



**Wednesday, March 14 & Thursday, March 15, 2018**

The Hilton Minneapolis/St. Paul Airport Mall of America, Bloomington, MN

## Program Schedule

**Wednesday, March 14, 2018, 11:30 am - 5:00 pm**

### **NRMCA's North Central Regional ConcreteWorks**

11:30am	Lunch
12:00pm	Welcome, Introductions & NRMCA Update
12:20pm	Performance Based Specifications - State of the Industry and Way Forward
1:20pm	Environmental Product Declarations
2:15pm	Break
2:30pm	Recent Changes to Industry Standards Impacting the Industry—ACI 318, ACI 332, ACI 301, ASTM C94
3:20pm	Building Partnerships with Contractors and Engineers for Pursuit of Projects in your Local Markets
4:15pm	Industry Data Survey & Building Forecasting

**Thursday, March 15, 2018, 8:00 am - 12:00 noon**

### **Build with Strength Workshop**

8:00am	Breakfast
8:30am	Build with Strength Workshop

**Thursday, March 15, 2018, 12:00 noon - 4:00 pm**

### **Pave Ahead Workshop**

12:00pm	Lunch
1:00pm	Pave Ahead Workshop

## TWO 3-Hour Workshops:

### **Build with Strength (BWS) Workshop**

- **Build with Strength Project Promotion & Design Assistance**  
*Gregg Lewis, AIA, LEED AP*  
*NRMCA, Executive VP, Concrete Promotion*
- **BWS: Advocacy that Favor Concrete Construction**  
*Tien Peng, LEED AP, CGP, PMP*  
*NRMCA, VP, Sustainability, Codes & Standards*
- **ICF Construction**  
*Michael Laverdure, AIA, LEED AP*  
*DSGW Architects (Duluth, MN) & Chad Regnier, President, Concrete, Inc. (St. Cloud, MN)*

### **Pave Ahead Workshop**

- **Pavement Designer: Introduction and Demonstration**
- **NRMCA and Contractor Partnering: A Success Model for Moving Your Paving Market**
- **Available Tools for Local Paving Promotion and Technical Support**  
*Brian Killingsworth, P.E.*  
*NRMCA, Executive VP, Local Paving*  
&  
*Dylan Milis*  
*Owner, Milis Flatwork, LLC (Kimberly, WI)*

**Brought to you by ARM | NRMCA, MCC and State Affiliate Partners**

**Aggregate & Ready Mix Association of Minnesota \* Iowa Ready Mixed Concrete Association**

**Manitoba Ready Mix Concrete Association \* Minnesota Concrete Council**

**Nebraska Concrete and Aggregates Association**

**North Dakota Ready Mix & Concrete Products Association, Inc.**

**South Dakota Ready Mixed Concrete Association**



**Topics—Wednesday, March 14, 2018**

## **NRMCA's North Central Regional ConcreteWorks**

### **PERFORMANCE BASED SPECIFICATIONS—STATE OF THE INDUSTRY AND WAY FORWARD**

This presentation will cover some recommendations for minimizing prescriptive requirements in specifications and options for performance-based requirements. The recommendations are based on current industry standards. Resources for the P2P initiative will be discussed.

### **ENVIRONMENTAL PRODUCT DECLARATIONS**

There is a great deal of confusion about what makes a product green. Now, a new tool, Environmental Product Declarations (EPDs), can help project teams make decisions to meet sustainability goals. The new MR Credits in LEED v4 focuses on quantitative metrics, moving away from single attributes to a holistic life-cycle perspective for building products. This shift utilizes EPDs to report environmental impacts for building products. Several programs developed by the National Ready Mixed Concrete Association (NRMCA) to help concrete producers in reporting will be presented.

### **RECENT CHANGES TO INDUSTRY STANDARDS IMPACTING THE INDUSTRY ACI 318, ACI 332, ACI 301, ASTM C94**

NRMCA Engineering Division will provide an update on developments and some initiatives in the standards area that can benefit the ready mixed concrete industry. Updates will cover standards within ACI, ASTM and AASHTO that impact private and public construction.

### **BUILDING PARTNERSHIPS WITH CONTRACTORS AND ENGINEERS FOR PURSUIT OF PROJECTS IN YOUR LOCAL MARKETS**

Recent efforts to work with contractors and engineers early in the promotion and selling of concrete paving is showing dividends. These efforts have been applied at both the national and local level and can include intense training and education sessions on design and construction. This session will discuss the current efforts, offer project case studies of early engineer and contractor engagement, and discuss how members can work with engineers/contractors more effectively in sales, promotion, and technical design.

### **INDUSTRY DATA SURVEY & BUILDING FORECASTING**

We will review the results of the 2017 edition of the NRMCA Industry Data Survey and will also discuss possible outcomes for the current year given varying economic and political considerations. Detailed information concerning components of a cubic yard of concrete will be discussed as well as trend analysis of various industry metrics. You don't want to miss this session as the information in the NRMCA Industry Data Survey is a unique compilation of data that can be found nowhere else.



## Topics—Thursday, March 15, 2018

### Two 3-Hour Workshops

#### **Build with Strength Workshop**

***Build with Strength: Communication & Project Promotion*** - NRMCA's building promotion activities around the country have resulted in the conversion of numerous projects from wood frame to concrete. This session will focus on what you can do as an NRMCA member to make full use of the Build With Strength program and convert projects in your market. The Concrete Design Center provides valuable cost and design information to building owners and developers explaining why concrete should be their material of choice for upcoming projects.

***Build with Strength: Advocacy that Favor Concrete Construction*** - This session will present the strategies to introduce legislation and regulations at the state and local level that can favor concrete construction. It will present the tools and resources available from NRMCA, including lobbying advice, bill writing, outreach and coalition building. This session will also provide recommendations for defeating legislation that is detrimental to concrete and tie directly into NRMCA's Build with Strength campaign that provides resources to help members and state affiliates advocate for resilient construction, including model legislation, talking points and public relations.

***Build with Strength Updates:*** - Mike Laverdure with DSGW Architects, will describe his extensive experience designing projects using concrete and insulated concrete forms. This session will explore a variety of recent DSGW case studies where the integration of concrete improved the performance, sustainability, and durability of the projects.

Under Chad Regnier's leadership, Concrete, Inc. has shifted a significant portion of its concrete contracting work to insulating concrete forms. This session will highlight how his company has expanded by tapping demand for the superior performance of ICFs. ICFs provide a clear opportunity for Concrete Inc. to differentiate itself from its competitors; a solid formula for success!

#### **Pave Ahead Workshop**

***PavementDesigner.org: Introduction and Demonstration*** - Concrete pavement design just became faster, easier, and more cost effective with a revolutionary new web resource. This session will describe PavementDesigner.org, a free, web-based pavement thickness design platform, which was created for city, county, and consultant engineers, academia, or anyone involved in design of roadway, industrial, and parking area pavements. Additionally, the evolution and development of PavementDesigner.org will be discussed and the basis of the design methodologies will be described. Lastly, a demonstration of the website will be completed showing sample pavement designs for various applications/facilities.

***NRMCA and Contractor Partnering: A Success Model for Moving Your Paving Market*** - This session will present the strategies and tactics that concrete producers and concrete contractors can use to partner, sell, convert and build concrete paving projects. Dylan Milis, owner of Milis Flatwork in Kaukauna, WI and an ASCC contractor, will outline the steps they take to approach key clients to present concrete options for street and parking lot projects. He will also describe how concrete producers can take advantage of the Pave Ahead Design Center and Boot Camps to convert projects to concrete. Time will also be allotted for a question and answer session with Dylan so that attendees can explore specific topics of interest and learn from his experiences.

***Available Tools for Local Paving Promotion and Technical Support*** – The Local Paving team has developed numerous tools to assist with paving promotion and technical support. Recently, the PaveAhead brand was developed to provide a recognizable platform for local paving with NRMCA members and our external industry partners and clients. This session will tie together all the platforms available to promote, sell and technically support street and parking lot projects. The PaveAhead website and Design Center will be introduced as well as the *Rigid Pavement Technical Assistance Resource for Local Jurisdictions* both which are aimed at project level pursuits.



Space is Limited to 40 Attendees

Registrations will be accepted on a first-come, first-served basis as long as space is available.

Register On-Line at [www.nrmca.org/Conferences\\_Events/ConcreteWorks/BWS\\_PaveAhead/northcentral.asp](http://www.nrmca.org/Conferences_Events/ConcreteWorks/BWS_PaveAhead/northcentral.asp)

OR Complete form and fax to NRMCA at (301) 565-8200.

For security, we do NOT recommend emailing credit card information.

## Registrant Information

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address (No PO Boxes) \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax \_\_\_\_\_

Email \_\_\_\_\_

Emergency Contact Name/Phone \_\_\_\_\_

☐ Special needs (attach special needs information)

### NRMCA's North Central Regional ConcreteWorks & Build with Strength (BWS)/Pave Ahead Workshops

☐ Special—Two-day Conference \$140

Two Day Conference:

Includes: NRMCA's Regional ConcreteWorks & Build with Strength/Pave Ahead Workshops

☐ Wednesday, March 14 \$75

One-day—NRMCA's North Central Regional ConcreteWorks

☐ Thursday, March 15 \$75

One-day—Build with Strength & Pave Ahead Workshops

\*Workshops includes: breakfast, break refreshments and lunch

**Total Due: \$** \_\_\_\_\_

**PAYMENTS | Registration is processed only with payment. Also note, there is a delay when mailing a check.**

☐ VISA      ☐ MasterCard      ☐ AMEX      ☐ CHECK—Enclosed (made payable to NRMCA in U.S. funds only)

Credit Card Number \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Name on Credit Card (Print): \_\_\_\_\_

## Important Details

**Hotel Information:** The Hilton Minneapolis/St. Paul Airport Mall of America is located 5-10 minutes from Minneapolis-Saint Paul International Airport (code MSP). For those needing overnight accommodations in connection with this event, there is a block of rooms available at a special group rate of \$139 US plus taxes & fees. Reservations can be made by calling 1-952-854-2100 and referencing group NRMCA North Central Regional Concrete-Works. Rooms are available on a first-come first-served basis, but reservations **MUST** be made by **Wednesday, February 28th** to receive the group rate.

**Have Questions or Need Help? -** Contact NRMCA's Tamara Waugh: [twaugh@nrmca.org](mailto:twaugh@nrmca.org) or (240) 485-1132.

**Cancellation Policy:** Full cancellation refunds will be extended until March 9, 2018. All cancellations after that date will not be refunded. Substitutions may be made at any time by providing new registrant information to: [meetings@nrmca.org](mailto:meetings@nrmca.org) or contacting NRMCA's Meghan Callahan at (240) 485-1135.