

COLORADO READY MIXED CONCRETE ASSOCIATION

2021 Strategic Update

Alignment and Focus

The primary objective for the Annual Strategic Update for CRMCA is to ensure our limited resources are:

- Not waste of time/resources
- Focused on areas that impact YOU, the membership and the ready mixed concrete industry.
 - Concentrated efforts on what you need
 - Eliminate non-effective areas or initiatives



Strength

Management Cycle & Process reminder

2021 **Strategic Update** Vail, CO Aug 12, 2021

Strategy, Performance Planning

CRMCA Strategic Survey Results Overview July 19, 2013

Performance Tracking/Execution

CSSGA

Performance Review

Process Renewal

Performance Assessment, G&O

ı	SMART Goal (Specific, Measurable, Attainable, Realistic, Timely)	How we know it was achieved		
	Enhance confidence in public speaking	Give at least 3 presentations or facilitate meetings/events with various audiences over the course of the year		
	Manage Association Wide Social Media Initiative	CRMCA and CSSGA social media platforms (Facebook, Linkedin, Twitter) developed and launched by mid-year.		
	Plan and successful execution of joint association functions.	Monitored by member feedback in post- event surveys.		
	Manage Development of P-46 LMS	LMS launched by end of 2016		
(Document adopted from Cameria Mellon)				

Appendix for Performance Review Guidelines for Appraisa





By-Laws into Action!

By-Laws



Improving and assuring the quality of concrete

Technical, CTAC, Marketing, Communication, Networking

Informing consumers/endusers about concrete Technical & ACI, Marketing, Communication

Increasing the use of concrete

Marketing and BWS, Communication

Strong voice on legislative and regulatory

 Governmental Affairs, Safety, Env/Regulatory, Communication, Networking

Association Governance Guidance

- Revision and/or Implement Policies/Procedures
 - Document Retention, Whistleblower, Conflict of Interest policies
 - Anti-Trust policy review/update
 - Introduce process for determining compensation
- Financial Oversight
 - Foresight Accounting Solutions, Stephanie Parnell, CPA
 - Separate Bookkeeper
 - Parallel monthly review with Stephanie/Todd
 - Quarterly review calls with Stephanie/Todd
 - Same firm that prepares/files 990 tax filing w/o Review



Continuation of Plan – Safety

- Host NRMCA Safety Coarse every 3 years
- Initiatives as Required
- RMX Truck Driver Training, but primarily transferring recommendations to NRMCA program
- Assist NRMCA at 2022 ConcreteWorks
- Truck Rodeo anticipated in 2022
- Annual OHSA and DOT Roundtable



Environmental/Regulatory

- Implemented Environmental Advocacy Task Force
 - CLF Rocky Mountain Hub, guidance with Embodied Carbon Construction Calculator (EC₃) Tool
 - Nonconventional alliances Hispanic Contractors, Denver Housing Authority, MBE/WBE Network, USGBC Colorado
 - Continue to enhance effectiness moving forward
- Communications
 - Colorado Construction & Design magazine feature article
 - Brand & Program Awareness



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Governmental Affairs

Governmental Affairs

- Actively Support Highway Funding at Federal & State
 - Alignment & Support of NSSGA/TCC/CIC
- Actions through Grassroots Program
 - Awards & Action Alert program, communicating directly with elected officials
- Election Cycle in 2022
 - PAC contributions and distribution process with member participation



Numb Strength

Technical Committee

- Partnerships with local and state-wide agencies
 - Specification and program shared input
- Stopped ASTM Portal
 - little use vs cost
- Technical training and educational seminars
 - Ash an Expert... A Prelude to Alternative SCMs – CMC April '21
 - Concrete Inspection 101 SMC Sept '21
 - Mix Design Melee: Prescription vs.
 Performance CMC Winter '21-22

- Remains a strong Sponsoring Group for ACI and other Programs
 - Input and vote on multiple national committees
- Partnership with Universities/Colleges expanding
 - Colorado State University (Ft. Collins)
 - CSU-Pueblo
 - Aims Community College (Greeley)
- Continues solid working relationship with Rocky Mountain Chapter for American Concrete Institute (RMACI)



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CTAC

- Trademark and Copyright completed
- Program launch underway
 - IT development for website development, help desk, participant reporting
 - Beta Testing anticipated in Sept in Missouri, Arizona, Ontario
 - Anticipated Launch Jan, 2022
- Task Force monthly calls with
 - Development updates
 - Review License Agreements
 - Website progress and populating
- Overview to all associations at NRMCA ConcreteWorks State Affiliate Congress in Oct
 - Also, separate CTAC breakout meeting during ConcreteWorks



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Current Emphasis

- FAQ, training info consisting of short articles, short demo videos, etc.
- Draft guidelines for associations regarding CTAC observer requirements, who can be an observer, conflict resolution, user responsibilities, how the data can/cannot be used, etc.
- Develop content for the user (observer) and state associations on what exactly is needed to do in the first 6 months after signing on to the program to be up and running.
- Development of help desk and administrative changes



ACI Certification Program

	2019 Actuals	2020 Actuals	2021 Estimate
Field 1	679	455	535
Strength	128	162	180
Aggregate 1	57	59	47
Aggregate 2	2	12	9
Aggregate Base	3	3	6
Laboratory 2	3	8	11
Flatwork Finisher	79	28	23
Concrete Special Insp.	29	5	0
Concrete Transportation Insp.	2	6	0
Cement Physical Tester	8	0	0
Self-Consolidating Concrete	7	2	0
TOTAL	997	740	811



New Property

Market Committees

 CRMCA has continued to meeting monthly with their three regional market committees.

Central Market Committee

- The committee meets monthly
- Continued concentrated Metro area BWS endeavors

Southern Market Committee

- Meets monthly with participation from local municipalities
- Close relationship with City of Colorado Springs to increase concrete quality and specifications
- High involvement in BWS participation

Western Market Committee

- This group meets every other month and has recently started to meet in person.
- Hosted a multiple ACI Certifications on the West Slope.
- Continues to focus on statewide and regional BWS efforts.





- The Build with Strength Coalition was created to educate the building and design communities and policymakers on the benefits of ready mixed concrete and encourage its use as the building material of choice. The four main strategies to complete that mission are:
- 1) Communication
- 2) Advocacy
- 3) Education/Promotion
- 4) Measures (Construction or Conversion)

BWS CO has focused their efforts in new and exciting ways over the last year in alignment with the promotion plan:

- Multiple articles/ads in the Colorado Construction & Design Magazine.
- Collaborations with statewide groups such as AIA CO, USGBC, Regional HBA groups, etc.
- Development of Environmental Advocacy Task Force
- Work with Habitat for Humanity Teller County and DDC to promote current projects.



Networking/Outreach Event Calendar

CSSGA	Combined	CRMCA				
		Night at the Rodeo**				
	Ski Retreat					
	Gov's Mansion Networking					
		Concrete Day**				
Networking*						
	Summer Conference					
Industry Tour (+CAPA/CRMCA)		Jay Martin Golf				
Networking*						
		Clay Shoot**				
	Annual Conference					
	Networking* Industry Tour (+CAPA/CRMCA) Networking*	Ski Retreat Ski Retreat Gov's Mansion Networking Networking* Summer Conference Industry Tour (+CAPA/CRMCA) Networking* Annual Conference				

^{*}CRMCA + CAPA Board Invited
**CSSGA BOD Invited

Synergies where possible, separation when necessary

Communications

Online Media Website and Social Media

- Continue social media program with progress updates
- Market Build With Strength's Design Center via LinkedIn Ads
- Coalition Building with NRMCA

Publications Industry and Governmental

- Colorado Public Works
- Colorado Construction and Design
- Articles in national publications where beneficial

Public Relations

Communities

 Annual Industry Tour in conjunction with CSSGA/CAPA

Support a Solider



Need a sustainable, resilient, low-cost building solution? Get free commercial concrete project support at the Design Center!



See how the Concrete Design Center can work for you!

buildwithstrength.com

Example of BWS Design Center Ad



QUESTIONS?

