



NRMCA's CONCRETEWORKS

CONFERENCE & EXPO



October 10-12, 2010 | Charlotte, NC

Five Events in One

- ◆ 52nd Business Administration Conference
- ◆ 38th Operations, Environmental and Safety Forum
- ◆ Annual National Mixer Driver Championship
- ◆ Concrete Promotion Track
- ◆ Concrete Technology Track

This event directly supports our industry.
Make it first on your annual **“must attend”** list.



Get in Gear...be prepared with great le



Time waits for no man – or industry in our case. Even as the ready mixed concrete industry struggled through the deepest recession since the Great Depression, changes in operational technology, environmental standards and laws affecting our industry have moved forward. As we prepare for recovery, we all have to be mindful that we can't just pick up where we left off. New innovations and significant legal and social changes have occurred that could change the way you do business.

NRMCA's ConcreteWorks 2010 Conference & Expo is tailor-made to help you jump into recovery with all of the latest trends, developments and first-hand accounts, all organized in easy-to-follow tracks for your specific interests. Whether your focus is on safety or business trends, plant management or the growing trend toward sustainable manufacturing and construction, you will find valuable opportunities to learn from industry leaders and to network with colleagues who face the same issues.

I challenge anyone in the industry to look through the sessions scheduled for this event and not find one-more likely many - session(s) that you could put to use in your business today. Information is key to your success and NRMCA is providing the most up-to-date information available to the ready mixed concrete industry.

I look forward to your participation in this exciting industry event. And don't forget the 5th Annual National Mixer Driver Championship held in conjunction with NRMCA's ConcreteWorks. It is always an inspiration to see our industry's finest drivers compete to see who is the best of the best! See you in Charlotte!

Sincerely,

A handwritten signature in cursive script that reads "Robert A. Garbini".

Robert Garbini, P.E.
President, NRMCA



Learning and networking opportunities.

NRMCA's ConcreteWorks once again brings together long-standing NRMCA programs mixed with exciting new offerings to become the "must attend" event for the concrete industry.

Beginning in 1958, **The Business Administration Conference (BAC)** has supported ready mixed concrete finance, HR, and information technology professional with industry-specific business seminars.

Since 1974, the seminars, tours and exhibitors at the **Operations, Environmental and Safety (OES) Forum and Expo** have given ready mixed concrete fleet, plant, safety and environmental professionals the information and tools they need to succeed.

The **Concrete Promotion Track** adds seminars designed specifically for concrete sales and promotion professionals. The **Technology Track** this year will focus on training trainers for the NRMCA Pervious Concrete Contractor Certification. It will also provide educational programming related to materials, performance and sustainability.

For the 5th year, the **National Mixer Driver Championship** will bring together our industry's "best of the best" to battle it out for the country's highest honor.

NRMCA's ConcreteWorks features:

- ◆ Compelling content in high-quality general sessions, breakouts and roundtable discussions;
- ◆ Vast networking opportunities;
- ◆ Dynamic keynote presentations;
- ◆ A 20,000 square foot exhibit hall showcasing the latest technologies, products and services for the concrete industry; and
- ◆ The thrill of the National Mixer Driver Championship – at the Charlotte Motor Speedway!

Check out the full seminar schedule and descriptions of special events on the following pages, then register early to take advantage of fee discounts. You may register with the enclosed form, or visit www.nrmca.org/ConcreteWorks to register on-line. You may also contact Jessica Moore at 888.846.7622, ext. 1152 or jmoore@nrmca.org for any questions or assistance with the registration process.

REGISTER TODAY, and let NRMCA's ConcreteWorks work for you!



Be prepared for an impressive line-up of speakers



Howard Fineman Senior Washington Correspondent and Political Columnist for Newsweek

Award winning political journalist, Howard Fineman is Newsweek's senior Washington correspondent and columnist, senior editor, and deputy Washington bureau chief. He is the author of "Living Politics," a

column that began on MSNBC.COM and Newsweek.com and now also appears in the print magazine. An award winning reporter and writer, Fineman also is an analyst for NBC News and MSNBC, appearing regularly on Countdown with Keith Olbermann, Hardball with Chris Matthews, and The Today Show. The author of scores of Newsweek cover stories, Fineman's work has appeared as well in the New York Times, the Washington Post and the New Republic. His 2008 national best-selling book, *The Thirteen American Arguments*, was released in paperback by Random House in the spring of 2009.

One of the nation's leading political reporters, Fineman has interviewed every major presidential candidate from (then-vice president) George H.W. Bush in 1985 to (then senator) Barack Obama early and often in the 2008 campaign cycle. His current work focuses on the Obama Administration and its top officials, as well as on Congress and politics throughout the country. Although based in Washington, Fineman travels widely in the US and has covered politics and other events in 49 of the 50 states.

Fineman holds an AB, Phi Beta Kappa, from Colgate, an MS in journalism from Columbia, and a JD from the Brandeis School of Law at the University of Louisville. His legal education included a year as a visiting student at the Georgetown University Law Center. He received Watson and Pulitzer Traveling Fellowships for study in Europe, Russia and the Middle East, and has traveled to more than 40 countries, among them China, Vietnam, Japan, Ukraine, Israel, Turkey and the West Bank Palestinian Territories.

Fineman is married to Amy L. Nathan, a senior counsel at the Federal Communications Commission. They live in Washington with their two children, Meredith and Nicholas.

Robert Denk

Assistant Vice President for Forecasting and Analysis, National Association of Home Builders

Robert Denk is the assistant vice president for forecasting and analysis at the National Association of Home Builders. His responsibilities include developing econometric models of national, state and metropolitan area housing activity, long-term projections of housing demand and providing ad hoc analyses on a range of housing sector issues. Mr. Denk has been an economist in Washington, D.C. for over 20 years working in the private, non-profit and government sectors.

Prior to joining NAHB, Mr. Denk's career has included two tours of duty at the Federal Reserve Board, serving as chief economist for the Institute on Taxation and Economic Policy, a small non-profit research organization, and 10 years as a consulting economist in the private sector.

Mr. Denk received a B.S. from the College of Social Sciences at Michigan State University and an M.A. in Economics from Virginia Polytechnic Institute and State University.

Mr. Denk's presentation will be an analysis of housing market conditions, nationally and regionally, present and future. His analysis will include examination of housing production during the boom and bust, house prices, mortgage pool quality and the implications for foreclosures.



Julie Garbini

**Executive Director,
Ready Mixed Concrete
(RMC)
Research & Education
Foundation**




Julie Garbini is Executive Director of the RMC Research & Education Foundation. In this capacity, Mrs. Garbini manages the Foundation's various research and education projects, including representing the ready mixed concrete industry on the four-person Research Advisory Council for the Concrete Sustainability Hub (CSH) at Massachusetts Institute of Technology (MIT). The council sets the research agenda and monitors the progress of work at the CSH.

In addition to her project management role, Mrs. Garbini also leads the Foundation's fundraising activities, outreach and communications efforts, and financial management of the Foundation's endowment. Mrs. Garbini joined the Foundation as Executive Director in 2004 and has been affiliated with the concrete and construction industries since 1991.

Mrs. Garbini also serves on the boards of the Concrete Industry Management (CIM) National Steering Committee, the Concrete Pavement Technology Center, the Transportation Engineering and Road Research Alliance, and is a member of the CP Roadmap Executive Committee.

Mrs. Garbini will be presenting on the Concrete Sustainability Hub (CSH). CSH was established less than a year ago, yet it is already having a major impact on the concrete industry. The first two research projects, "The Edge of Concrete: A Life-Cycle Investigation of Concrete and Concrete Structures" and "From Liquid to Stone: The Genesis of Concrete," are already well underway with initial research findings to report. Learn how these findings will transform the industry in providing conclusive evidence of concrete's environmental superiority and guidance on how it can be made even more sustainable into the future!

The CSH was established through a joint venture between the RMC Research & Education Foundation and the Portland Cement Association (PCA). Both organizations are committing significant efforts and resources with the goal of accelerating emerging breakthroughs in concrete science and engineering and transferring that science into practice. As the call for an increased emphasis on environmental issues grows louder, the concrete and cement industries are taking this opportunity to be proactive in establishing a CSH that will focus on quantifying and enhancing the sustainable nature of concrete.



"There's always something for everyone at NRMCA's ConcreteWorks! No matter what your everyday job is, this conference offers the opportunity to learn about different parts of our industry, share best practices with peers and hear ideas from those who may not do your job, but certainly affect how you can do it. Every year I come away with tools that help me lead my company and grow the industry."

Terry Jones
OES Committee Chairman

Get in gear with the Mixer Driver Championship, Expo and Golf.



National Mixer Driver Championship:

Sponsored by the Truck Mixer Manufacturers Bureau, the 5th Annual National Mixer Driver Championship will be held at the Charlotte Motor Speedway on Sunday, October 10, from 7:00 a.m. to noon. More than 40 mixer drivers from around the country are expected to compete for the title “Best of the Best.” All attendees and guests are welcome to watch the challenge course competition. Buses will transport drivers, judges and attendees from the Embassy Suites Hotel to and from the Charlotte Motor Speedway starting at 6:30 a.m. The winners of the competition will be announced at the Monday Night Awards Dinner!

Golf:

The RMC Research & Education Foundation Fundraising Golf Tournament will take place on Sunday, October 10, at the Rocky River Golf Club, adjacent to the Embassy Suites, in conjunction with NRMCA’s ConcreteWorks. The tournament will begin at 12:30 p.m. For information on registration and sponsorship opportunities, please contact Jennifer LeFevre at 240.485.1151 or at jlefevre@rmc-foundation.org.



The RMC Research & Education Foundation is putting the generous contributions of the concrete and construction community members to work to fund programs that are helping to improve an already superior product in an industry committed to excellence.

The research and educational programs supported by the RMC Research & Education Foundation represent a broad spectrum of projects that are helping to keep the concrete industry on the cutting edge.



NRMCA’s ConcreteWorks Exposition:

will once again serve as the central meeting place for the conference with top companies showcasing the latest technologies, products and services for the industry. Extended exhibit hours and the integration of the exhibits within the general session meeting space will give you even more opportunities to visit the booths and see what’s hot in concrete!

Exhibitors:

don’t miss your chance to be among the best! Exhibit space is sold on a first-come, first-served basis, so don’t wait to reserve your space at the exclusive event. For exhibit information, contact NRMCA’s Frank Cavaliere at 301.587.1400, ext. 1141 or e-mail fcavaliere@nrmca.org.

**Register by
September 24, 2010
and save over \$100!**

Saturday, October 9

9:00 a.m. – 6:00 p.m.

*Committee, Division and Bureau Meetings
(see full schedule for details)*

Sunday, October 10

7:00 a.m. – 12:00 p.m.

National Mixer Driver Championship

10:00 a.m. – 11:30 a.m.

*Committee Meetings
(see full schedule for details)*

12:30 p.m. – 5:30 p.m.

RMC Research & Education Foundation Golf Tournament

2:00 p.m. – 4:00 p.m.

National Mixer Driver Championship Written Exam

6:30 p.m. – 8:00 p.m.

Opening Reception in Exhibit Hall

Monday, October 11

7:00 a.m. – 8:00 a.m.

Continental Breakfast in Exhibit Hall

8:00 a.m. – 9:00 a.m.

Opening General Session

9:00 a.m. – 9:30 a.m.

Networking Break in Exhibit Hall

9:30 a.m. – 11:00 a.m.

Education Sessions

11:00 a.m. – 11:15 a.m.

Break

11:15 a.m. – 12:45 p.m.

Education Sessions

1:00 p.m. – 2:30 p.m.

Awards Luncheon in Exhibit Hall

1:00 p.m. – 2:30 p.m.

Promotion/Sales Roundtables with Lunch

2:45 p.m. – 4:15 p.m.

Education Sessions

4:15 p.m. – 4:30 p.m.

Break

4:30 p.m. – 5:30 p.m.

New Products General Session

6:00 p.m. – 7:30 p.m.

Reception in Exhibit Hall

7:30 p.m. – 9:30 p.m.

Dinner with Driver Championship Awards

Tuesday, October 12

7:00 a.m. – 8:00 a.m.

Continental Breakfast in Exhibit Hall

7:00 a.m. – 8:00 a.m.

*NRMCA's ConcreteWorks Planning Committee Chairs
Breakfast*

7:30 a.m. – 9:30 a.m.

Research, Engineering & Standards Committee Task Groups

8:00 a.m. – 9:30 a.m.

Education Sessions

9:30 a.m. – 10:00 a.m.

Networking Break in Exhibit Hall

10:00 a.m. – 12:00 p.m.

Closing General Session

1:00 p.m. – 4:00 p.m.

Sustainability Summit

Wednesday, October 13

7:00 a.m. – 12:00 p.m.

Research, Engineering & Standards Committee

*Schedule and topics are subject to change.

Four information-packed days to help you succeed in a cha

Day/Time	Session Type	Session Type Schedule Subject to Change ▶ = Expo Hall Open *= Closed Meeting
Saturday, October 9		
12:00 p.m. – 1:30 p.m.	Committee	Operations Task Group Meeting
12:00 p.m. – 1:30 p.m.	Committee	Environmental Task Group Meeting
12:00 p.m. – 1:30 p.m.	Committee	Safety Task Group Meeting
12:00 p.m. – 4:00 p.m.	All	Registration
1:00 p.m. – 3:00 p.m.	Committee	*Truck Mixer Manufacturers Bureau Meeting
1:30 p.m. – 3:00 p.m.	Committee	Operations, Environmental & Safety Committee Meeting
3:00 p.m. – 5:30 p.m.	Committee	Promotion Committee Meeting
4:00 p.m. – 4:30 p.m.	Committee	*Manufacturers, Products & Services Division Board Meeting
4:30 p.m. – 5:30 p.m.	Committee	Manufacturers, Products & Services Division Membership Meeting
7:45 p.m. – 8:30 p.m.	Drivers	Driver Number Draw
Sunday, October 10		
6:30 a.m. – 6:30 p.m.	All	Registration
7:00 a.m. – 12:00 p.m.	Event	National Mixer Driver Championship Skills Challenge
10:00 a.m. – 11:30 a.m.	Committee	Business Administration Committee Meeting
12:30 p.m. – 5:30 p.m.	Optional	RMC Research & Education Foundation Golf Tournament – <i>separate registration required – see page 5</i>
1:00 p.m. – 3:45 p.m.	Committee	Pervious Concrete Promotion Subcommittee Meeting
2:00 p.m. – 3:30 p.m.	Committee	NRMCA Green-Star Working Group
2:00 p.m. – 4:00 p.m.	Drivers	National Mixer Driver Championship Written Exam
6:30 p.m. – 8:00 p.m.	All	▶ Opening Reception in Exhibit Hall
Monday, October 11		
6:30 a.m. – 5:00 p.m.	All	Registration
7:00 a.m. – 8:00 a.m.	All	▶ Continental Breakfast in Exhibit Hall
8:00 a.m. – 9:00 a.m.	All	Opening General Session <ul style="list-style-type: none"> Status Report on the Concrete Sustainability Hub at Massachusetts Institute of Technology
9:00 a.m. – 9:30 a.m.	All	▶ Networking Break in the Exhibit Hall
9:30 a.m. – 11:00 a.m.	Technology	Technology Training — How to Train Contractors for the NRMCA Pervious Concrete Contractor Certification: What Works – Part I
9:30 a.m. – 11:00 a.m.	Promotion	Promotion Breakout — What Works (and Doesn't Work) in Concrete Promotion & Sales
9:30 a.m. – 11:00 a.m.	Business	Business Breakout — State of the Ready Mixed Concrete Industry (<i>repeated at 2:45 p.m.</i>)
9:30 a.m. – 11:00 a.m.	Business	Business Breakout — The Results of the 2010 NRMCA Industry Data Survey (<i>repeated at 2:45 p.m.</i>)
9:30 a.m. – 11:00 a.m.	Safety	Operations, Environmental & Safety Breakout <ul style="list-style-type: none"> CSA 2010 Occupational Athletics
9:30 a.m. – 11:00 a.m.	Environmental	Operations, Environmental & Safety Breakout <ul style="list-style-type: none"> SPCC Updates and Timelines for Compliance EPA Stormwater Enforcement at the Ready Mix Plant
11:00 a.m. – 11:15 a.m.	All	Break
11:15 a.m. – 12:45 p.m.	Technology	Technology Training — How to Train Contractors for the NRMCA Pervious Concrete Contractor Certification: What Works – Part II
11:15 a.m. – 12:15 p.m.	Promotion	Promotion Breakout — ACI 330: An Essential Parking Lot Promotion Tool
12:15 p.m. – 12:45 p.m.	Promotion	Promotion Breakout — Leveraging the Environmental Benefits of Concrete
11:15 a.m. – 12:45 p.m.	Business	Business Breakout — Social Media – Facebook & Twitter Aren't Just for Kids Anymore: Why Business Leaders Should Care
11:15 a.m. – 12:45 p.m.	Business	Business Breakout — The New Normal – The Post-Recession Landscape of the Ready-Mixed Concrete Producer
11:15 a.m. – 12:45 p.m.	Operations Safety	Operations, Environmental & Safety Breakout <ul style="list-style-type: none"> A.B.C.D. Behavioral Based Four Factor Risk Assessment OSHA Inspections
11:15 a.m. – 12:45 p.m.	Environmental	Greening of the Concrete Industry
1:00 p.m. – 2:30 p.m.	All	▶ Awards Luncheon in Exhibit Hall
1:00 p.m. – 2:30 p.m.	Promotion	Promotion/Sales Lunchtime Roundtables and “Communicating with PowerPoint” <ul style="list-style-type: none"> Building Attendance at Local Concrete Promotion Events Roller Compacted Concrete: Market Developments of Interest to RM Producers How to Promote to Municipal Specifiers Overcoming Specifier Inertia on Parking Lots Increasing Promotion Activity Among Producers & Contractors Effective Promotion of Concrete Overlays to Owners

- = All
- = Technology
- = Promotion
- = Business
- = Operations
- = Environmental
- = Safety

Day/Time	Session Type	Session Type Schedule Subject to Change ▶ = Expo Hall Open * = Closed Meeting
Monday, October 11 (Cont.)		
2:45 p.m. – 4:15 p.m.	Technology	Technology Training — How to Train Contractors for the NRMCA Pervious Concrete Contractor Certification: What Works – Part III
2:45 p.m. – 4:15 p.m.	Promotion	Promotion Breakout — Pervious Concrete – Tapping Government Mandate Opportunities
2:45 p.m. – 4:15 p.m.	Business	Business Breakout — State of the Ready Mixed Concrete Industry (<i>repeated from 9:30 a.m.</i>)
2:45 p.m. – 4:15 p.m.	Business	Business Breakout — The Results of the 2010 NRMCA Industry Data Survey (<i>repeated from 9:30 a.m.</i>)
2:45 p.m. – 4:15 p.m.	Operations	Operations Producer to Producer Breakout <ul style="list-style-type: none"> Operational Challenges and Opportunities in Ready Mixed Concrete Producing More with Less Today's Plant Manager Bringing Parked Trucks Back Online
2:45 p.m. – 4:15 p.m.	Environmental	Environmental Producer to Producer Breakout <ul style="list-style-type: none"> EPA Inspections EPA Audit Policy Benefits of Community Outreach Environmental Management Systems
2:45 p.m. – 4:15 p.m.	Safety	Safety Producer to Producer Breakout <ul style="list-style-type: none"> Roll-Overs Vendor/Independent Contractor Safety Jobsite Safety Arc Flash
4:15 p.m. – 4:30 p.m.	All	Break
4:30 p.m. – 5:30 p.m.	All	New Products General Session
4:30 p.m. – 5:30 p.m.	Promotion	Promotion Breakout — Streets & Local Roads Concrete Promotion
6:00 p.m. – 7:30 p.m.	All	▶ Reception in Exhibit Hall
7:30 p.m. – 9:30 p.m.	All	Dinner with Driver Championship Awards
Tuesday, October 12		
6:30 a.m. – 10:30 a.m.	All	Registration
7:00 a.m. – 8:00 a.m.	All	▶ Continental Breakfast in Exhibit Hall
7:00 a.m. – 8:00 a.m.	Committee	*NRMCA's ConcreteWorks Planning Committee Chairs Breakfast
7:30 a.m. – 9:30 a.m.	Committee	Research, Engineering & Standards Committee Task Group Meetings
8:00 a.m. – 9:30 a.m.	Promotion	Promotion Breakout — Delivering National Account Projects in Your Area
8:00 a.m. – 9:30 a.m.	Business	Business Breakout — Labor Trends – Where We Are Headed
8:00 a.m. – 9:30 a.m.	Business	Business Breakout — Profitability Bootcamp
8:00 a.m. – 9:30 a.m.	Operations Environmental Safety	Operations, Environmental & Safety Breakout <ul style="list-style-type: none"> Fly Ash Regulations and Impact on the RMC Industry Plant Electrical Efficiencies
8:00 a.m. – 9:30 a.m.	Operations Environmental Safety	Operations, Environmental & Safety Breakout <ul style="list-style-type: none"> Engine Talk
9:30 a.m. – 10:00 a.m.	All	▶ Break in Exhibit Hall
10:00 a.m. – 12:00 p.m.	All	Closing General Session <ul style="list-style-type: none"> Economic Update – Robert Denk A View from Washington – Howard Fineman
1:00 p.m. – 4:00 p.m.	Committee	Sustainability Summit
Wednesday, October 13		
7:00 a.m. – 12:00 p.m.	Committee	Research, Engineering & Standards Committee Meeting

Six comprehensive and important tracks... to keep you on track

Seminar Descriptions (Organized By Seminar Title)

COLOR CODED BY TRACK:

- = Operations Topic
- = Safety Topic
- = Environmental Topic
- = Business Topic
- = Promotion Topic
- = Technology Topic

A.B.C.D. Behavioral Based Four Factor Risk Assessments Monday, October 11, 11:15am – 12:45pm

Behavioral Based Safety is an approach to safety that focuses on workers' behavior as the cause of most work-related injuries and illnesses. This speaker will present a simplified approach to risk assessments that can be used to predict safety problems in a workplace or even for a specific task. This is a must see for anyone involved in Operations and Safety.

ACI 330: An Essential Parking Lot Promotion Tool Monday, October 11, 11:15 a.m. – 12:15 p.m.

When designing or constructing a concrete parking lot, there is one standard that should be followed: ACI 330R-08 – “Guide for the Design and Construction of Concrete Parking Lots.” The more specifiers know about ACI 330, the more likely they are to choose concrete – and it is the promoter's role to educate them. This session focuses on ACI 330 as an essential element in promoting concrete parking lots by providing an overview of the design guide and comparing it to other commonly used design procedures.

Arc Flash

Monday, October 11, 2:45 p.m. – 4:15 p.m.

No... not a rock band. Arc Flash is a serious topic when it comes to electrical safety. An arc flash is an electrical breakdown of the resistance of air resulting in an electrical arc which can occur where there is sufficient voltage in an electrical system and a path to ground or lower voltage. An arc flash can cause substantial damage, fire or injury. Hear what your company needs to know and how to protect your employees.

Bringing Parked Trucks Back Online Monday, October 11, 2:45 p.m. – 4:15pm

Most of us have some ... all of us need to have a plan. Never before has our industry had “so many” parked truck mixers. From “very old” to “not so bad,” there are literally thousands of truck mixers waiting to get back in the game. Hear how this producer is looking toward the future.

Benefits of Community Outreach Monday, October 11, 2:45 p.m. – 4:15 p.m.

As we all know, every ready mixed concrete plant is part of the greater community at large. Our environmental community relationship sets the tone for all sustainability of the ready mixed concrete industry. Educating and communicating environmental activities with the local community is the key to success. Those ready mixed concrete companies who strive to be good neighbors are often the most successful ones. Hear about this producer's efforts to reach out to communities in some very special ways.

CSA 2010

Monday, October 11, 9:30 a.m. – 11:00 a.m.

The session will help explain the Department of Transportation's new Comprehensive Safety Analysis (CSA) 2010 program. Producer members and DOT officials will discuss their experiences with CSA 2010 as the program was rolled out to several beta testing states. The new program replaces the old Safe-Stat program and will result in earlier warnings to producers and drivers alike who may be deficient in fleet and driving metrics.

Delivering National Accounts Projects in Your Area Tuesday, October 12, 8:00 a.m. – 9:30 a.m.

Since 2003, “expanding the pie” has been a focus of NRMCA promotion efforts through the cultivation of heightened awareness and interest by national accounts in the capabilities and benefits of concrete. These efforts have opened doors for local promotion opportunities but success depends on knowledge of regional practices and strong national/local coordination. By sharing and analyzing success stories, this session reveals where to find the best opportunities and how NRMCA can assist in delivering them.

Engine Talk

Tuesday, October 12, 8:00 a.m. – 9:30 a.m.

This session is a must for operations-minded ready mixed concrete geeks ... The EPA has put forth new emission restrictions on new 2010 heavy duty truck engines. Well 2010 is here... Hear this panel discussion featuring engine manufacturers and, in particular, how the new 2010 engines will operate and more importantly how they will affect your truck buying decisions.

Environmental Management Systems

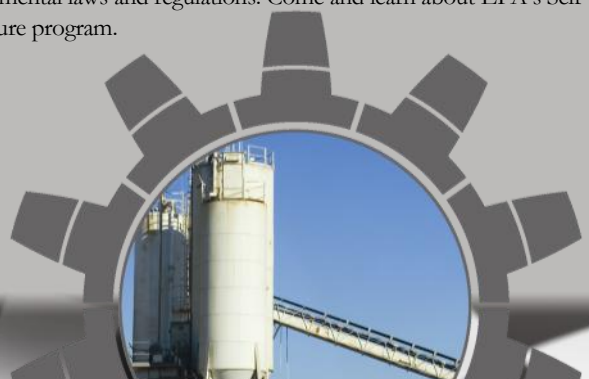
Monday, October 11, 2:45 p.m. – 4:15 p.m.

An environmental management system (EMS) is the process used by a ready mixed concrete producer to manage, review, correct and improve the company's approach to its environmental responsibilities. An EMS offers a structured way to incorporate environmental considerations into day-to-day operations; it promotes continual improvement of the environment. Hear how the 100th Green-Star plant in the world developed and conducts its Environmental Management System.

EPA Audit Policy

Monday, October 11, 2:45 p.m. – 4:15 p.m.

Turn yourself in??? It might be a good idea! The EPA's Audit Policy, formally titled “Incentives for Self-Policing: Discovery, Disclosure, Correction and Prevention of Violations,” safeguards human health and the environment by providing several major incentives for ready mixed concrete producers to voluntarily come into compliance with federal environmental laws and regulations. Come and learn about EPA's Self Disclosure program.



EPA Inspections

Monday, October 11, 2:45 p.m. – 4:15 p.m.

True stories in tough times. On-site ready mixed concrete plant inspections by EPA inspectors range from a quick walk-through (e.g., less than half a day), to an inspection by a team involving extensive collection of samples, which could take up to several weeks. The inspections could be done routinely or in response to complaints received by citizens, from TIPLINES, or from other government or private interest organizations. In a majority of cases, the visit will not be a surprise; however, the EPA (or state officials) will conduct random inspections as well. Hear this special story from one of our nation's largest producers.

EPA Stormwater Enforcement at the Ready Mix Plant

Monday, October 11, 9:30 a.m. – 11:00 a.m.

Stormwater discharges began receiving national attention in the late 1980s, when Congress directed EPA to develop a strategy to regulate stormwater. EPA answered this call by developing and implementing the NPDES stormwater permit program. Over the next 25 years, EPA transitioned its focus from compliance assistance to enforcement, targeting the ready mixed concrete industry for the last three years. Come and learn the common mistakes made by concrete producers when it comes to stormwater management. Stormwater Pollution Prevention Plans (SWPPP) along with stormwater sampling will be discussed.

Fly Ash Regulations and Impact on the RMC Industry

Tuesday, October 12, 8:00 a.m. – 9:30 a.m.

Since the December 2008 fly ash dam breach in Kingston, Tennessee, fly ash use and storage has been a hot topic. On May 4, 2010, the Environmental Protection Agency (EPA) released two alternative proposals to regulate the disposal of coal combustion residuals (CCR), fly ash, that are generated from power plants under the Resource Conservation and Recovery Act (RCRA). Both proposals are intended to regulate fly ash only from electric utilities and neither is intended regulate CCR intended for beneficial reuse... according to EPA. But ...come learn for yourself how new regulations will impact the use of fly ash in the concrete industry.

Greening of the Concrete Industry

Monday, October 11, 11:15 a.m. – 12:45 p.m.

This is a presentation covering the past, present and future of greening of the concrete industry. Hear how your company can benefit while striving to green your operations. Hear the newest information about the "NEW" Sustainable Concrete Plant Rating System incorporated into the NRMCA Green-Star Program especially designed for the ready mixed concrete industry.

Jobsite Safety

Monday, October 11, 2:45 p.m. – 4:15 p.m.

Hazards are not only found at our plants but on the jobsites as well where there is little chance for supervision of our drivers. Without adequate safety and health policies in place, jobsite injuries are inevitable. Hear from a producer who has a plan.

Labor Trends – Where We Are Headed

Tuesday, October 12, 8:00 a.m.– 9:30 a.m.

This session will not only review the status of legislative updates and coverage of past, pending and potential legislation such as EFCA, but will address the potential impact of immigration reform, effects of the new health-care legislation, and what companies must do to adapt to these developments.

Leveraging the Environmental Benefits of Concrete

Monday, October 11, 12:15 p.m. – 12:45 p.m.

This session takes a detailed look at how to leverage the remarkable sustainable aspects of ready mixed concrete, from participation in local groups like the USGBC chapters to communicating our message to local media and community leaders.

The New Normal – The Post-Recession Landscape of the Ready Mixed Concrete Producer

Monday, October 11, 11:15 a.m. – 12:45 p.m.

This session will focus on how the deepest recession since the Great Depression may have permanently effected how the ready mix producer conducts business. This session will include a panel discussion by ready mix producers about those characteristics of the business that have changed. Panel members will discuss issues such as regulatory compliance, capitalization strategies, personnel shortages, cement and mixer availability, credit sales versus COD sales and how to increase the latter, residential versus non-residential construction, and much more.

Occupational Athletics

Monday, October 11, 9:30 a.m. – 11:00 a.m.

Whether the weekend or at work, our lives demand us to perform physically. Come hear how companies are using the same principles that we use before our weekend activities and applying them to work activities. Occupational Athletics takes a unique approach to building an occupation-wide culture of health and fitness by utilizing the Athlete Philosophy – treating the entity as an athletic organization. In athletics, franchises want strong teams and winning seasons. In America, companies want the same results. The philosophy that "we are all athletes in life" works to motivate employees to reevaluate themselves as occupational athletes, not just employees of the company.

Operational Challenges and Opportunities in Ready Mixed Concrete

Monday, October 11, 2:45 p.m. – 4:15 p.m.

Hear how this new operation is succeeding in the greatest recession the concrete industry has ever experienced. Whether you're big or small, you will want to hear how this operation has been successful while bringing new and used equipment on line to compete in one of the toughest markets in America.



Get in gear... For this year and for long term success.

OSHA Inspections

Monday, October 11, 11:15 a.m. – 12:45 p.m.

Under the Occupational Safety and Health Act of 1970, the Occupational Safety and Health Administration (OSHA) is authorized to conduct workplace inspections and investigations to determine whether employers are complying with standards issued by the agency for safe and healthful workplaces. OSHA also enforces the “General Duty Clause,” which requires that every working man and woman must be provided with a safe and healthful workplace. Come and learn about the common occupational safety and health standards that ready mixed concrete producers fail to guard against. This is a must see for anyone involved in Operations and Safety.

Technology Training – How to Train Contractors for the NRMCA Pervious Concrete Contractor Certification: What Works

Monday, October 11, Three Part Program

Part I 9:30 a.m. – 11:00 a.m.

Part II 11:15 a.m. – 12:45 p.m.

Part III 2:45 p.m. – 4:15 p.m.

The NRMCA Pervious Contractor Certification program was established in 2005 to provide the basic body of knowledge to ensure the successful installation of pervious concrete pavements. There have been in excess of 7000 personnel certified through this program by 60 local sponsoring groups that provide training and administer the NRMCA certification program. A major revision to the text for the certification program was completed earlier in 2010 as the technology has evolved considerably. This series of sessions will cover the essential content for the certification program and discuss what works with experts who have several successful projects installed. Persons interested in providing training for programs administered by local sponsoring groups are encouraged to attend this “Train-the-Trainer” session.

Pervious Concrete – Tapping Government Mandate Opportunities

Monday, October 11, 2:45 p.m. – 4:15 p.m.

Stormwater runoff has been a fundamental and growing concern of municipalities and the federal government for many decades. The first segment of this session describes the evolution of stormwater runoff oversight to provide a basis for understanding the still-evolving system of regulatory authority in place today. In the second segment, recommendations are made for advancing pervious concrete market share by taking full advantage of current opportunities as well as positioning for anticipated beneficial government stormwater mandates in the future.

Plant Electrical Efficiencies

Tuesday, October 12, 8:00 a.m. – 9:30 a.m.

As part of “greening the environment” and making our operations more “cost effective,” plant electrical efficiencies must not only be discussed but successful strategies implemented. And before we start what could be unnecessary replacement of equipment, we must have baseline measurements in order to understand the strategies that would result in real benefits to our operations. The speaker will discuss how to go about making those baseline measurements to ultimately use less energy and still produce the same concrete.

Producing More with Less

Monday, October 11, 2:45 p.m. – 4:15 p.m.

Ready mixed concrete production in the U.S. has fallen dramatically since the middle of calendar year 2006. Hear how this large family-owned business is meeting the challenges of today’s economic conditions with innovative strategies that will make them uniquely positioned for the coming upturn in the concrete industry.

Profitability Bootcamp

Tuesday, October 12, 8:00 a.m. – 9:30 a.m.

This session will address the essential elements of developing a sound roadmap to profitability. Topics include working capital considerations, capital structure, use of leverage and much, much more.

The Result of the 2010 NRMCA Industry Data Survey

Monday, October 11, 9:30 a.m. – 11:00 a.m.,

Repeated at 2:45 p.m. – 4:15 p.m.

In this session, we will review the results of the 2010 edition of the NRMCA Industry Data Survey. The session will include a review of the more significant changes in metrics of ready mixed concrete operations from 2008 to 2009 and 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 won’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.

Promotion/Sales Lunchtime Roundtables & “Communicating with PowerPoint”

Monday, October 11, 1:00 p.m. – 2:30 p.m.

Topic experts at each table lead open discussions with attendees on subjects such as those listed below. At NRMCA’s ConcreteWorks in 2009, there were not enough seats for all that wanted to participate, so two additional tables have been added this year and reservations for specific topics will be accepted in advance. From 2:00 p.m. – 2:30 p.m., NRMCA National Resource Director Doug O’Neill will deliver “Communicating with PowerPoint” for all in attendance – learn the many pitfalls associated with relying too heavily on PowerPoint and neglecting your most valuable resource (you!). Attendees will come away with specific ways to improve their presentation skills to become more effective communicators.

- Building Attendance at Local Concrete Promotion Events
- Roller Compacted Concrete: Market Developments of Interest to RMC Producers
- How to Promote to Municipal Specifiers
- Overcoming Specifier Inertia on Parking Lots
- Increasing Promotion Activity Among Producers & Contractors
- Effective Promotion of Concrete Overlays to Owners

Roll-Overs

Monday, October 11, 2:45 p.m. – 4:15 p.m.

Back by popular demand ... On average, a truck mixer rollover occurs annually, twice for every 100 mixers. The ability for a ready mixed concrete truck to resist rolling over depends on speed, center of gravity and a host of other factors both on road and off. Hear how to prevent these tragic accidents from happening to your company.

Social Media – Facebook and Twitter Aren't Just for Kids Anymore Why Business Leaders Should Care

Monday, October 11, 11:15 a.m. – 12:45 p.m.

Social media has transformed communications. Today, construction firms must leverage the trend of using social media to communicate and collaborate to achieve its marketing objectives. This session will equip you with the body of knowledge you need to have an informed discussion about your social media strategy and framework. This interactive session will identify opportunities, benefits and risks of social media as it pertains to the construction industry. This presentation will provide concrete examples, action plans and case studies, including:

- What is social media?
- Key steps for business-to-business social media strategies
- Ideas for building and engaging a community of potential and current customers
- Integrating social media with traditional marketing communications
- Managing potential risks
- Construction industry case studies and examples

SPCC Updates and Timelines for Compliance

Monday, October 11, 9:30 a.m. – 11:00 a.m.

On June 19, 2009, the EPA published in the *Federal Register* a Spill Prevention Control Countermeasures (SPCC) compliance date extension for all facilities until November 10, 2010. Facilities must amend or prepare, and implement SPCC plans by the compliance date in accordance with revisions to the SPCC rule promulgated since 2002. All ready mixed concrete producers should come to this session to get an update to EPA's SPCC plan along with timelines for compliance. There are several major changes as compared to the existing program, make sure you are ready.

State of the Ready Mixed Concrete Industry

Monday, October 11, 9:30 a.m. – 11:00 a.m.

Repeated at 2:45 p.m. – 4:15 p.m.

Robert Garbini, president of NRMCA, will discuss the current state of the industry from both the short and long-term perspectives and address such topics as population growth, current and historic ready mix production levels Federal government intervention and other factors on the horizon that may be cause for a positive outlook by the industry in evaluating the state of business today and tomorrow.

Streets & Local Roads Concrete Promotion

Monday, October 11, 4:30 p.m. – 5:30 p.m.

This session, particularly relevant for NRMCA State Affiliate partners, will first review the strong sustainability and economic arguments that favor concrete for streets and local roads and clarify the requirements for successful promotion to municipal specifiers. Then the tools and support available for this kind of promotion through the NRMCA/ACPA Streets and Local Roads Concrete Promotion program will be reviewed along with strategic planning recommendations to help ensure success.

Today's Plant Manager

Monday, October 11, 2:45 p.m. – 4:15 p.m.

He's not your father's plant manager. If there is one position in a ready mixed concrete team that has changed in recent time it certainly is the "Plant Manager." From computers and electronics to environmental and safety, the new plant manager must have more skills than ever before. Hear what your plant manager must know to compete today.

Vendor/Independent Contractor Safety


Monday, October 11, 2:45 p.m. – 4:15 p.m.

We all have vendors and independent contractors that come to our plants for various services but very few of them get any type of basic safety training as it pertains to our industry. Many plants require visitors, vendors and contract workers to complete safety training or site orientation before conducting business on-site. While it's critical to ensure that visitors who will be temporarily on-site receive the proper safety training, it can often be costly, time-consuming and difficult to schedule and deliver. Here's how one company does it!

What Works (and Doesn't Work) in Concrete Promotion & Sales

Monday, October 11, 9:30 a.m. – 11:00 a.m.

This session features a series of short presentations by attendees about eye-opening promotion and sales successes – and failures – with an explanation about the reasons for that outcome. *What Works* was the most popular session year after year at the *Professional Promoters Workshop* and also at NRMCA's ConcreteWorks promotion track in 2009.



"In these challenging economic conditions, I find the industry-specific information more valuable than ever to help me manage through the current cycle and help me prepare for the next growth cycle."

Henry Batten
President
Concrete Supply Co.
Charlotte, NC

Charlotte... The city that's raising the game.

Registration and Payment

Your registration fee includes NRMCA's ConcreteWorks registration, registration materials and attendance at education sessions and social functions. The Golf Tournament requires separate registration and fee.

Early Bird Registration

On or before Friday, September 24, 2010

Member Delegate:.....	\$575
Member Spouse/Guest:.....	\$250
Non-Member Delegate:.....	\$675
Non-Member Spouse/Guest:.....	\$350

Late Registration

After September 24, 2010

Member Delegate:.....	\$700
Member Spouse/Guest:.....	\$300
Non-Member Delegate:.....	\$800
Non-Member Spouse/Guest:.....	\$400

- Register online at www.NRMCA.org
- Send registration form with a check or credit card (AMEX, VISA and MC accepted) payment to: NRMCA, C/O Suntrust Bank, P.O. Box 79433, Baltimore, MD 21279
- Or fax to 301-565-8200
Attn: Meetings Department (*credit cards only*)

Registration Policies

Spouse/Guest Registration: All spouses and/or guests must be non-industry attendees. Any industry professionals attending NRMCA's ConcreteWorks must pay the delegate registration fee.

Spouse/Guest Age Limits: Registrants over age 12 must pay the Spouse/Guest registration fee. Children under age 12 need not pay the registration fee, but must be registered as an attendee.

Cancellations: All cancellations must be made in writing to the NRMCA Meetings Department at 900 Spring Street, Silver Spring, MD 20910 or meetings@nrmca.org.

Any cancellation of a registration for NRMCA's ConcreteWorks must be received on or before Wednesday, September 22, 2010 to be honored, and is subject to a \$100 administration fee. **NO REFUNDS WILL BE MADE AFTER THIS DATE.**

Substitutions for registrations may be made in writing to the NRMCA Meetings Department, 900 Spring Street, Silver Spring, MD 20910 or to meetings@nrmca.org.

Confirmation: Confirmation of registration will be e-mailed to all registrants within 72 hours of receipt of registration. Please make sure all personal data and information listed in your confirmation notice is correct. Please list the e-mail address of everyone who should receive a copy of the confirmation on the registration form. Badges and meeting materials will be distributed on-site.

Questions: If you would like additional information or have any questions, please contact Jessica Moore, manager of meetings, at 888.846.7622, ext. 1152 or e-mail the NRMCA Meetings Department at meetings@nrmca.org.

Hotel and Travel Information

Embassy Suites Charlotte-Concord

5400 John Q. Hammons Drive NW

Concord, NC 28027

Phone: 704.455.8200 | Fax: 704.454.1719

Hotel Reservations: **The cut-off date for hotel reservations is Wednesday, September 15, 2010.** Individuals are asked to make their own hotel reservations by calling the Embassy Suites directly at 704.455.8200. When calling please mention you are with the **2010 NRMCA's ConcreteWorks event.** Group hotel rates are \$149.00 per night plus applicable taxes and fees. To make your hotel reservations online, please visit www.embassysuitesconcord.com. Enter group code **NRM** to get preferred rates.

Room Deposit and Hotel Reservation Cancellation Policy: A deposit equal to one (1) night's stay may be required to hold each reservation at the time of booking. Refunds will be given when a cancellation is made by 3:00 p.m. the day prior to arrival.

Airport Information: Concord Regional Airport is the closest airport to the Embassy Suites Hotel. It is four miles from the hotel and will take approximately eight minutes travel time. Charlotte Douglas International (CLT) is 20 miles from the hotel and travel to and from the airport will take approximately 25 minutes.

Ground Transportation Information: From Concord Regional Airport, please call the Embassy Suites hotel for complimentary shuttle service to/from the airport. From Charlotte Douglas International (CLT) all ground transportation is located on the curbside of the lower Baggage Claim level with the exception of CATS (Charlotte Area Transit System) bus service which picks up in front of Zone D Baggage Claim. Cab fare from the CLT airport to the Embassy Suites is approximately \$50 each way.

NRMCA's Responsibility

Hotel contracts require NRMCA to be financially liable for unused sleeping rooms. The sleeping room rate covers the cost of meetings space, upkeep and utilities of the hotel. Staying at the convention hotel also provides you with the benefit of after-hours networking and easy accessibility to meetings and sessions. Please help NRMCA avoid unnecessary penalties and keep registration fees low by booking your sleeping room at the Embassy Suites Charlotte-Concord Hotel.

Attendee Registration Form



FAX CREDIT CARD PAYMENTS TO
NRMCA Meetings Department, (301) 565-8200

MAIL CHECK PAYMENTS TO NRMCA c/o SunTrust Bank
PO Box 79433, Baltimore, MD 21279

REGISTRANT INFORMATION (One registrant per form. Please type or print clearly.)

First Name _____	Last Name _____	E-mail _____
Title _____	Company _____	
Address _____		
City _____	State/Province _____	Zip/Postal Code _____
Phone _____	Fax _____	Spouse Name (If Attending) _____
Hotel (If not Embassy Suites) _____	Arrival Date _____	Departure Date _____
Emergency Contact Name _____	Phone _____	Relationship _____
Special Needs (i.e., physical, dietary) _____		

PAYMENT INFORMATION Registration will not be processed without payment

- | | |
|---|--|
| <input type="checkbox"/> Early Bird Registration
<i>On or before September 24, 2010</i> | <input type="checkbox"/> Late Registration
<i>After September 24, 2010</i> |
| Member Delegate <input type="checkbox"/> \$575 | Member Delegate <input type="checkbox"/> \$700 |
| Non-Member Delegate <input type="checkbox"/> \$675 | Non-Member Delegate <input type="checkbox"/> \$800 |
| Member Spouse/Guest <input type="checkbox"/> \$250 | Member Spouse/Guest <input type="checkbox"/> \$300 |
| Non-Member Spouse/Guest <input type="checkbox"/> \$350 | Non-Member Spouse/Guest <input type="checkbox"/> \$400 |

REGISTRATION TOTAL \$ _____

GOLF: Check to be sent information on golf.

PAYMENT METHOD: VISA MasterCard American Express Check (US Dollars, payable to NRMCA) Ck # _____

Card Number _____ Expiration Date _____

Name on Card (print) _____ Signature _____

DEMOGRAPHIC INFORMATION Please be sure to complete ALL information below, or your registration form will not be processed.

1. MY MAIN INTEREST IS Business Administration/Finance/HR/IT Operations, Environmental & Safety Promotion Technology Education

2. I WOULD LIKE TO BE A MEMBER OF THE FOLLOWING COMMITTEE(S) (Select ALL that apply)
 Operations, Environmental & Safety Business Administration Research/Engineering/Standards (P2P) Concrete Promotion

<p>3. JOB TITLE (Select ONE)</p> <input type="checkbox"/> President/CEO <input type="checkbox"/> Vice President <input type="checkbox"/> Director <input type="checkbox"/> Manager <input type="checkbox"/> Controller/Treasurer/CPA <input type="checkbox"/> Supervisor/Superintendent <input type="checkbox"/> Coordinator/Trainer <input type="checkbox"/> Engineer <input type="checkbox"/> Dispatch <input type="checkbox"/> Sales <input type="checkbox"/> Driver <input type="checkbox"/> Other _____	<p>4. BY AREA (Select ALL that apply)</p> <input type="checkbox"/> Environmental <input type="checkbox"/> Safety <input type="checkbox"/> Production/Operations <input type="checkbox"/> Maintenance/Equipment <input type="checkbox"/> Finance <input type="checkbox"/> Human Resources <input type="checkbox"/> Information Technology <input type="checkbox"/> Technical Services <input type="checkbox"/> Marketing/Promotion/Concrete Markets <input type="checkbox"/> Driver/Driver Championship <input type="checkbox"/> Customer Service <input type="checkbox"/> Sales <input type="checkbox"/> Other _____	<p>5. TYPE OF OPERATION (Select ONE)</p> <input type="checkbox"/> Producer <input type="checkbox"/> Equipment Manufacturer/Dealer <input type="checkbox"/> Materials Supplier <input type="checkbox"/> Contractor <input type="checkbox"/> Designer/Specifier/Consultant <input type="checkbox"/> Association <input type="checkbox"/> Faculty/Student <input type="checkbox"/> Admixtures <input type="checkbox"/> Press <input type="checkbox"/> Other _____ <p>6. I HAVE ATTENDED THIS EVENT FOR</p> <input type="checkbox"/> First Time <input type="checkbox"/> 5-7 years <input type="checkbox"/> 2-4 years <input type="checkbox"/> More than 7 years	<p>7. NUMBER OF EMPLOYEES</p> <input type="checkbox"/> 10 or less <input type="checkbox"/> 101-250 <input type="checkbox"/> 11-50 <input type="checkbox"/> 251-500 <input type="checkbox"/> 51-100 <input type="checkbox"/> 501 or more <p>8. NUMBER OF MIXER TRUCKS (If Applicable)</p> <input type="checkbox"/> 5 or less <input type="checkbox"/> 31-75 <input type="checkbox"/> 6-15 <input type="checkbox"/> 76-100 <input type="checkbox"/> 16-30 <input type="checkbox"/> 101 or more
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IMPORTANT—REGISTRATION AND CANCELLATION POLICIES—Registrations received without payment will **not** be processed. All on-site registrations will be accepted on a space-available basis and must include payment. Registrants from outside the U.S. are encouraged to pay by credit card. **Cancellations received in writing to NRMCA's Meetings Department on or before September 22 are subject to a \$100 fee. No refunds for cancellations after September 22.** Substitutions in writing to NRMCA's Meetings Department will be accepted. After September 24, 2010, only on-site registrations will be accepted. NRMCA reserves the right to close event registration in order not to exceed venue capacity. Exhibitors should use exhibitor registration forms. Contact NRMCA's Frank Cavaliere at 240-485-1141 or fcavaliere@nrmca.org to request exhibitor registration information.



NRMCA's CONCRETEWORKS

CONFERENCE & EXPO

October 10-12, 2010 | Charlotte, NC

Five Events in One

- ◆ 52nd Business Administration Conference
- ◆ 38th Operations, Environmental and Safety Forum
- ◆ Annual National Mixer Driver Championship
- ◆ Concrete Promotion Track
- ◆ Concrete Technology Track

This event directly supports our industry.
Make it first on your annual **"must attend"** list.



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