



Regional Market Committees

Committee Member Responsibilities and Committee Goals

March 2019

In 2019, the CRMCA Market Committees jointly resolved to create three Task Force groups to evolve the Build With Strength effort in Colorado. Within each Task Force group, members of the Market Committees are responsible for various functions.

Member Responsibilities:

1. Develop interest from appropriate companies and entities; create relationships on a regular basis (monthly)
2. Educate self on BWS and concrete construction
3. Lead and assist in promotional and educational events; educate the benefits of concrete in construction including expanding the use of ICFs in Colorado.

INSULATED CONCRETE FORMS (ICF) PROMOTIONS TASK FORCE

The purpose of the task force is to develop partnerships with ICF manufacturers, suppliers, and contractors in Colorado and create industry involved training and educational events. **(Min 8 members; 1-2 hours per month)**

2019 Goals:

<i>Central Market</i>	<i>Southern Market</i>	<i>Western Market</i>
List of ICF manufacturers and Suppliers	4 ICF manufacturer training, lectures, seminars – each by different manufacturer	
Who are the contractors?		
Schedule and coordinate a Round Table (NRMCA involvement at planning)		
Long-term: ICF Training courses and Kickoff “Tour” presentations		

PRE-PLANNING LEADS TASK FORCE

The purpose of the task force is to increase BWS exposure through local architect, owner/developer, contractor, engineer, etc. association meetings and direct contact through the Dodge Report. **(Min 10 members; 4-5 hours per month)**

2019 Goals:

<i>Central Market</i>	<i>Southern Market</i>	<i>Western Market</i>
Develop processes/script for contacting Dodge leads	3 presentations to Owners, owner reps, general contractors, architects, engineers and/or contractors – in relation to converted/concrete projects	
10 design center submittals	5 submitted projects to Design center with 1 conversion	
16 good contacts/relationships with 4 conversions by 2020		

SCHOOL DEVELOPMENT TASK FORCE

The purpose of the task force is to establish testimonials, contacts, and relationships with school districts, charter schools, and universities to increase knowledge of the use of ICF and other concrete products. **(Min 10 members; 2-3 hours per month)**

2019 Goals:

<i>Central Market</i>	<i>Southern Market</i>	<i>Western Market</i>
Who are the key contacts and influencers: districts, planning committees, construction managers, and architects		
State-wide project profiles (2 in Colorado)		
Meet with 6 different entities		