

2014

Virginia Ready-Mixed Concrete Association

SPRING CONVENTION

May 18-20, 2014

The Greenbrier • White Sulphur Springs, West Virginia



Deep in the heart of the Allegheny Mountains lies a combination of surreal luxury, timeless hospitality and riveting adventure.

For more than two centuries, The Greenbrier has served as a playground for Presidents, Kings and the Hollywood elite.



Now it's your turn to take in the overwhelming hospitality and unique experience that is America's Resort.



CONVENTION REGISTRATION AND UPDATES ARE AVAILABLE AT WWW.VRMCA.COM



What to Know and Where to Go

Grand fashion is a common thread woven throughout the resort. From the colorful lobby that welcomes you in to the over 800 individually decorated guest rooms, unique only begins to describe the memorable experience that is The Greenbrier.

A block of rooms has been reserved for the nights of Sunday, May 18th and Monday, May 19th. Single rooms are \$385 and double rooms are \$517. These rates include room accommodations, breakfast and dinner at designated restaurants. **The VRMCA Room Block will be available until Sunday, April 1, 2014 or until the group block is sold-out, whichever comes first.** Call The Greenbrier directly at 1-877-261-7616 to book your rooms.

Culinary Delight - Dining at The Greenbrier

The Greenbrier dining experience offers unique restaurants, cafés and lounges that each demonstrate superlative standards in the culinary arts. Whether you're looking for a light afternoon snack or a leisurely luxury dining experience, there's something for every taste at The Greenbrier.

VRMCA Convention attendees are on the Modified American Meal Plan, which means that both breakfast and dinner are included for all attendees with the overnight room rates.

For breakfast, dine a la carte or enjoy a full buffet in the Main Dining Room daily from 7 a.m. - 11 a.m. or choose to dine in the luxury of your own room with room service.

Following a welcome reception, dinner will be on your own on Sunday night, May 18th. Choose from the Main Dining Room, Sam Snead's at the Golf Club, the Forum or In-Fusion. An additional surcharge will be applied to dinner at Prime-44 West. Dinner reservations are strongly suggested for all restaurants at The Greenbrier and can be made by phoning 1-800-453-4858. Dinner will be provided for all convention attendees on Monday night.

Dress Code

Dress code for most areas of the property is Resort Casual: collared sports shirts, golf shirts, golf or tennis sweaters, shirts or blouses, slacks, walking shorts/ Bermuda shorts, golf and/or tennis shorts and shoes. Denim is allowed and appropriate for some recreational activities but is not permitted for dinner in any restaurant or in the Casino Club after 7:00 p.m. Jackets are suggested for men and dresses or evening suites for women for dining. In the Main Dining room, men are required to wear a tie and jacket. After 7:00 p.m., a sport coat is required in the Casino Club.

ATTRACTIONS

Activities for Everyone

At The Greenbrier, your greatest challenge may be trying to decide what to do first. For the non-golfers, The Greenbrier offers 6,500 acres of opportunity for adventure. With more than 30 stores and boutiques located around the property, shopping can be an adventure all its own.

High-roller thrills mix with high-class style in The Greenbrier's new Casino Club, an 80,000 square foot gaming playground! Try your luck at one of 37 table games including Blackjack, Craps, Roulette and Three-Card Poker or take a spin at one of the 320 state-of-the-art slot machines.

Explore the outdoors and go horseback riding, whitewater rafting, fly-fishing, hiking, mountain biking or skeet and clay shooting.

The Spring Shooting Tournament is Monday, May 19th at the Gun Club beginning at 1 p.m. Transportation from the lobby to the Gun Club will be provided beginning at 12:15 p.m.

The shooting registration fee of \$225 includes 50-shot round sporting clay and ammunition. Cash prizes awarded for first & second place!

Relax, Rejuvenate, Restore at The Greenbrier Spa

More than 200 years ago, people traveled to The Greenbrier to take of its healing waters. Rich sulphur spring water, minerals, oils and other gifts of nature indigenous to the area comprise the essence of The Greenbrier spa experience, which has been honored with awards from some of the world's most discriminating judges.

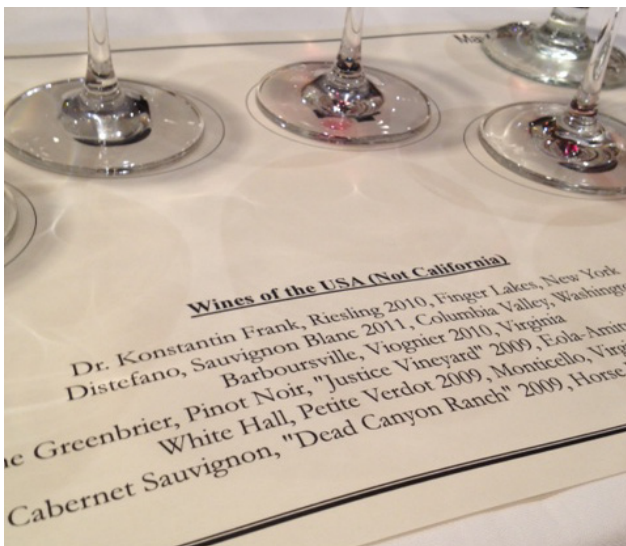
To view available treatments for both men and women and/or to make a spa appointment, call 1-800-453-4858 or visit The Greenbrier Spa website at <http://www.greenbrier.com/spa/treatments.aspx>.



Tee-Off at The Greenbrier

The hallowed fairways and greens of The Greenbrier Resort have played host to the true legends of the sport. As golf professional emeritus of the sport, Sam Snead played a major role in the shaping of the three championship courses that hold the distinction of hosting the 1979 International Ryder Cup and the 1994 Solheim Cup matches. The Greenbrier's courses have hosted some of the most famous players in the game including Ben Hogan, Sam Snead, Jack Nicklaus and Tom Watson.

The Spring Golf Tournament is Monday, May 19th at the Meadows Course. Shotgun start at 1 p.m. SHARP! Players should plan to arrive between 12:00 p.m. and 12:30 p.m. to get in practice shots, get set up and prepare to tee off. The Meadows Course is often called the most scenic of the Greenbrier Courses but still challenges the most skilled golfers. The golf registration fee of \$265 includes box lunch, range balls, shared cart, continuous beverages and two Mulligans per player.



WINE & WAGER EVENT

Monday, May 19th • 2:30 p.m.

Join us on Monday for a wine tasting event provided by the Greenbrier's on-premises Sommelier. Please your palate with a spectacular selection of white and red wines paired with international cheeses. It will be a fun and relaxing way to enjoy your afternoon and mingle with fellow members and guests.

After the wine tasting, the group will proceed to the Greenbrier's Casino Club to enjoy a private Craps lesson. Craps is a dice game in which a group of players make wagers against one another on the outcome of each roll. Learn the rules, subtleties and nuances of the game during the lesson and face off against your fellow VRMCA members during some friendly competition.

AGENDA

Sunday, May 18th

- 1:00 p.m. - 2:30 p.m. Board of Directors Meeting
3:00 p.m. - 5:30 p.m. Registration
6:00 p.m. - 7:00 p.m. Welcome Reception
DINNER ON YOUR OWN - GREENBRIER MEAL PLAN

Monday, May 19th

- BREAKFAST ON YOUR OWN - GREENBRIER MEAL PLAN
7:30 a.m. Registration Desk Opens
8:00 a.m. - 8:15 a.m. **Welcome & Opening Statements**
8:15 a.m. - 9:00 a.m. **The Sheetz Way: A Pro-Active Approach to Paving**
Rick Cyman, VP of Store Development, Sheetz, Inc.
9:00 a.m. - 10:00 a.m. **The State of Our Industry**
Pierre Villere, Allen-Villere Partners
10:00 a.m. - 10:15 a.m. REFRESHMENT BREAK
10:15 a.m. - 11:00 a.m. **VRMCA Committee Reports**
11:00 a.m. - 11:45 a.m. **VRMCA Promoters Presentation**

- 11:45 a.m. - 12:00 p.m. **VRMCA Business Meeting**
1:00 p.m. Golf Tournament at the Meadows Course
Shotgun start. Fees include box lunch, range balls, and continuous beverages.
1:00 p.m. Shooting Clays at the Gun Club
Fee includes 50-shot round sporting clays and ammunition.
2:30 p.m. Wine and Wager Event
6:30 p.m. Reception
7:30 p.m. VRMCA Dinner Banquet

Tuesday, May 20th

- BREAKFAST ON YOUR OWN - GREENBRIER MEAL PLAN
8:00 a.m. - 9:00 a.m. **Natural Gas Trucks**
Tom Harris, McNeilus
9:00 a.m. - 9:45 a.m. **MIT Update**
Franz Josef Ulm
9:45 a.m. - 10:00 a.m. REFRESHMENT BREAK
10:00 a.m. - 11:00 a.m. **Rekindling the Fire When You Are Down to a Pilot Light**
Jack McCall



SPONSORSHIPS

Golf Hole Sponsorships

Golf hole sponsorships will benefit the VRMCA Education Foundation. Sponsorships are available to VRMCA Producer and Supplier members for only \$150/each.

Each sponsorship includes a professionally produced golf-themed sign with logo placed directly on the golf course, recognition in the official conference program, recognition in the VRMCA newsletter and recognition on the VRMCA website.

Sign up to be a golf hole sponsor directly on the registration form!

Mulligans for PAC!

To help raise money for the VRMCA PAC, two Mulligans are included for each player when you register! Simple and easy so you don't have to worry about bringing extra cash or your checkbook with you along to the course!

Spring Convention Sponsorships

Please consider becoming a Spring Convention Sponsor for just \$500. The benefits of sponsorship include signage at the meeting, recognition in the newsletter, recognition on the VRMCA website and on all emails sent out pertaining to the event.

REGISTRATION

REGISTRATION DETAILS	PRICE	TOTAL
Member Registration	\$390	
Member Spouse Registration	\$290	
Non-Member Registration	\$555	
Non-Member Spouse Registration	\$455	
Spring Golf Tournament - The Meadows Course (shotgun start 1:00 p.m.) <i>Golf registration includes box lunch, range balls, shared cart, continuous beverages and two mulligans.</i>	\$265/pp	
Golf Hole Sponsorship <i>Sponsorships are available to VRMCA Producer and Supplier members only.</i>	\$150	
Shooting Tournament <i>Shooting Registration includes 50-shot round sporting clays, ammunition and lunch.</i>	\$225	
Wine & Wager Event (wine tasting begins at 2:30 p.m.) <i>Registration includes Wine & Cheese tasting followed by a private group Craps lesson in the casino.</i>	\$170	
Wager Event Only <i>Registration includes the group Craps lesson in the casino.</i>	\$75	
VRMCA Spring Convention Sponsorship <i>Sponsorship will include signage at the event and recognition in the newsletter, on the VRMCA website and in all meeting-related emails.</i>	\$500	
TOTAL ENCLOSED:		\$

Name(s): _____

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Signed: _____ Date: _____

Please mail completed form and check (made payable to VRMCA) to:



VRMCA Spring Convention 2014
250 West Main Street, Suite 100
Charlottesville, VA 22902



Full payment must accompany registration. No refunds will be given for registration cancellations after May 9, 2014; substitutions are acceptable. For cancellation or late registration, please call Christina Sandridge at 434-326-9815 or email christina.sandridge@easterassociates.com.

THANK YOU

**VRMCA gratefully acknowledges the support of our
2014 Meeting & Convention Sponsors**



**VRMCA would also like to thank our
2014 Spring Convention Sponsor**

