



ILLINOIS READY MIXED CONCRETE ASSOCIATION

Regional Promotion Group 1
Agenda May 10th
11:30 PM to 3:30 PM
ACI New Facility
650 West Grand Ave, Suite 106, Elmhurst IL

Welcome – Theron Tobolski Assistant Executive Director

Introducer of Chairman Andy Nevin of the RPG 1 – Theron Tobolski

- Pass out and Sign Anti-Trust Statement
- Attendee Introductions

Jim Randolph Executive Director – The Association and New Direction and Upcoming Events (Golf Outing and XXCC New Location and Date, and ASTM AASHTO Portal Update)

John Albinger Technical Consultant – Technical Committee New Chairman and Last Meeting update.

- I. **Why are we all in this room? - Andy Nevin, Theron Tobolski**
- II. **Lionel Lemay Sr. Vice President, Structures and Sustainability, National Ready Mixed Concrete Association** – Opportunities and Threats for Concrete in the Low/Mid-Rise Building Market
- III. **Julie Buffenbarger Senior Vice President of Local Paving National Ready Mixed Concrete Association** – Local Pavement Promotion
- IV. **What can we promote and where is it used? - Andy Nevin, Theron Tobolski**
- V. **Review the benefits of concrete concepts that we can promote – Andy Nevin, Theron Tobolski**
 - Conventional Concrete
 - Pervious Concrete
 - Flowable Fill
 - Residential Concrete
 - Roller Compacted Concrete
 - High Early Concrete
 - Mid to High Rise Concrete
 - Decorative Concrete - Fiber
 - Fibers
 - Other concrete concepts or products



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- VI. **Do we want to focus on working with Municipalities? - Andy Nevin, Theron Tobolski**
- VII. **Do we want to pick a couple contractors to work with on flipping asphalt parking lots to concrete? - Andy Nevin, Theron Tobolski**
- VIII. **Determine 3 Concrete Concepts we want to focus with our first promotion efforts - Andy Nevin, Theron Tobolski**
- IX. **Create a detailed promotion program that includes: - Andy Nevin, Theron Tobolski**
Who are we promoting to?
- Engineering Firms
 - Municipal Engineers
 - Contractors
 - GCs
 - Commercial Land Developers
- How are we promoting?**
- PowerPoint Presentation/lunch and learns
 - Flyers/Brochures – Boots on the Ground
 - Emails and Phone Calls
- X. **Commercial Real Estate Developers/Land Developers/Design Build Firms, and Strip Mall GCs Program - Andy Nevin, Theron Tobolski**