



ILLINOIS READY MIXED CONCRETE ASSOCIATION

IRMCA Regional Promotion Group 3 and 4 Meeting



*Pictured: Standing Chairman Tony Leach, Kienstra – Illinois, LLC
Back row left to right: Thomas Buchmiller (Euclid Chemical Co.), Tim Kaiser (Cemex –Kosmos Cement) ,
Matt Morrison (Cemex –Kosmos Cement), Randall Riley (IL-ACPA), Jeremy Iane (Sika New Construction)
Front row left to right: David Barnes (BASF Admixture Systems), Doug Harris (Odum Concrete Products,
Inc.), Dennis Probst (Mid-Illinois Concrete), Richard Dansdill (GCP Applied Technology).
Not Pictured: Theron Tobolski (IRMCA Assistant Executive Director), Jim Randolph (IRMCA Executive
Director)*

The Regional Promotion Group (RPG) 3 and 4 Committees met on June 23rd in Mount Vernon IL to discuss what types of promotion programs should be created for these regions. All the Producer Members who have plants in IDOT Districts 6 and 7 would belong to RPG 3 and those who have plants in IDOT Districts 8 and 9 would belong to RPG 4 along with any Associate, Affiliate, and Contractor Members who do business with those producer members. The committee participated in a webinar given by Lionel Lemay of the National Ready Mixed Concrete Association on the Build with Strength Campaign that they are using to combat the wood industries efforts to build wood frame structures 4 stories or higher. Lionel explained that every time a 6 story building is built with wood frame the ready mix industry loses 5,000 c/y of concrete. The committee also watched a YouTube video created by the Portland Cement Association showing a cost comparison study of a concrete highway and an asphalt highway conducted by the OHIO Department of Transportation. You can view this video on the IRMCA website under the Regional Promotion Group Webpage.



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The Committee reviewed and discussed several concrete concepts ranging from flowable fills to branded driveway mixes to fibers. The committee chose to focus first on a concrete overlay program. The National Ready Mixed Concrete Association is reporting that 95% of parking lots being built are being built with asphalt. That means there is a huge market out there with distressed parking lots that can use a concrete overlay.

The second concrete concept the RPG 3 and 4 committee is focusing on is a parking lot conversion program that would focus on flipping asphalt parking lots to concrete. The committee spoke about creating a predesign and a post design program to focus on switching asphalt parking lots to concrete parking lots.

The Third program these RPG committees chose to focus on was concrete 101 program for contractors. Concrete 101 would educate contractors on all things concrete from supplementary cementitious materials to admixtures to fibers to curing and sealing concrete. Concrete 101 would also educate the contractors on what a w/c ratio is and how adding water to concrete decreases strength and durability. The goal of concrete 101 would be to educate contractors and to minimize rip and replace costs for producer members. The Technical Committee at IRMCA is currently working on the concrete 101 program. Once the concrete 101 program is completed IRMCA will host it throughout the state at various locations. Attending a Concrete 101 program would also be very beneficial for Producer, Affiliate, and Associate Members to increase their knowledge on the products that are available in the concrete industry and the best practices to produce freeze thaw durable concrete.

IRMCA is really excited to see the amount of people who are volunteering and joining these Regional Promotion Committees along with their enthusiasm to talk promotion. If we make that commitment and work together we will make a difference. I am looking forward to working with all of you to grow the market for concrete in your area. Please visit the IRMCA website and go to the Regional Promotion Groups webpage for more information and a list of RPG Committee Members.

If you have any questions or would like to participate on a Regional Promotion Committee please contact me.

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Regional Promotion Groups 3 and 4
Agenda June 23rd 2016
12:00 PM to 3:00 PM
Holiday Inn
222 Potomac BLVD, Mount Vernon IL 62864

Welcome – Theron Tobolski Assistant Executive Director

Introducer of Tony Leach of Kienstra-Illinois Chairman of the RPG 3 and 4 – 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? – Tony Leach, Theron Tobolski**
- II. **What can we promote and where is it used? – Tony Leach, Theron Tobolski**
- III. **Lionel Lemay Sr. Vice President, Structures and Sustainability, National Ready Mixed Concrete Association** – Webinar on Opportunities and Threats for Concrete in the Low/Mid-Rise Building Market
- IV. **Review the benefits of concrete concepts that we can promote – Tony Leach, 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
- V. **Do we want to focus on working with Municipalities? – Tony Leach, Theron Tobolski**



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VI. Do we want to pick a couple contractors to work with on flipping asphalt parking lots to concrete? – Tony Leach, Theron Tobolski

VII. Determine 3 Concrete Concepts we want to focus with our first promotion efforts –Tony Leach, Theron Tobolski

VIII. Create a detailed promotion program that includes: - Tony Leach, 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

IX. Commercial Real Estate Developers/Land Developers/Design Build Firms, and Strip Mall GCs Program - Tony Leach, Theron Tobolski

X. Concrete vs. Asphalt Pavement Video