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
By-Laws into Action!

By-Laws

- Improving and assuring the quality of concrete
  - Technical, CTAC, Marketing, Communication, Networking

- Informing consumers/end-users 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

Actions/Committees
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 Course 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 effectiveness moving forward

• Communications
  • Colorado Construction & Design magazine feature article
  • Brand & Program Awareness
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
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
- 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)
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
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

<table>
<thead>
<tr>
<th>Course Category</th>
<th>2019 Actuals</th>
<th>2020 Actuals</th>
<th>2021 Estimate</th>
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<tbody>
<tr>
<td>Field 1</td>
<td>679</td>
<td>455</td>
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<td>Laboratory 2</td>
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<tr>
<td>Concrete Transportation Insp.</td>
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<td>6</td>
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<tr>
<td>Cement Physical Tester</td>
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<tr>
<td>Self-Consolidating Concrete</td>
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<td>0</td>
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<td><strong>TOTAL</strong></td>
<td><strong>997</strong></td>
<td><strong>740</strong></td>
<td><strong>811</strong></td>
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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.

Builder Blitz Event Video
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<th>Month</th>
<th>CSSGA</th>
<th>Combined</th>
<th>CRMCA</th>
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<td>January</td>
<td>-----</td>
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<td>Night at the Rodeo**</td>
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<td>Ski Retreat</td>
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<td>Gov’s Mansion Networking</td>
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<td>April</td>
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<td>Summer Conference</td>
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<td>Industry Tour (+CAPA/CRMCA)</td>
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<td>Jay Martin Golf</td>
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<td>Clay Shoot**</td>
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<td>November</td>
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<td>Annual Conference</td>
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<td>December</td>
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</tbody>
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*CRMCA + CAPA Board Invited
**CSSGA BOD Invited
Synergies where possible, separation when necessary
Joint Legislative Breakfast Jan-April
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 Soldier
QUESTIONS?