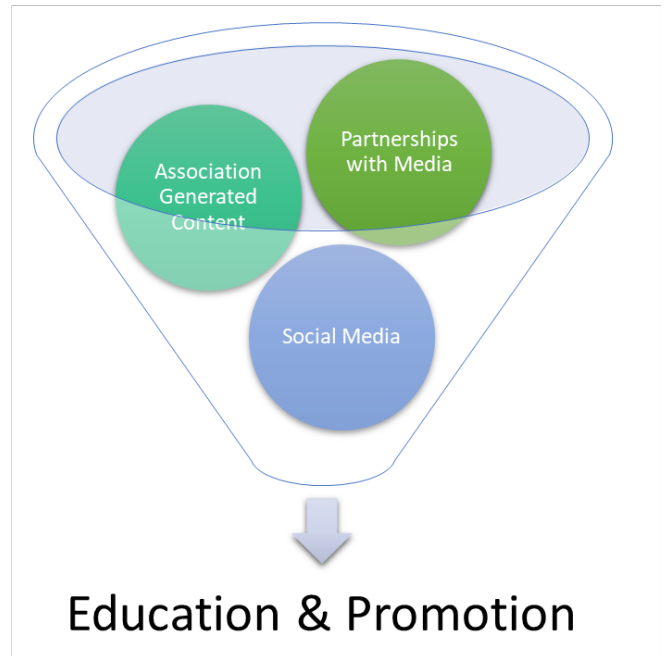
## Program #4

### Communications Outreach Program

**Provides Support in:**       Promotion                       Education                       Innovative Thinking  
    Advocacy                       Research                       Other (\_\_\_\_\_)

### Program Summary

As wood frame construction advances, sub-par testing procedures plague the industry, and funding for transportation infrastructure continues to decline, a robust communications program is a must for the ready mixed concrete industry. Having said this, small associations struggle with staff time and resources and, for many groups, outreach falls to the bottom of the priority list. Over the past 36 months, CRMCA has created a Communications Program which maximizes both staff time and industry reach through a unique blend of partnerships and delegation. The program promotes concrete and educates Coloradans on the importance of concrete construction through partnerships with local media, association generated content, and social media.



- **Partnerships with media.** Employing partnerships with local media publications has allowed CRMCA to expose the benefits of building with concrete and educate the Colorado design community on the importance of constructing with concrete.
  - **Colorado Construction & Design.** The Summer/Fall 2017 edition of *Colorado Construction & Design (CCD)* featured a cover story titled “[Innovations in Concrete](#)” (story begins on page 20.) 9 CRMCA members, staff, and affiliates were interviewed and participated in the article. The association will continue to partner with CCD to promote and educate the design/build community on the value of building with concrete over wood.
  - **Colorado Public Works Journal.** CRMCA updates readers through a regular column in *Colorado Public Works Journal (CPWJ)* which published in the magazine 3 times per year. The updates include upcoming events, regulatory education, and programs such as Testing Adherence. View the latest update [using this link](#). In addition to the regular columns, CPWJ attends many association events throughout the year including our Annual Conference and Concrete Day at the Capitol. CPWJ staff act as our press photographers at these events.
- **Association Generated Content.** The association has created innovative blend of digital and traditional media content to promote the ready mixed concrete industry in Colorado and educate membership.



- **Blog posts.** Since 2015, CRMCA has published over 50 blog posts. The blogs are comprised of updates from Executive Director, Todd Ohlheiser, Board President, as well as events, and industry news. The content of the posts ranges from event updates, calls to action, and education of new regulations. Read a recent update [“Ohlheiser Goes on 14 Dates in 1 Day!”](#)
- **eNews.** Monthly eNews keep membership and subscribers up to date on latest industry happenings, regulations, and events in Colorado and throughout the U.S. The monthly blog posts are included in the eNews, providing a more detailed overview of the association’s progress.
- **Colorado Concrete.** The annual association magazine has publication which includes input from CRMCA members, staff, lobbyist, and NRMCA. In the past 3 annual editions, we have featured content from NRMCA’s Bob Garbini, Kerri Leininger, and Andrew Tyrrell. In the past two years, we have also added a cover photo contest giving CRMCA membership the opportunity to have their company’s concrete project featured on the cover of the magazine and win \$250! In 2017, the magazine underwent a major design overhaul. View the latest edition of [Colorado Concrete](#).
- **Social Media.** Last, but certainly not least, is CRMCA’s social media program. The association’s social media strategy has been successfully managed through a partnership between staff Communications Manager, Annelise Shepherd, and contractor, Calyx Social Media.



- **Strategic Partnership.** The partnership began in 2015 and has continued to gain momentum. Ms. Shepherd manages the content strategy, incorporating national and local industry news, *Build With Strength*, as well as content generated by the CRMCA and *CCD* and *CPWJ*. Calyx Social Media coordinates the content posting schedule, aggregates the posting data, and provides recommendations on optimal content and post schedules.
- **Reach.** Between CRMCA’s three social media platforms, Facebook, LinkedIn, and Twitter, the association has over 450 followers. [An example](#) of the power of our followers to reach beyond the association is illustrated by CRMCA’s sharing of the 2017 edition of *Concrete Magazine*. Through social media, the magazine was able to reach 1,309 with 12 shares, 277 post clicks, 141 likes, 10 loves, 6 wows, and 22 comments.

CRMCA is committed to promoting and educating our community on the importance of concrete. This is accomplished through many of our programs, however the Communications Outreach Program has the ability to go beyond our membership and begin reaching ordinary Coloradans. We look forward to continuing the program in 2018.

# Program #5

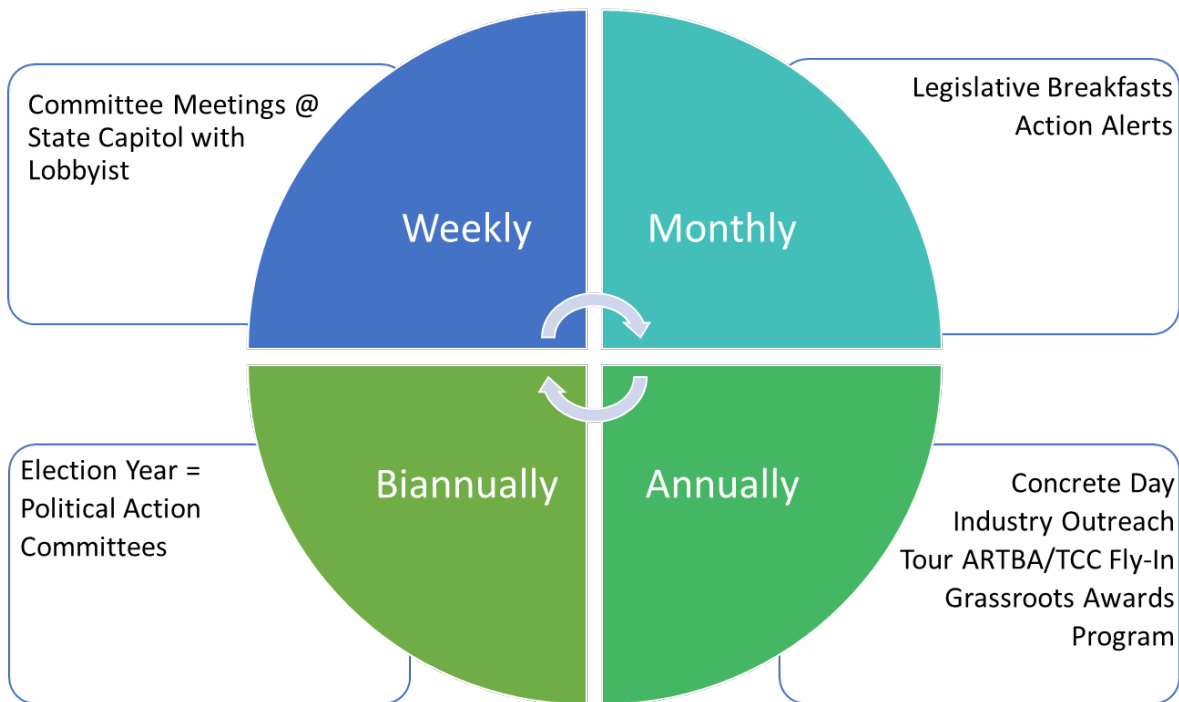
## Governmental Affairs Program

### Provides Support in:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Promotion           | <input checked="" type="checkbox"/> Education | <input checked="" type="checkbox"/> Innovative Thinking |
| <input checked="" type="checkbox"/> Advocacy | <input type="checkbox"/> Research             | <input type="checkbox"/> Other (_____)                  |

### Program Summary

The CRMCA Government Affairs (GA) Program is a robust program operating on a year-round basis. Beginning in January with the start of the 120-day legislative session, the program is updated annually for continuous improvement.



**Committee Makeup.** The GA Committee is comprised of over 80% Board members. With the Board makeup of primarily Senior Management/Business Owners/Company Principals, this committee can make quick decisions that maximize the association’s impact on statewide and local issues.

**Colorado Construction Industry Coalition - 527 (CCIC).** One key aspect of the CRMCA’s GA Program is the CCIC. The CCIC joins the forces of like-minded industry associations, maximizing the impact on political outcomes. In addition to the CRMCA, the CCIC is comprised of the CSSGA, ACPA, Colorado Contractors Association, and Colorado Asphalt Pavement Association.

- **Contributions.** Over the past 3 years, CRMCA and CSSGA have contributed a combined \$70,000 to the CCIC. Members have been encouraged to contribute as well. The CCIC fund balance currently exceeds \$500,000.



- **Research & Public Education.**

- In the last 36 months, monies contributed to the CCIC have funded public opinion polls on methods of funding for transportation infrastructure in Colorado. [Polls have shown that 64%](#) of Coloradans think it is extremely important to act on the state's transportation infrastructure.
- In addition to polling, funds have been utilized to hire a communications firm, BluePrint Strategies, to educate public officials and the general public.

- **Future Infrastructure Investment.** The overall goal of the CCIC is to obtain a long-term, dedicated funding source for transportation infrastructure in the state of Colorado. CCIC is currently anticipating support of a 2018 ballot initiative to achieve this goal.

**Contract Lobbyist.** CRMCA contracts the services of lobbyist, Rees Consulting, to assist with monitoring legislation and driving change in Colorado. This commitment towards lobbying amounts to 13% of the associations combined dues budget. When added to investment in the CCIC, the CRMCA and CSSGA spent \$87,000 on advocacy in 2017. CRMCA and CSSGA Board Members consider advocacy a critical part of our mission, making a significant investment in advocacy over the past 36 months, totaling \$271,000.

**Program Cycle:**

- **Annually.**

**Concrete Day.** Late in the Legislative Session, CRMCA hosts the Concrete Day at the Capitol. This consists of a barbeque on the Capitol grounds with approximately 1500 individuals attending over the last 36 months. Attendees include Colorado legislators; in 2017 50% of the legislators were represented during the BBQ. The event is an excellent way for concrete professionals to interact with thank elected officials and key staff members. In addition, the day is declared "[Concrete Day in Colorado](#)" through a proclamation by Colorado Governor John Hickenlooper. This is great recognition and positive exposure for the entire industry.

**Industry Tour.** CRMCA participates, in conjunction with CSSGA, in the Annual Industry Tour with federal and state legislators and regulatory agency leadership. The tour begins with a "[Lunch & Learn](#)" presentation, allowing our members to communicate items important to them, followed by a tour of a producer member's operation. This has proven to be an outstanding opportunity to build relationships with legislators and increase understanding about industry challenges.

The first annual tour was held in 2015 in the Denver area and included a visit to a concrete batching facility located in a local quarry. In 2016, the tour was held in the foothills of the Rocky Mountains. The 2017 tour took place in Colorado's Western Slope. A tour of Oldcastle SW Group's lab and batching facilities was followed by a site tour of Whitewater Building Materials' aggregate operation.

**ARTBA/TCC Fly-In.** Each spring, along with members of the CCIC, CRMCA staff and membership participates in the ARTBA/TCC Fly-In in Washington, DC. This past year, Executive Director, Todd Ohlheiser, and Board President, Rich Umbel, met with eight

members of the U.S. Senate, House of Representatives, and key staff representing the state of Colorado. This consistent outreach with elected officials ensures infrastructure funding continues to be a top priority at the federal level.



*Members from Colorado for the 2017 TCC Fly-In with Representative Scott Tipton (R-CO 3rd District). Rich Umbel (CRMCA 2017 President (2<sup>nd</sup> from left) and Todd Ohlheiser (4th from left) are pictured.*

**Grassroots Program.** The awards program is designed to encourage and recognize the top leaders in grassroots efforts. 2017 Outstanding Grassroots Leadership awards were presented during the Annual Conference and awarded the Noble Eagle prize.

- **Biennially.** Local elections occur on a biennial basis. During these election cycles, the association oversees the CONCRETE Political Action Committee (PAC) and the ROCK PAC. Though limited by regulation to a maximum contribution of \$400 per election cycle, [over \\$10,000 was contributed](#) to the two PACs in 2016.

- **Monthly.**

**Legislative Breakfast.** During the Colorado Legislative Session, Legislative Breakfasts occur monthly in a member's facility adjacent to the State Capital. The breakfasts precede the monthly board meetings, allowing for board members and general membership to review and interact with the actions from the weekly Capitol meetings. A few of the guest speakers during the past 36 months include:

- Shailen Bhatt, Director of the Colorado Department of Transportation
- Rep. Polly Lawrence, 39<sup>th</sup> District
- Sen. Don Coram, 6<sup>th</sup> District
- Sen. John Cooke, 13<sup>th</sup> District

**Action Alerts.** CRMCA encourages our members to participate in outreach through action alerts on issues such as WOTUS, the [Timber Innovation Act](#), and other industry issues.

- **Weekly.** During the 120-day legislative session, the committee meets with our lobbyist at the state Capitol every Monday. Bills are tracked, and decisions are made to Support, Oppose or Monitor, allowing for an effective evaluation process. This group also brings

bills forward. In 2018, this group will introduce a bi-partisan bill to address water wells near concrete plants and mines.



Clockwise: 2017 Industry Tour; CRMCA staff and members at the 2017 Concrete Day at the Capitol BBQ; Tour of Oldcastle SW Group's lab during the 2017 Industry Tour; Todd Ohlheiser presents Mark Gardner, Whitewater Building Materials, with the Noble Eagle for his win of the 2017 Grassroots Leadership award; Todd Ohlheiser and Rep. Phil Covarrubias.

*Colorado Ready Mixed Concrete Association  
NRMCA 2017 SAY Award Application*

**This completes the CRMCA application for the NRMCA State Association of the Year Award. We appreciate the opportunity to apply. Thank you.**