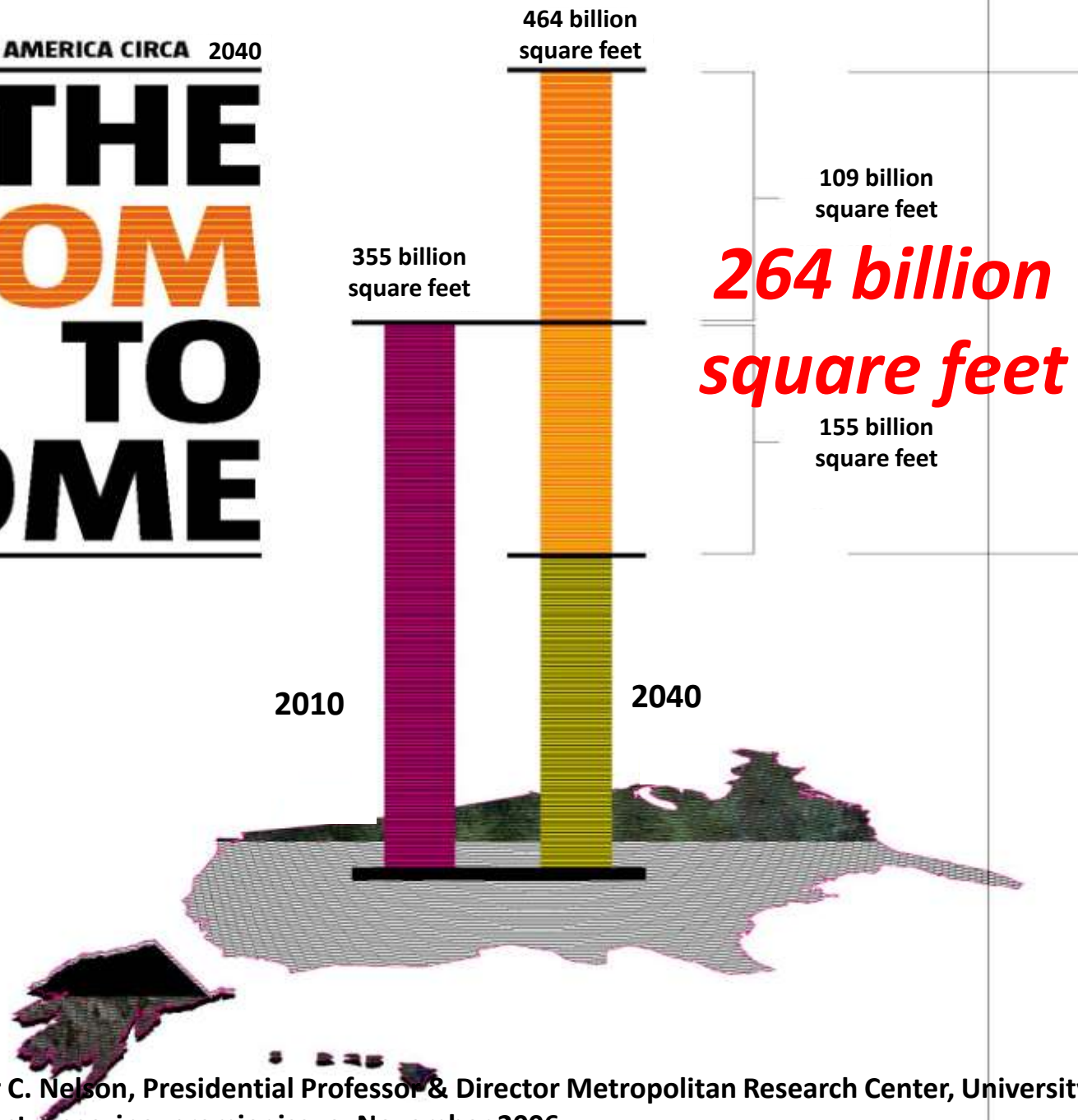


MEASUREMENT!!!

- FW DODGE BASELINE ON LMR
 - PROJECT IN CONCRETE
- INTENSITY OF MESSAGING
 - MEDIA BUZZ
- STATE CODES AND LEGISLATION

AMERICA CIRCA 2040

THE BOOM TO COME



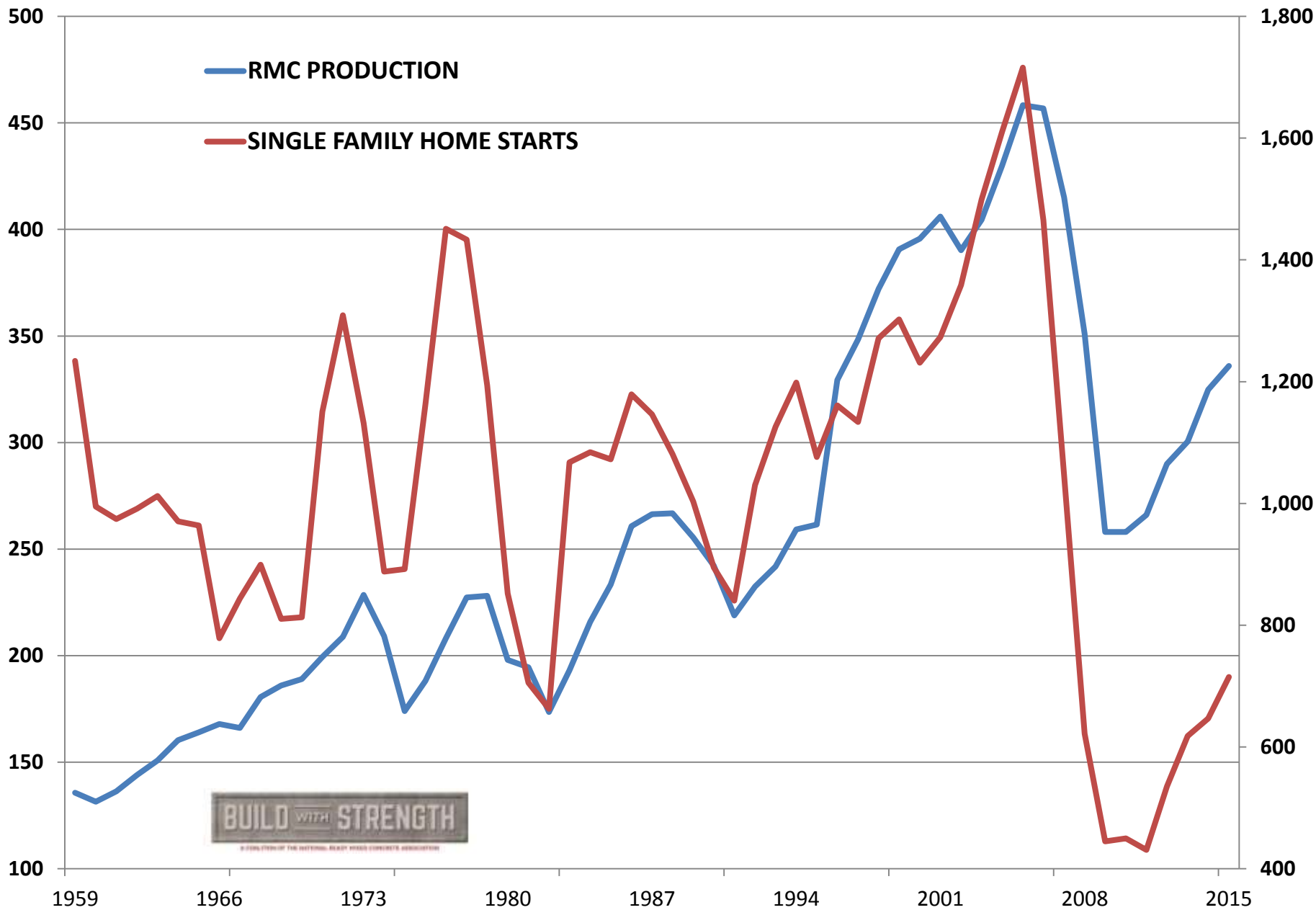
Source: Data from Arthur C. Nelson, Presidential Professor & Director Metropolitan Research Center, University of Utah. Image from Architect magazine, premier issue, November 2006.

Millions

RMC PRODUCTION

SINGLE FAMILY HOME STARTS

Thousands



EXISTING CHECKOFF PROGRAMS

AGRICULTURAL BILL

CONSUMER DRIVEN

CONSTRUCTION DRIVEN

Beef	Mushrooms
Blueberries	Paper Pkg
Christmas Trees	Peanuts
Cotton	Popcorn
Dairy Products	Pork
Eggs	Potatoes
Fluid Milk	Raspberries
Hass Avocados	Sorghum
Honey	Soybeans
Lamb	Watermelon
Mangos	

SOFTWOOD



"Wood should be a major component of American building and energy design."

USDA Secretary Tom Vilsack

Softwood "Opportunities":

1. Light Commercial & Multi-Family Construction
2. Converting concrete slabs and walls to softwood lumber
3. Coordinated, North American-wide marketing strategy to **take market share from concrete** and steel.

*\$12 million collected through assessments in 2013

*\$18 million available in 2014



[Contact Us](#)

“...the National Ready Mix Concrete Association recently launched a \$20 million, five-year effort to win back eroding mid-rise market share from the wood industry.”



*Mike Case, President & CEO, The Westervelt Company
Chair, Softwood Lumber Board*



Millennial

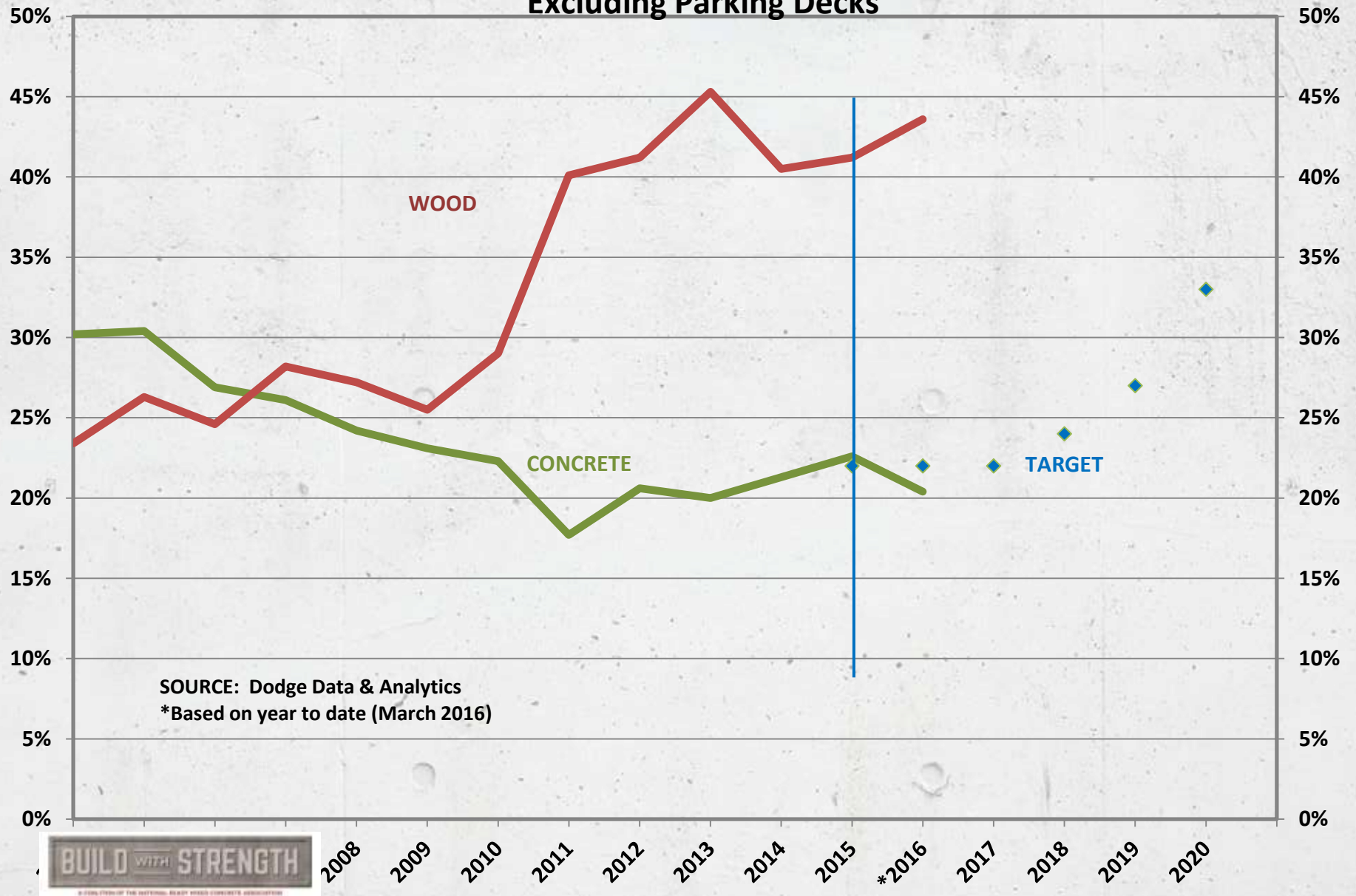


Baby Boomers



The Marselle – Seattle, WA – PB Architects

% Share of Floor Area of Mid-Rise (4-7 Stories) Excluding Parking Decks





STRATEGIES



Communication



**Direct Project
Promotion**

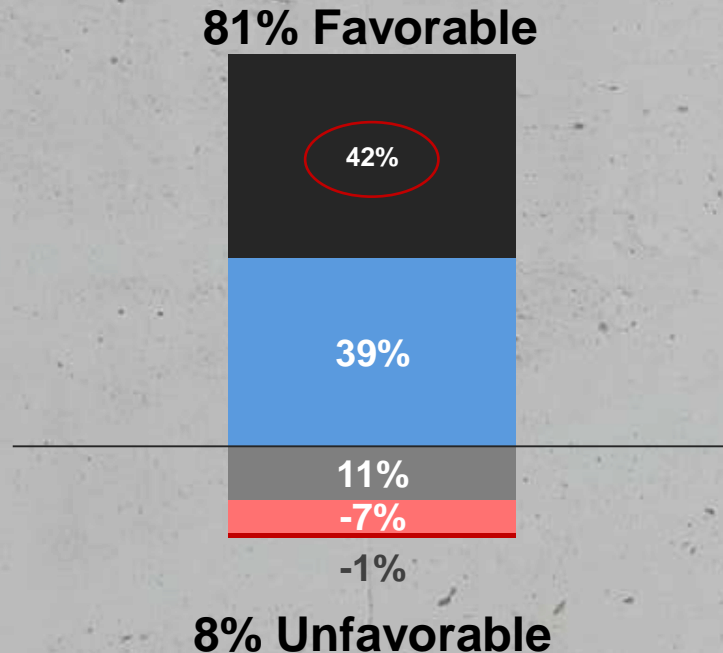


Advocacy

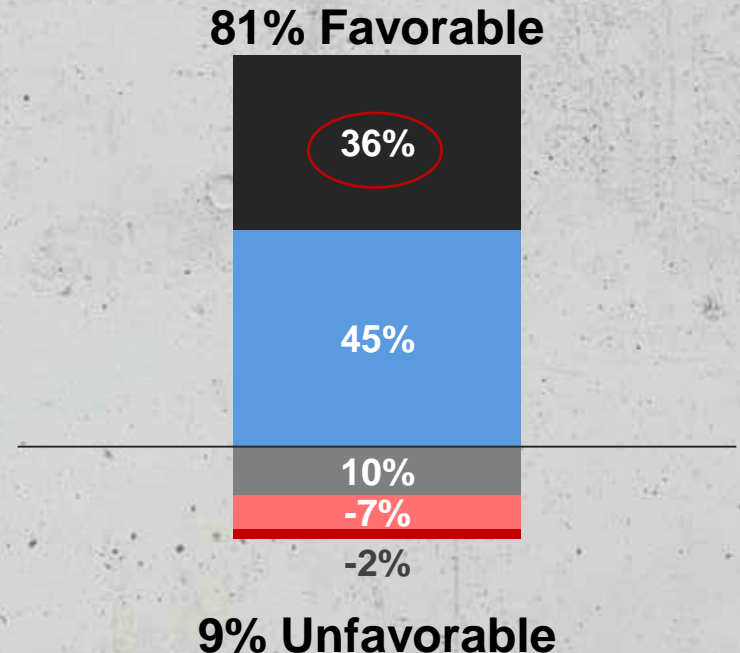
COMMUNICATIONS

WHILE EQUAL, WOOD'S IMAGE HAS MORE INTENSITY

THE WOOD INDUSTRY



THE CONCRETE INDUSTRY



■ Not Aware / No Opinion

■ Somewhat Unfavorable

■ Very Unfavorable

■ Somewhat Favorable

■ Very Favorable



Research findings by Axis Research.

MARKET SHARE



BUILD WITH STRENGTH

BUILDWITHSTRENGTH.COM

BUILDING PROMOTION

CORE LMR CAMPAIGN COMPONENTS

ADVOCACY

BUSINESS
DEVELOPMENT

COMMUNICATIONS

CAMPAIGN GOAL

To develop a strategic and aggressive communications plan that will increase concrete's market share in the low-to mid-rise market segment by:

1

**Launching the
BWS Brand**

2

**Starting the
conversation around
on new terms**


3

**Moving fast
to counter wood**

CAMPAIGN CONTENT

CASE STUDIES

When you build with concrete, the advantages go beyond the product itself. You've got an entire community of professionals standing behind you—giving you the resources and support you need. And it all starts right here, with the latest design solutions, software guides and educational training to back you up every step of the way.



BUILD WITH STRENGTH
A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

CONCRETE CASE STUDY: INNOVATION
ROY ST. COMMONS
621 12th Ave. E., Seattle, WA

Completed: 2016 Floors: 5 Number of Units: 32

ICF: STRONGER, GREENER BUILDING
Seattle-based ER doctor, Dr. Eric Friedland, was looking for an investment property when he decided to build his own—entirely out of Insulated Concrete Forms (ICF). ICF was chosen due to its strength, durability, sound insulation, and energy efficiency. Traditionally used for foundations and stem walls, ICF proved to be an innovative building material for this micro-apartment style multi-family building.

01. Structural strength in a reinforced wall.
Beyond the natural strength qualities of concrete, steel rebar reinforce the structure.

02. Environmentally responsible.
The project uses 2.5 inch thick foam on either side of a six-inch concrete center. The blocks are stacked, creating a continuous insulation on the exterior and interior of the project.

03. Designed to last.
Thanks to the block design associated with ICF construction, the building is incredibly airtight. In fact, the airtightness level for this project was measured at 1/8 air changes per hour at 50 Pascals. Airtightness means less thermal energy lost.

04. Innovative 3D modeling.
ICF use less concrete than a typical concrete building project, resulting in a more sustainable construction over the long term. ICF construction can also significantly decrease energy consumption for the building's occupants.

Seven Concrete, St. Eric Medical A Coalition of the National Ready Mixed Concrete Association | buildwithstrength.com

9+

CASE STUDIES

Build With Strength
August 31 · 11 · 48

Eastern Kentucky University students are getting the next generation of dormitory construction. Martin Hall is concrete strong and provide the comfort students need. Learn more about this project: <http://bit.ly/2bV5Ae9>



30 Views

Like Comment Share

Dennis Stengel and John Loyer like this.

Build With Strength
August 31 · 48

Do you want to know how Ecoconcrete is leading the way in design in the windy city? Look no further than Chicago. Borrowing from the features of Chicago's topography, the structure features hills, valleys, and pools defined by concrete. Learn more about this project: <http://bit.ly/2bV5Ae9>



176 Views

Like Comment Share

Martha Rodriguez Guerra, Nikolaena Rose, Edgar Kuyken and 23 others like this.

1 share

Build With Strength
August 24 at 7:47am · 48



Build With Strength

5 mins · 48

Queens Library at Hunters Point is rewriting the book on public building design with the help of concrete. Learn more about why this library's concrete structure is becoming the new focal point for this fast-growing community: <http://bit.ly/2cTSLFr>



Like

Comment

Share

400 Views

Like Comment Share

Betty J Johnson, Irene B. Dycow, Jarvis Miller and 225 others like this. Chronological

87 shares

Build With Strength
August 19 at 11:14am · 48

Chicago, Merchandise Mart revolutionized American skyscraper design. This Chicago building is an important role today. This Chicago building is reinforced with concrete. Learn more about why this building is so strong: <http://bit.ly/2bV5Ae9>



Like Comment Share

Michelle, Rafael Linares and 30 others like this. Chronological

Build With Strength
August 19 at 11:14am · 48

World Trade Center was built with a solid concrete core, making it a symbol of strength, safety, and sustainability. Learn more about concrete design: <http://bit.ly/2bV5Ae9>



479 Views

Like Comment Share

Betty J Johnson, Rafael Rodriguez, Guillermo Zandbergen and 18 others like this. Chronological

3 shares

8+

INFOGRAPHICS

Infographics

READY MIXED CONCRETE. READY TO SHAPE THE FUTURE.

READY MIXED CONCRETE. READY FOR ANYTHING.

Strength. It's a term that gets used a lot. And while it's one of the most essential components of any building, it's more than the strength itself that's important. It's the benefits of strength that make a difference in what you build.

5 Key Elements to Building with Strength:

Stands the test of time

Concrete structures are designed to last for centuries. Unlike other materials, concrete only gets stronger over time.

Sustainable

Concrete's strength, durability and energy efficiency make it an environmentally friendly material—especially when you consider the entire lifecycle of the building.

Simple to use

If a material isn't easy to use, it doesn't matter how strong it is. Good thing concrete can be molded into any shape, size or design you can imagine.

Safe and strong

Building with concrete gives you a fire-resistant structure. When combined with other fire safety systems, you can exceed building requirements—instead of just meeting them.

Value that lasts

Concrete won't rot, mold, rust or deteriorate. It's energy efficient and virtually maintenance-free—which means the resources you invest now will last for decades to come.

BUILD WITH STRENGTH

Concrete. Choose it first—to last. Learn more at BuildWithStrength.com.

9+

WHOLEY FIELD: A CONCRETE LEGACY

Wrigley Field: A Concrete Legacy

CALLING FOR A CONCRETE CHANGE

Edgewater: Calling for a Concrete Change

CALLING FOR A CONCRETE CHANGE

Superstorm Sandy: Calling for a Concrete Change

Maximizing Your Budget

Using Safer Materials

Insulated Concrete Forms. The building blocks of strength.

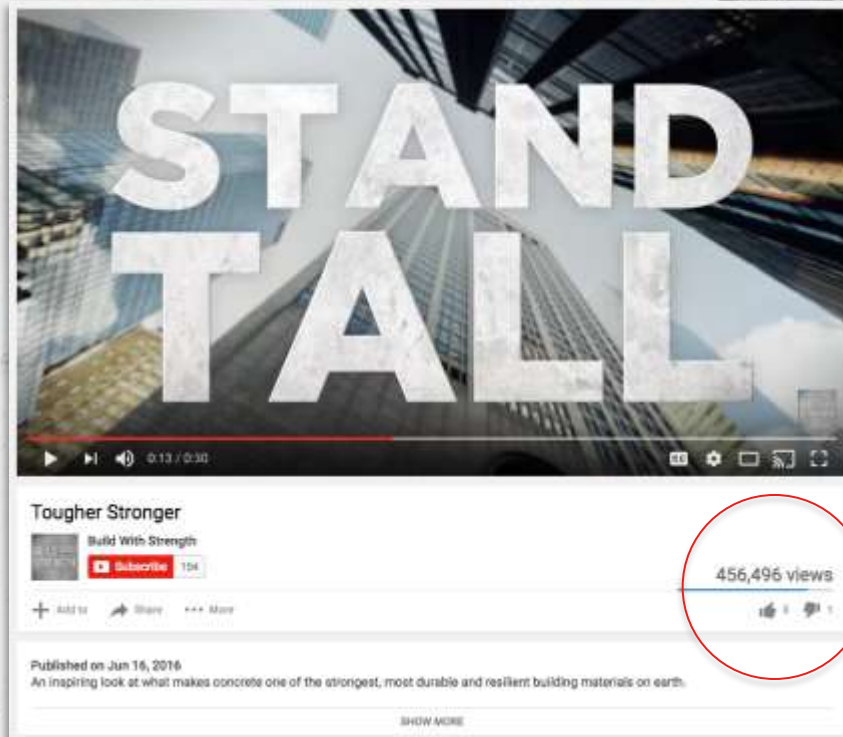
INSULATED CONCRETE FORMS

VS. CONVENTIONAL WOOD FRAMING

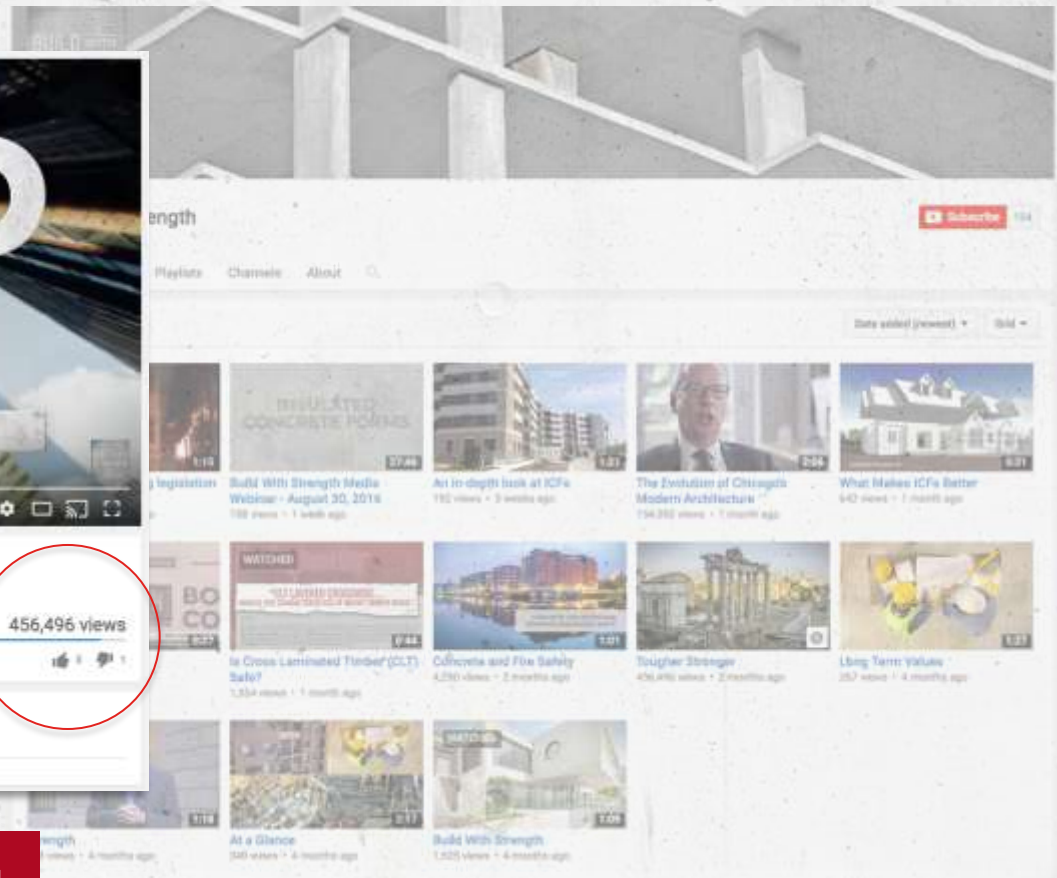
ICFs: The Building Blocks of Strength

ICFs Vs. Conventional Wood Framing

VIDEOS



13+



COLLATERAL




THINK OF US AS PART OF YOUR DESIGN TEAM

(Except we'll work for free)

Put our Concrete Design Center to work. Maybe you have a big idea for your next project. But you need a little help getting it off the ground. Or you're looking to lower costs and maximize resources. Whatever you need, ask Concrete Design Center can help you get off to a solid start. Because the only thing we love more than talking about concrete is helping you do something amazing with it.

Go ahead and tell us about your next project.
ask.builtwithstrength.com, call 1-888-964-7622,
 or email giveask@concreta.org or tracy@builtwithstrength.com

Backed by the National Ready Mixed Concrete Association, Built With Strength is a diverse coalition that advocates the building and design communities on the benefits of concrete.

BUILD WITH STRENGTH
THE NATIONAL READY MIXED CONCRETE ASSOCIATION

WE ARE CONCRETE STRONG.

Built with Strength, a coalition of the National Ready Mixed Concrete Association, is so a resource to re-educate the building and design communities on the benefits of concrete. We encourage its use as the building material of choice for new, to mid-rise structures, because we know that no other material can replicate concrete's advantages in terms of strength, durability, safety and innovation.

askBolt. Find out how you can get involved at BuiltWithStrength.org and have all the tools, resources and support you need for your next concrete project.

- Media and Newsroom
- Educational Resources
- Professional Support
- Infographics and Case Studies



BUILD WITH STRENGTH
THE NATIONAL READY MIXED CONCRETE ASSOCIATION

AREAS OF FOCUS

INSULATED CONCRETE FORMS

CONVENTIONAL WOOD FRAMING



LIMITED DURABILITY

LACKS CONTINUOUS INSULATION

EFFICIENT

SAFE

BISICY

FAST AND SIMPLE

FAST AND QUESTIONABLE

LOWER GREENHOUSE EMISSIONS

ICF buildings actually save 3-5% in reduced greenhouse gas emissions over the building's lifecycle compared to wood frame construction.²

SIGNIFICANT ENVIRONMENTAL IMPACT

Deforestation causes 12% of the world's greenhouse gas emissions.⁴ Impacts of wood (forestry) are 250-325% higher than concrete.⁵

BUILD WITH STRENGTH

Insulated Concrete Forms.
The building blocks of strength.

Insulated Concrete Forms (ICFs) are quickly becoming a fundamental building technique for multi-family residential, school and commercial buildings due to their strength, energy efficiency and ease of use. Take a look at how ICFs work—and find out what makes them the best choice for your next building project.

The outer shell consists of foam insulation blocks that are stacked together like legos.

Concrete is poured throughout the block structure, making it strong, safe, soundproof and energy efficient.

Steel rebar runs through the middle of the insulated concrete form, acting as the backbone.

If you're not building with ICFs, it might be time to start. Learn more at BuildWithStrength.com.

BUILD *WITH* STRENGTH

A FORMER MEMBER OF THE NATIONAL HEALTH SERVICE BOARD, HANCOCK

MIT SUSTAINABILITY HUB



At a Glance



Build With Strength

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349 views

[👍](#) 2 [👎](#) 0



Long Term Values



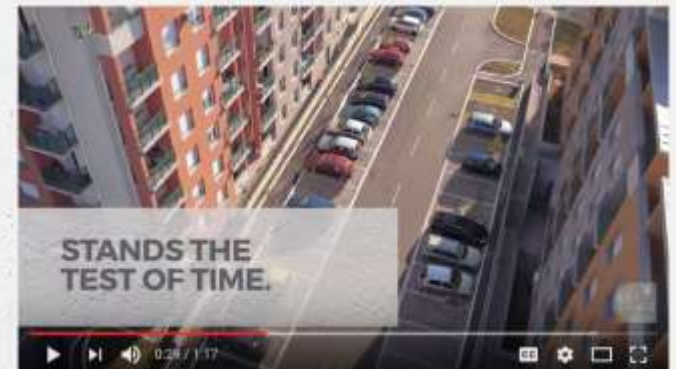
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Strength



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EARNED
OWNED
SOCIAL
PAID



PAID MEDIA

SOCIAL MEDIA



MARKET ROLLOUTS

MARKET ROLLOUTS

BWS Campaign rollouts so far:



WASHINGTON, DC

MAY

The Concrete Producer

From: The Concrete Producer 2016 | Posted on: May 19, 2016

Build with Strength Holds Roundtable in Washington



The National Ready Mix Concrete Association's Build with Strength coalition recently held their first roundtable on the strength and durability of concrete construction in low to mid-rise building sector, and in general in Washington D.C.

The panel was apart of the International Concrete Sustainability Conference and featured experts in the design/build community including Eric Coleman, Development Coordinator of EY/C Companies. Coleman spoke on why concrete was so beneficial and resilient. "The nature of concrete in construction offers advantages beyond strength and durability. Concrete's composition and mass means heat moves more slowly through the material, keeping buildings warmer in the winter and cooler in the summer. This energy efficiency translates directly into cost-savings over the long-term."

NRMCA President Robert Garbini noted that this panel was a step in a multi-year plan to educated architects, designers, city planners, and elected leaders about the benefits of concrete construction including its strength, durability, and cost-saving potential. He also noted that in the city chosen to hold the panel, Washington D.C., there are constantly "cheap wooden frame" being erected and it is their job to educate people as to why they should choose concrete instead.

To learn more about the coalition, head to their [website](http://www.bwsdc.org).

EARNED
MEDIA



Build with Strength

INDUSTRY ROUNDTABLE
PROMOTING USE OF DURABLE CONCRETE PRODUCTS
IN WASHINGTON, DC CONSTRUCTION MARKET

The panel will take place as part of the International Concrete Sustainability Conference and will feature experts from the design, construction and safety communities who will attend to the strength and durability and the cost savings associated with concrete.

Moderation:
Lionel Lemay, NRMCA

Panelists:
Eric Coleman, Development Coordinator, EY/C Companies
Benny Kirschen, Principal Research Scientist, MIT
Ann Narva, Director of Technical Relations, National Association of State Fire Marshals
Chris Drew, Director of Sustainability, Adrian Smith + Gordon Gill

What:
"Build with Strength for a Sustainable Future: How Concrete's Strength Equals Sustainable Progress"

Where:
Hwy 1 Regency Crystal City
Regency Ballroom ABC (Ballroom Level)
2799 Jefferson Davis Highway, Arlington, VA 22202

When:
May 17, 2016

Concrete: DC's most sustainable construction product

By Robert Garbini, President and CEO, National Ready Mixed Concrete Association
May 17, 2016



Washington, D.C. is a city whose office structures and monuments have stood for centuries. The city is known for its concrete. Even more, D.C. and its surrounding boom towns, prized by developers and residential home buyers.

The low-to-midrise residential market is especially attractive to millennials seeking to establish roots in the region, as well as to retirees looking to downsize to more manageable square footage.

With this in mind, Build with Strength—a coalition of the National Ready Mixed Concrete Association and a multi-million dollar coordinated industry campaign—has chosen to launch a series of advocacy and outreach efforts in Washington, D.C. The campaign will focus on the design, construction, codes and standards, and public safety communities that are needed to establish concrete construction as the only safe and durable choice for new and existing projects.

**PAID
MEDIA**

SEATTLE, WA

JUNE

EARNED MEDIA

CONSTRUCTION
MAGAZINE NETWORK

“Concrete coalition expresses concern over cross-laminated timber construction”

civil + structural
ENGINEER

“‘Build with Strength’ to provide concrete information and resources for Seattle markets”

“Build with Strength Video:
The Concern with Cross-
Laminated Timber
Construction in Seattle”

PR Newswire
a CISION company

 Construction DIVE

“Build with Strength to Provide Concrete Information and Resources for Seattle, WA Design / Build and Construction Markets”

“Build with Strength Coalition Promotes the Use of Concrete Construction Products”

retrofit
IMPROVING YESTERDAY FOR TODAY

concrete
THE JOURNAL OF DECORATIVE
CONCRETE DECOR

“Build with Strength: Fire safety must come first in Seattle construction”


SEATTLE, WA

JUNE



Build With Strength Video
We also know it's critical. Build with Strength is a coalition of the National Ready Mixed Concrete Association (NRMA).


Build with Strength, Seattle



Washingtonians are all too aware of the severe consequences of wildfire season. Just last year, the state experienced the largest wildfire season in its history, claiming 176 homes and burning more than a million acres. In the face of this natural disaster, some homes, like that of Okanogan County resident John Belles, were able to withstand the flames after the inferno tore through the countryside. Rather than have to flee his home, Mr. Belles was able to wait inside of his house as the fire passed, protected by his home's

Build With Strength Video
We also know it's critical. Build with Strength is a coalition of the National Ready Mixed Concrete Association (NRMA).


The Concern with Cross-Laminated Timber Construction in Seattle



Build with Strength, a coalition of the National Ready Mixed Concrete Association (NRMA), today released a new video expressing concern with the use of a wood product known as cross-laminated timber (CLT) in construction. The video joins an ongoing effort to inform the design / build and construction communities about the importance of utilizing strong and resilient building materials in the Seattle, Washington market.

Build With Strength Video
We also know it's critical. Build with Strength is a coalition of the National Ready Mixed Concrete Association (NRMA).

Prioritizing Fire Safety in Seattle Construction



Anyone who resides in the greater Seattle area, and the entire Pacific Northwest for that matter, lives with the knowledge that an act of God, or an innocent accident, can destroy their homes and ruin their lives upside down in an instant.

Seattle is located right in the heart of the Cascadia Subduction area of major seismic activity that has prompted scientists to estimate a number of if another big earthquake will happen, but when it does, as it did in *The New Yorker*, when the next big one happens, the "region will suffer the worst natural disaster in the history of North America." The threat is so dire that the Federal Emergency Management Agency (FEMA) has

OWNED
MEDIA



Build With Strength @BuildStrength · Jul 19
Strength, flexibility & cost-efficiency all in one method – insulated concrete forms (ICFs) bit.ly/2ae7OWW



TOP 5 Reasons to Build With Insulated Concrete Forms (ICFs)

www.BuildWithStrength.com



IS CROSS LAMINATED TIMBER (CLT) SAFE?



Is Cross Laminated Timber (CLT) Safe?

Build With Strength

Subscribe 158

1,554 views

SOCIAL
MEDIA

CHICAGO, IL

AUGUST

WRIGLEY FIELD: A CONCRETE LEGACY

Wrigley Field. Home to the Cubs and to some of the most loyal baseball fans around. But there's another reason it holds such a lasting legacy: the structure itself. Constructed with over 45,200 cubic feet of concrete, it's a stadium that hasn't just lasted the test of time. It's a shining example of why concrete has been, and continues to be, one of the most resilient building materials on earth.

OVER 100 YEARS OLD

Established in 1914 during the nation's largest architectural and industrial boom, it's the second oldest baseball stadium in the Americas.

BUILT WITH CONCRETE

More than 45,200 cubic feet of concrete was used during the original construction—and it's one of the core materials used for renovations as well.

STRENGTH BY THE NUMBERS

Nearly 3 million people go through the gates of Wrigley Field each year—a testament to lasting durability and resilience.

OWNED
MEDIA

Chicago is building with concrete. Are you?
Learn more at BuildWithStrength.com.

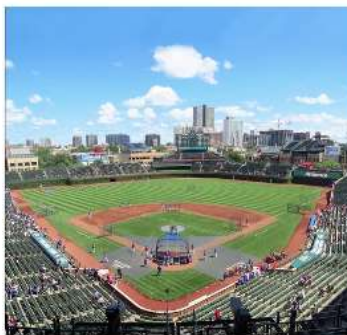
STILL STANDING STRONG

Remains one of the world's most

Build With Strength

August 24 at 7:47am · 🌐

Chicago is a bustling metropolis known for its rich history, loyal sports fans, and dedication to the arts. But, did you know that many structures along the city's iconic skyline are built with concrete? Let's take a look at the top 5:
<http://bit.ly/2bNyhxJ>



WRIGLEY FIELD

HOLDS 41,160 PEOPLE

1.6K Views

👍 Like 💬 Comment ➦ Share

Carl Graham, Ronald McCormick Sr., Francesca Gotti and 8 others like this.

You Tube



CONCRETE'S THERMAL MASS PROPERTIES
SAVE 5-8% ANNUALLY ON ENERGY COSTS.

SOCIAL
MEDIA

Chicago's Modern Architecture

154,558 views

👍 3 💬 1



CHICAGO, IL

AUGUST



EARNED
MEDIA

Build with Strength: Wrigley Field Stands Test of Time

For Immediate Release
8.22.16
Contact: Kevin Lawlor
klawlor@buildwithstrength.com
312-253-6402

Build with Strength's Wrigley Field Stands Test of Time

Chicago, IL – Build with Strength, a coalition of the National Ready Mixed Concrete Association (NRMCA), continued the efforts to inform Chicago's design, build and code communities today by releasing a [new infographic](#) highlighting a true icon of American strength and durability – the Chicago Cubs' Wrigley Field.



Opened in 1914 along Addison Street on Chicago's north side, Wrigley Field, aka The Friendly Confines, a phrase made popular by legendary Hall of Famer Ernie "Mr. Cub" Banks, is one of the oldest Major League Baseball stadiums, second to only Boston's Fenway Park. The stadium, consisting of **45,300 cubic feet** of concrete weighing a whopping 6.5 million pounds, was built to last for generations. It has.

The concrete contained within has withstood a century of Chicago's wind and frozen winters, yet the one constant every year has been Cubs baseball come spring.

"Wrigley Field is at the top or very close to the top of many baseball fans' bucket-list," said Kevin Lawlor of Build With Strength. "Whether you're a fan of the game, Americana or architecture, the friendly confines leaves visitors with an overwhelming

sense of history."

[VIDEO] The Evolution of Chicago's Modern Architecture

VIDEO AUG 15, 2016



Concrete Construction

The Evolution of Chicago's Modern Architecture



Build with Strength, a coalition of the National Ready Mixed Concrete Association, has released a new video looking back at Chicago's construction development in the aftermath of the Great Chicago Fire of 1871 and the use of non-combustible materials in the city ever since. Build with Strength, a coalition of the National Ready Mixed

Concrete Association, has released a new video looking back at Chicago's construction development in the aftermath of the Great Chicago Fire of 1871 and the use of non-combustible materials in the city ever since. Concrete does not burn or melt, and will retain its structural stability even at the highest temperatures. Following the devastation of their city, Chicago's design, build and code communities worked together to ensure such a catastrophe would never happen again.

[Read more](#)

The
**Concrete
Producer**

CHICAGO, IL

AUGUST

25+
Webinar
Participants



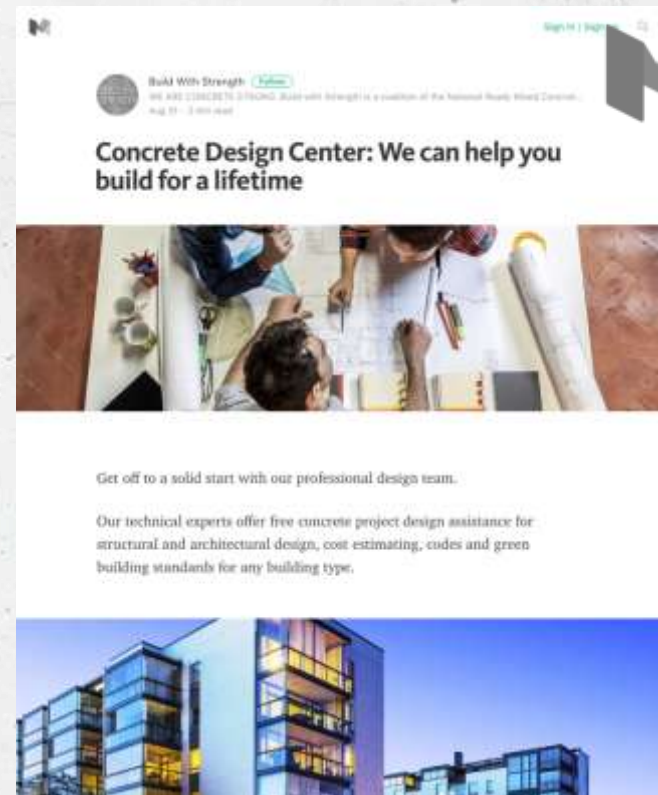
Build With Strength When you stand with concrete, you've got an entire team standing behind you. Our Design Center has everything you need to get off to a solid start. Our technical experts offer free design assistance for structural and architectural design, cost estimating, codes and green building standards for any building type. Get started today! <http://bit.ly/2bwnLJP>



Like (17) • Comment • Share • 13 days ago

Richard DeThomasis, Eric Passos +15

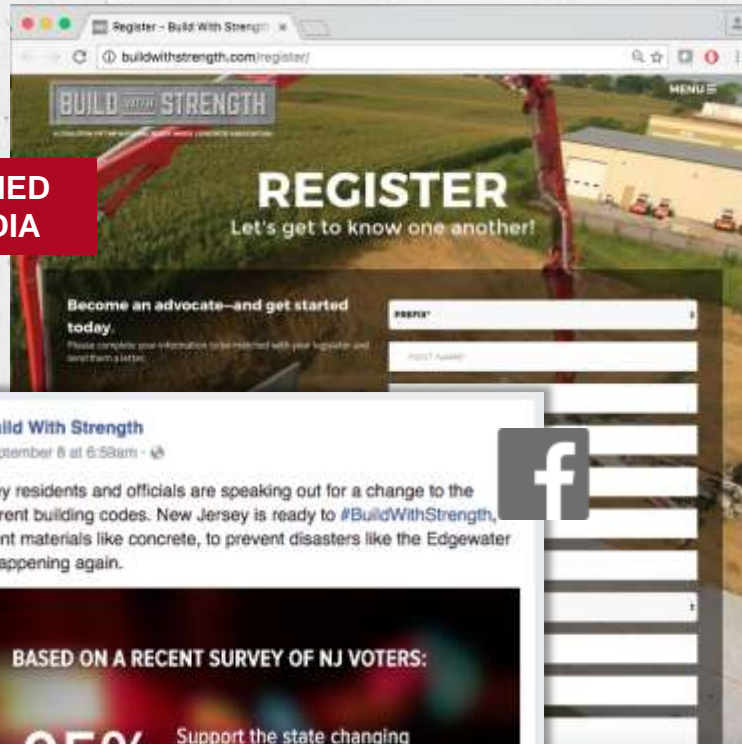
Add a comment...



NEW JERSEY

SEPTEMBER

OWNED
MEDIA



SOCIAL
MEDIA

CALLING FOR A CONCRETE CHANGE

NJ residents speak out on building code safety in the wake of the Edgewater Apartment Fire.

In 2015, a building fire in Edgewater, NJ destroyed 240 apartment complex units and left more than 1,000 people displaced. Since then, building code standards in New Jersey have rightfully come into question—and there is pending legislation that will amend existing construction codes for increased fire safety. We need legislators to understand how important this issue is—not just to the building community, but also to New Jersey residents who are calling for a renewed focus on safety.



93% support legislation that would require all buildings over three stories high have concrete and steel frames for greater safety and durability.

95% support the state changing construction codes after the Edgewater Fire.

87% support banning light frame construction (like wood) in multifamily dwellings and densely populated areas to save lives in the event of a fire.

87% believe in legislation that would limit wood-frame construction to three stories and 20,000 square feet per floor is important for building safety.

97% feel that fire resistance should be an important consideration in residential building construction.

BUILD WITH STRENGTH
A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

If you're not building with concrete, you're playing with fire. Find out how you can stand up for safer building codes at BuildWithStrength.com.

NEW JERSEY

SEPTEMBER

EARNED
MEDIA

New Jersey Law Journal

“Group Urges NJ to Update Construction Codes After Edgewater Fire”

CLIFFSIDE PARK-
EDGEWATER

BOGOTA FAIRVIEW RIDGEFIELD

DAILY
VOICE

“Edgewater’s Avalon Fire Prepares NJ for
‘Concrete Change’”



New Poll Finds New Jersey Voters Support Building Code Changes in Wake of Disaster

For Immediate Release

9.7.2016

Contact: Kevin Lawlor

klewlor@buildwithstrength.com

202-253-6402

Edgewater, NJ – In advance of a City of Edgewater, New Jersey hearing Wednesday evening to consider [rebuilding the burned-down Avalon at Edgewater apartment complex](#) with the same lightweight wood-frame construction method, Build with Strength, a coalition of the National Ready Mixed Concrete Association, released a [new poll](#) today that found registered New Jersey voters are very supportive of the state making changes to construction codes in the wake of the fire. According to the poll, ninety-five percent are supportive of changes to construction codes.

“New Jersey residents have already experienced firsthand the consequences of building with vulnerable and inferior construction materials,” said Kevin Lawlor, a spokesperson for Build with Strength. “The devastation wrought by the Edgewater fire has been burned into the collective memory, and as such, there’s an overwhelming consensus to enact whatever measures are necessary to make sure something like this never happens again. That means code requirements for structures to be built with resilient products like concrete, and not wood.”

The January 2015 fire that destroyed the 240-unit apartment building burned for seven hours and left 500 people homeless. Ironically, the same apartment complex [burned down 15 years prior](#), while it was still under construction using the same wood-frame methodology. The two fires are considered the worst in Bergen County’s history.

According to the poll, New Jersey voters overwhelmingly support legislative changes to make buildings in the state more resistant to fires and natural disasters. This includes support for a requirement for concrete and steel frames for buildings over three stories high, as well as proposed legislation that would place limits on construction with wood. In addition to the poll, a [new video](#) and [infographic](#) examining the Edgewater fire and the reaction from the community was released today.

NEW YORK

SEPTEMBER

SOCIAL MEDIA

Build With Strength
September 9 at 7:11am · 🌐

NYC's One World Trade Center was built with a solid concrete core, making it a shining example of strength, safety, and sustainability. Learn more about its high-strength concrete design: <http://bit.ly/2c57Bgl>



4.7K Views

👍 Like 💬 Comment

Betty J Johnson, Bel Rodriguez like this.

YouTube



New York City is Building With Strength



13 views

+ Add to ➦ Share ⋮ More

OWNED MEDIA

CALLING FOR A CONCRETE CHANGE

New York and New Jersey residents speak out on building code safety in the wake of Superstorm Sandy.

In 2012, Superstorm Sandy left a path of destruction in 24 U.S. states. New York and New Jersey were hit particularly hard; the aftermath caused billions of dollars in damage and thousands of homes were destroyed. Since then, building code standards in urban areas have rightfully come into question—and local residents are speaking out on strength, safety and the need for a renewed legislative focus on this crucial issue.



Show your strength. Find out how you can stand up for safer building codes at BuildWithStrength.com.

BUILD WITH STRENGTH
A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

NEW YORK

SEPTEMBER



For Immediate Release

9.12.2016

Contact: Kevin Lawlor

klawlor@buildwithstrength.com

202-253-6462

New Poll

New York, NY – According to a new poll, New Yorkers are very supportive of Superstorm Sandy, and 2012. The poll of 406 registered voters in New York City and Long Island found that fifty-nine percent of respondents support changes to construction codes.

"After experiencing the destructive power of the ocean and wind firsthand, New York voters have unequivocally expressed their desire for a stronger, more durable community," said Kevin Lawlor, a spokesperson for Build with Strength. "To withstand the onslaught of gale-force winds and rain, and resist the slow growth of mold and mildew, New York State administrators should heed their constituents' desires and update the construction codes. Residents want the concrete jungle to be built with concrete."

[Superstorm Sandy.com](http://www.superstorm-sandy.com) With thousands of homes forced to deal with the

In addition to calling for legislation that requires greater safety and durable 20,000 square foot per multifamily dwellings are support.

"Unlike wood products, the community from his experience and mandated

The New York poll results respondents very support devastating Edgewater

Additional Information

- Polling Report: [Polling Report](#)
- Infographic: [Infographic](#)



For Immediate Release

9.15.2016

Contact: Kevin Lawlor

klawlor@buildwithstrength.com

202-253-6462

Build with Strength Video: Concrete Offers Fresh Take on Familiar New York Skyline

New York, NY – Build with Strength, a coalition of the National Ready Mixed Concrete Association, released a [new video](#) today examining the innovative use of concrete in New York City's modern architecture to add strength to the world's most famous skyline and durability to all five boroughs.

"When you have cities like New York, with 11 million people, concrete is the best way to build," said Jonathan Arnold, President and CEO of the Arnold Development Group in the video. "Because when you compare it to the alternatives – steel or possibly high-rises made out of wood – you have several properties in concrete that you cannot replicate in other materials."



Adding to the iconic concrete canyons that have kept New York City standing tall for generations are new structures that demonstrate the varied capabilities of building with concrete.

Keeping durability and resiliency in mind, the five boroughs differed in their approach: Queens built with vision in utilizing 22,000 sq. feet of exposed concrete at the Queens Library at Hunters Point to create a storybook view, the Bronx built with innovation for the masterpiece

Bronte Museum of Arts, Staten Island built with sustainability in mind when they constructed an energy efficient and airtight West Zoro Schloss with a concrete exterior, Brooklyn incorporated value in adding \$2-stories of concrete affordable housing units at 250 Ashland Place, and Manhattan built with strength by pouring 150,000 cubic yards of concrete for One World Trade Center, one of the world's safest and tallest new structures.

"Concrete has provided the backbone to allow the world's top architects and designers to reach for the heavens in the Big Apple for more than a century," said Kevin Lawlor, a spokesperson for Build with Strength. "As we progress in the modern era, concrete continues to provide the creative flexibility necessary for the next generation of architects and designers to develop the ingenious buildings that will dominate the New York City skyline for the decades and centuries to come."

EARNED MEDIA

ARCHITECTURAL
ROOFING
& WATERPROOFING

WALLS & CEILINGS
ARCHITECT

Continuing
Education
Center

Poll Finds New York Voters Support Building Code Changes



September 15, 2016

KEYWORDS [building codes](#) / [weather resistant](#)

Reprints



No Comments

According to a [new poll](#), New York City and Long Island voters are very supportive of the state making changes to construction codes in the wake of Superstorm Sandy, which wreaked havoc along nearly the entire Atlantic coast in October 2012. The poll of 406 registered voters in New York, commissioned by Build with Strength, a coalition of the National Ready Mixed Concrete Association, found ninety-eight percent support and fifty-nine percent strongly support changes to construction codes.

"After experiencing the destructive power of the ocean and wind firsthand, New York voters have unequivocally expressed their desire for a stronger, more durable community," said Kevin Lawlor, a spokesperson for Build with Strength. "To withstand the onslaught of gale-force winds and rain, and resist the slow growth of mold and mildew, New York State administrators should heed their constituents' desires and update the construction codes. Residents want the concrete jungle to be built with concrete."

ONGOING RAPID RESPONSE



YOUR SAY SEPTEMBER 1, 2016 2:04 PM

Sandy Springs City Council stands strong for durable buildings

EARNED MEDIA

BY STEPHEN V. SKALKO
Special to The Telegraph



On August 16, the Sandy Springs City Council voted to prohibit combustible materials from being used as the primary structural material in buildings above three stories and 100,000 square feet. Other communities across the country have voted similar measures into law, citing as reasons their concerns for citizen safety, firefighter safety, structural durability,



Opinion: Fire safety must trump business factors in construction

BY ALLEN HAMBLEN
Contributing writer

JUNE 22, 2016 4:57 PM UPDATED: WASHINGTON, JUNE 22, 2016, 5:21 AM

It would be a grave disservice to New Jersey families and first responders if we allow the rejection of the fact that wood burns to dictate legislation and code development that can, and will, protect lives as soon as they can be enacted.

IT WAS WITH much alarm that I read the June 5 opinion article "Jumping to conclusions over cause of fire," by American Wood Council President and CEO Robert Gierenski. It seems that the wood industry has lost touch with reality in the pursuit of taller, less safe, wooden buildings. I don't think anyone contends that wooden structures of a certain size and scope have their place in New Jersey's construction landscape, but the idea that "completed wood-framed buildings such as Avalon at Edgewater, and more much larger, have capably resisted fire spread even when fire protection features are compromised" is a far-fetched attempt to spin the simple fact that wood, indeed, burns. It would be a grave disservice to New Jersey families, investors and first responders if we allow the stubborn rejection of that elemental principal to dictate legislation and code development that can, and will, protect lives as soon as they can be enacted.

Currently, there are several pieces of legislation in the New Jersey State House that would go a long way in bringing codes on par with fire safety standards for buildings like the Avalon. These include common-sense code changes such as limits on wooden structures in highly populated areas, a requirement for a 24-hour fire watch during the construction process, and signage that helps firefighters understand more about the nature of the building before entering. It could all take place immediately if, instead of



OP-ED MARCH 25, 2016 3:29 AM

Why we fight for concrete



Allen Hamblen is chairman of the National Ready Mixed Concrete Association and president and CEO of the CalPortland Company. Courtesy photo

BY ALLEN HAMBLEN
Contributing writer



During Washington's 2016 legislative session, the National Ready Mixed Concrete Association spearheaded an effort to put a stop to legislation that would have granted tax breaks for the use of a product known as cross-laminated timber (CLT).

It may seem to be an odd choice for the concrete community to push back on a wood

VIDEOS



Gregg Bell, Dave Boling on Wilson's ankle, opening win and Week 2 at LA



Gregg Bell, Dave Boling on Wilson's ankle, opening win and Week 2 at LA



Seahawks coach Pete Carroll says Russell Wilson's ankle is...



Man struck, killed by car in Lakewood

KEY METRICS

V. WOOD

BRAND LIFT STUDIES

SEATTLE

WASHINGTON, DC

CHICAGO

Brand Lift allows us to measure metrics on our YouTube video advertising. This allowed us to go beyond traditional metrics like impressions and views to measure the campaign's impact on perceptions and behaviors within the Seattle market.

To do this, Google creates two randomized groups:

1. The exposed group who are the people who will see your ads
2. The control group who are the people selected to see other ads

Google serves a two-question survey to these groups to understand if they recall seeing the BWS ad and if they remember the BWS brand.

BRAND LIFT STUDIES

SEATTLE

WASHINGTON, DC

CHICAGO

Our study ran in the Seattle market from July 25 to July 30, garnering over 531,000 impressions, 122,000 views and clicks, and surveying over 5,000 people. Here are the key takeaways:

- **Ad Recall was *Above Average*:** there was a 41.2% lift in ad recall after seeing the BWS ad. Ad recall measures the extent to which an ad is remembered.
- **Brand Awareness was *Above Average*:** there was a 30.6% lift in brand awareness after seeing the BWS ad. Brand awareness measures the extent to which viewers are familiar with a certain brand.
- **Exposure Matters:** in both questions, people who saw the ad more than once had a much higher lift than those who saw it only once. Similarly, people who completed the ad had significantly higher lift than those who skipped the ad.

BRAND LIFT STUDIES

SEATTLE

WASHINGTON, DC

CHICAGO

Our study ran in the Washington, DC market from August 15 to August 22, garnering over 791,000 impressions, 213,000 views and clicks, and surveying over 5,000 people. Here are the key takeaways:

- **Ad Recall for 35-44-year-olds was *Above Average*:** there was a 97.8% lift in ad recall for 35-44-year-olds after seeing the BWS ad. Overall, brand lift was 38.5% in the DC market, which is in line with industry averages.
- **Brand Awareness on tablets was *Above Average*:** there was a 47.7% lift in brand awareness for viewers who saw the BWS ad on tablets. Overall, there was a 13.1% lift in brand awareness, in line with industry averages.

BRAND LIFT STUDIES

SEATTLE

WASHINGTON, DC

CHICAGO

Our study ran in the Chicago market from August 16 to August 23, garnering over 676,000 impressions, 151,000 views and clicks, and surveying over 5,000 people. Here are the key takeaways:

- **Ad Recall was Average:** there was a 25.5% lift in ad recall after seeing the BWS ad, including a 38.4% lift for males in the Chicago market.
- **Brand Awareness for females was Above Average:** there was a 36.2% lift in brand awareness for female viewers who saw the BWS ad. Overall, there was a 19.9% lift in brand awareness, in line with industry averages.
- **Exposure Continues to Matter:** in DC and Chicago, across both ad recall and brand awareness questions, people who saw the ad more than once had a much higher lift than those who saw it only once. Similarly, people who completed the ad had significantly higher lift than those who skipped the ad.

WEBSITE TRAFFIC

20,000+ Users

39,000+ Page Views

86% of Traffic News Users

46% Desktop Users

54% Mobile & Tablet Users





Avg. Time on Site 1 min

Avg. Pages Per Visit 1.6

Top 5 Pages Viewed:
Strength, Design Center, Concrete
at Work, Value, Ease of Use



SOCIAL TRAFFIC

	BWS	Wood
	159 subscribers	1,365 subscribers
	717k views	175k views
	15,487 likes	10,755 likes
	49 posts	28 posts
	6,476 engagements	322 engagements
	116 tweets	52 tweets
	1,590 engagements	779 engagements
	16 updates	38 updates
	218 engagements	517 engagements



SEARCH AND YOUTUBE ADS

Search Ads

1,270,347 Impressions

9,962 Clicks

YouTube Ads

3,439,785 Impressions

780,945 Views

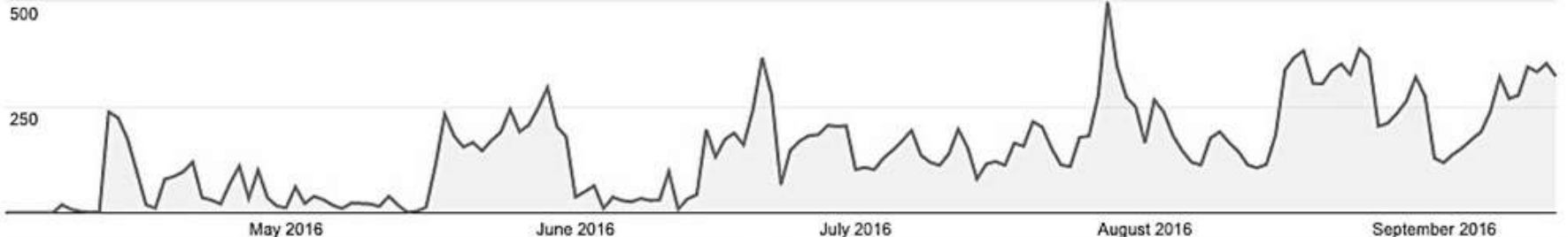
22.70% View Rate

Overview

Sessions ▾ VS. Select a metric

Hourly Day Week Month

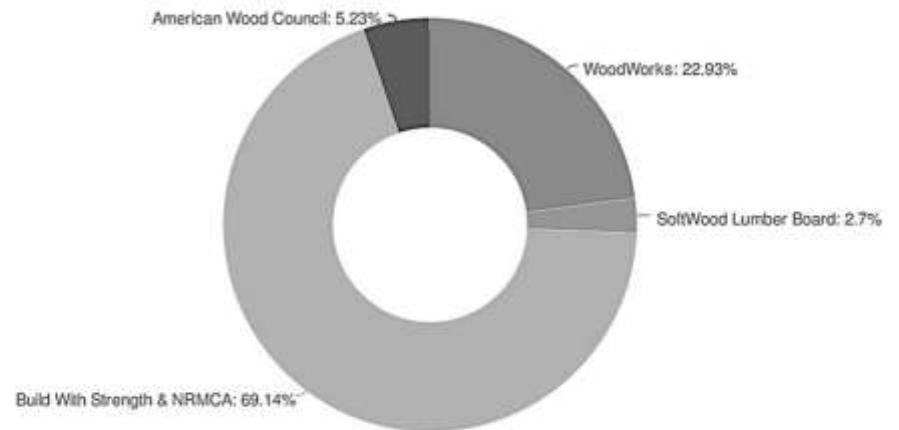
● Sessions



EARNED MEDIA

	BWS	WoodWorks
Volume	410	136
Reach	125.5 M	65.8 M
Est. Value	\$1.2 M	\$600 K

Share of Voice (SOV)
Jun 1, 2016 - Sep 13, 2016



CAMPAIGN FUTURE

WHAT'S NEXT?

Make Build with Strength the established and authoritative voice of the industry



SUPPORT LEGISLATIVE ACTION

Pro-active efforts to support passage of legislation in key markets:



SUPPORT LEGISLATIVE ACTION



Earned Media



**Grasstops and
Grassroots Mobilization**



**Calls and Letters to
Targeted Legislators**



Research



Events



Rapid Response



Paid Media

SUPPORT BUSINESS DEVELOPMENT



PROMOTE
DESIGN
ASSISTANCE
PROGRAM



ROLLOUT BWS
INTELLIGENCE
REPORTS



PROMOTE AND
IDENTIFY KEY
PROJECTS



CONDUCT
WORKSHOPS
AND CREDIT
CERTIFICATIONS



CREATE PROJECT
FUNNEL WITH
PIPEDRIVE

SUPPORT BUSINESS DEVELOPMENT

Build and Launch Regional Market Promotion Team

- Identify key markets to meet with developers, investors, architects, engineers and contractors to introduce campaign
- Make presentation and develop collateral
- Build relationships
- Incorporate NRMCA members in follow-up meetings we identify as prime targets

2017 RESEARCH

Begin yearly baseline poll in April 2017

Online survey of 400 architects, developers, builders, engineers, designers, construction managers and urban planners measure movement in key areas:

- Image of the industry
- Material preferred for low-to mid-rise structures
- Benefits of concrete over wood
- Improvement in our key messages

INVESTORS & DEVELOPERS PACKET

- Showcase the Build with Strength Investors and Developers Advisory Council
- Goal: Formalize the coalition and real faces from our target audience with who understands the benefits of concrete
- Launch efforts with contractors, engineers and designers



SURROGATE PACKET

Build and launch a surrogate network

- Develop a bullpen of voices who can participate in rapid response activities
- Leverage voices for pro-active activities
- Provide media training and educational activities



SECOND + DELAWARE VIDEO

HOW DO YOU
CREATE
THE WORLD'S MOST
ENERGY-EFFICIENT
BUILDING?

CORE LMR CAMPAIGN COMPONENTS

ADVOCACY

**BUSINESS
DEVELOPMENT**

COMMUNICATIONS

DESIGN CENTER

BUILD WITH STRENGTH
A COLLOCATION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

DESIGN CENTER

Free concrete project design and technical assistance is available through the National Ready Mixed Concrete Association's Design Center. The Design Center can assist you in choosing the right concrete solution for a wide variety of projects, from multi-family residential to use to industrial and health care facilities. NRMCA's expert team of engineers and architects are available to help you select the most appropriate concrete system, including:

- Concrete frame and post-tension flat plate systems
- Slotted slab systems
- Insulating concrete forming (ICF) systems
- Tilt-up concrete wall systems

Get started today by submitting the following form:

FIRST NAME: _____

LAST NAME: _____

COMPANY: _____

EMAIL: _____

PHONE: _____

A BRIEF DESCRIPTION OF THE PROJECT: _____

NUMBER OF FLOORS: _____

PROJECT LOCATION: _____

I NEED ASSISTANCE WITH:

- Structural design
- Architectural design
- Cost estimating
- Specifications
- Durability
- Disaster resilience
- Fire resistance
- Vibration and deflection
- Noise reduction
- Energy efficiency
- Sustainability and green building
- Life cycle assessment

SUBMIT

ABOUT US | RESOURCES | EVENTS | MEDIA

SIGN UP FOR EMAIL **ENTER EMAIL**

2016 © BUILD WITH STRENGTH

PRIVACY POLICY | CONTACT US

Get off to a solid start with our professional design team

Our team cost estimates

- Multi-story
- Diverse
- Long-term

CONCRETE DESIGN CENTER

Structural design

Our expertise includes

- Concrete
- Vibration

WE CAN HELP YOU BUILD FOR A LIFETIME.

BUILD WITH STRENGTH
A COLLOCATION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

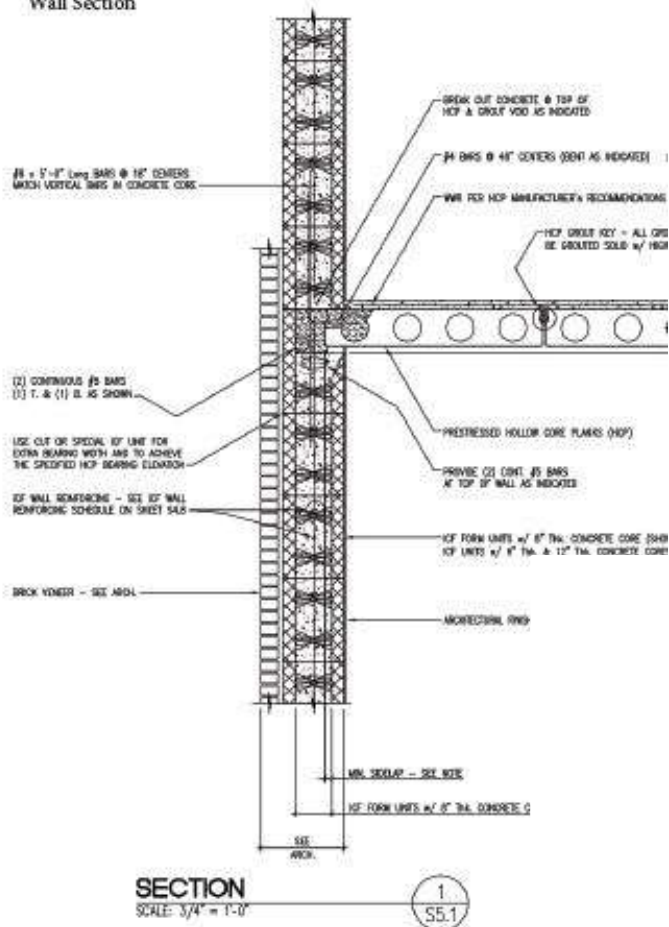
www.BuildWithStrength.com

26+
Requests

CONCRETE DESIGN CENTER

Recommendations

Recommended
Wall Section



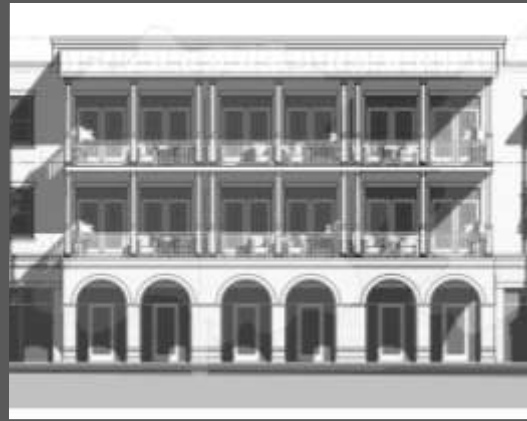
Structural Design
Cost Estimates
Energy Analysis
LEED Optimization
Whole Building LCA

1.2 MILLION CUBIC YARDS



47

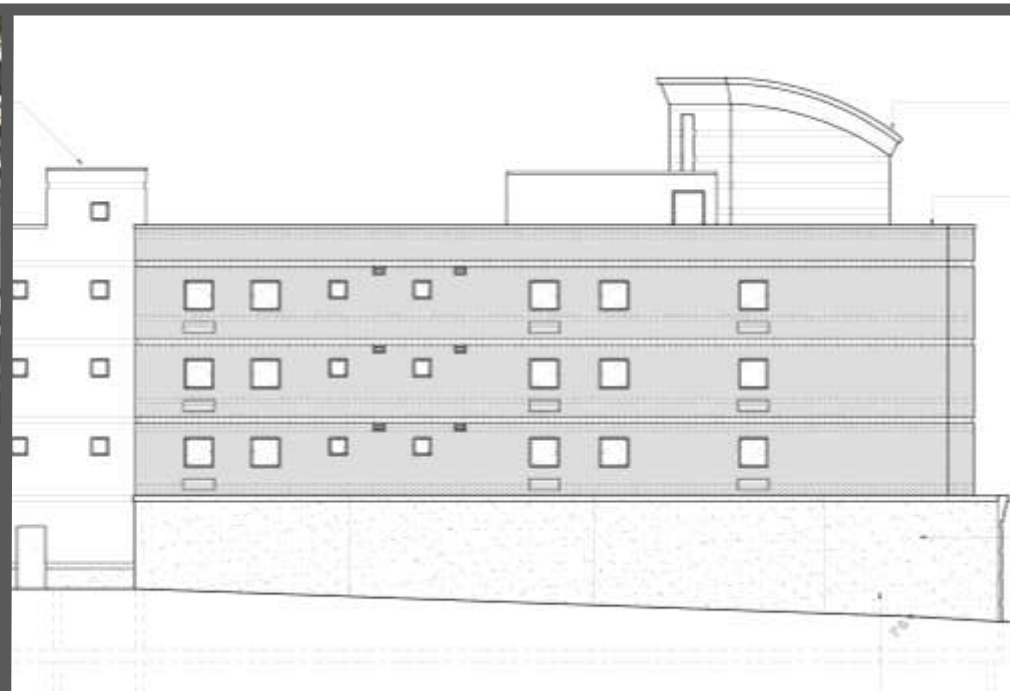
PROJECTS CONSULTED



16 PROJECTS RETAINED



5 PROJECTS CONVERTED



MMC Materials



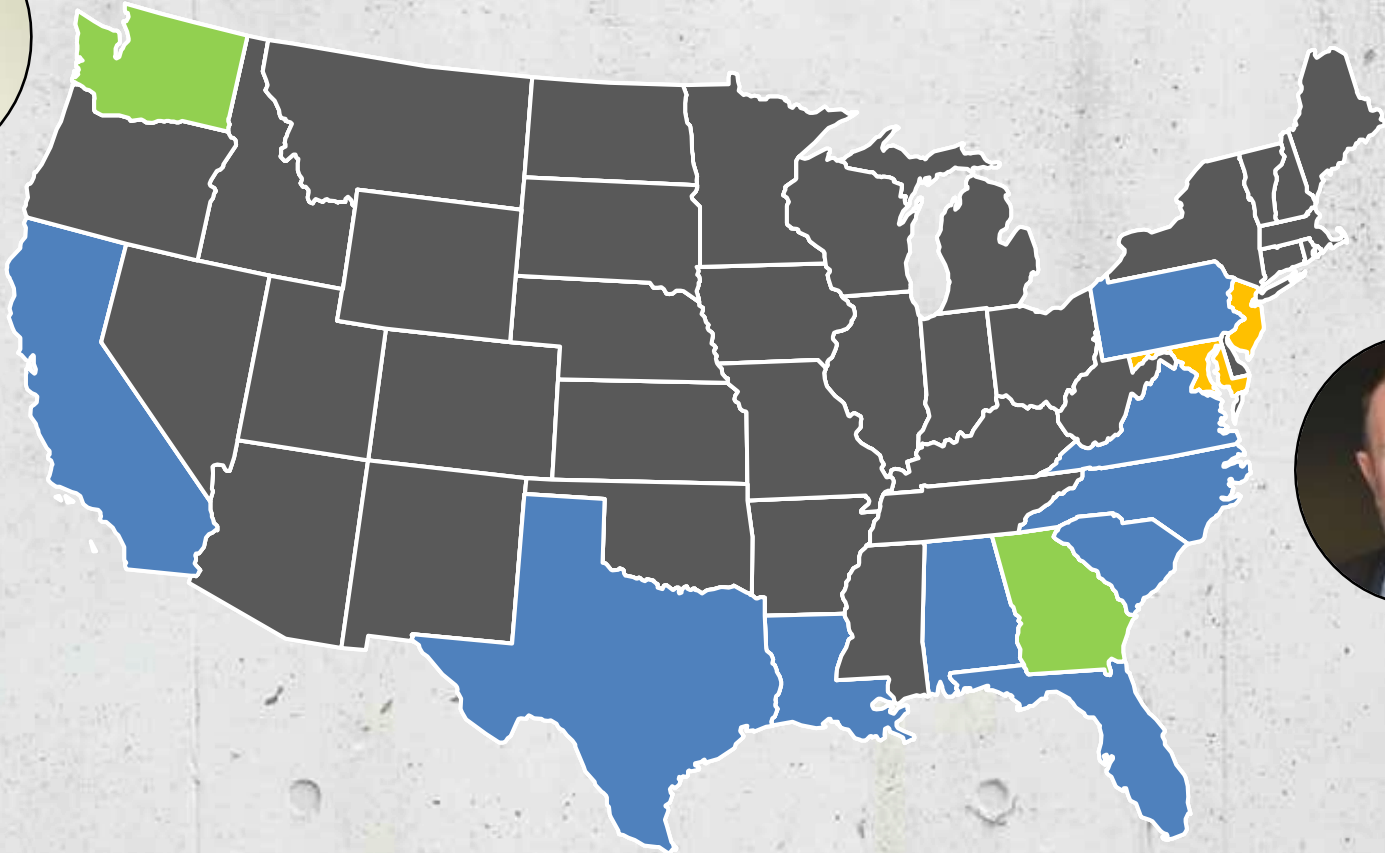
CORE LMR CAMPAIGN COMPONENTS

ADVOCACY

**BUSINESS
DEVELOPMENT**

COMMUNICATIONS

2 LEGISLATIVE WINS



The truth behind HB2857 and wood construction.

CLT as a Job Creator is a Myth

- In 2013, Oregon Governor John Kitzhaber issued Executive Order No. 12-16 calling for an analysis of the economic impact of jobs created by the utilization of wood products (not just CLT) in the construction of all available state buildings in the 2014-2015 biennium.
- Final Report (released on January 24, 2014): A whopping 38.1 jobs; \$2 million in labor income; and an increase in personal income tax revenues to the state of \$64,000.¹

CLT is a Fire Risk

- CLT does not have a long enough history to provide firefighters with information on their behavior during situations like fires. CLT fire resistance is based upon the insulating properties of the char layer that develops during the exposure to fire. However, according to "Fire Safety Challenges of Tall Wood Buildings," R. Gerard, et al, Arup North America, Ltd.:



"In a real fire situation, the load-bearing elements in CLT are expected to 'load-share,' or 'redistribute,' in a method that is not easily predicted in simple fire testing."



"Previous CLT fire testing has resulted in delamination and char fall-off when exposed to fire conditions."



"This has the potential to increase the fire temperature and burning rate within the compartment, and could impact the structural fire resistance at later stages in the fire duration."

- See news of the CLT Building in the U.K. that went up in flames. The title tells it all: "Not so carbon neutral now! New eco-friendly £15million university laboratory built out of wood goes up in flames"¹

CLT is a Green Myth

- "A big advantage of the product is that it is more sustainable than traditional building materials, such as concrete and steel, because of wood's capacity to store carbon."
- The most significant impacts of industrial forestry—harm to forest ecosystems, biodiversity, and soil and water quality—are not addressed when advocates of CLT are promoting its green values. The most important impacts underlying forest products—namely, those arising from logging—are simply not considered. The most important impacts carbon sequestration. This not only hides major impacts but also economically rosy environmental picture.

Sandy Springs says 'NO WAY!' to wood construction

The city has passed a law banning wood construction for developments taller than three stories

BY MICHAEL KAHN - AUG 24, 2016, 10:12A



Wood construction, like that seen all over Atlanta. | W.C. Clark Construction, Anikrom Moisan Architects



NorthJersey.com
PART OF THE USA TODAY NETWORK

Inferno casts shadow over rebuilding of Avalon in Edgewater



The Avalon at Edgewater complex burning on the evening of Jan. 21, 2015.

MARKO GEORGIEV/STAFF PHOTOGRAPHER

Chaney Enterprises

State of Maryland



Environment and Transportation
House Room 251



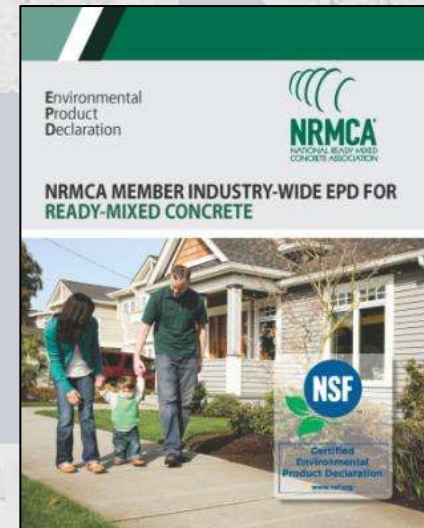
GREEN BUILDING ADVOCACY



2 Points



- 16 companies
- 2500 products



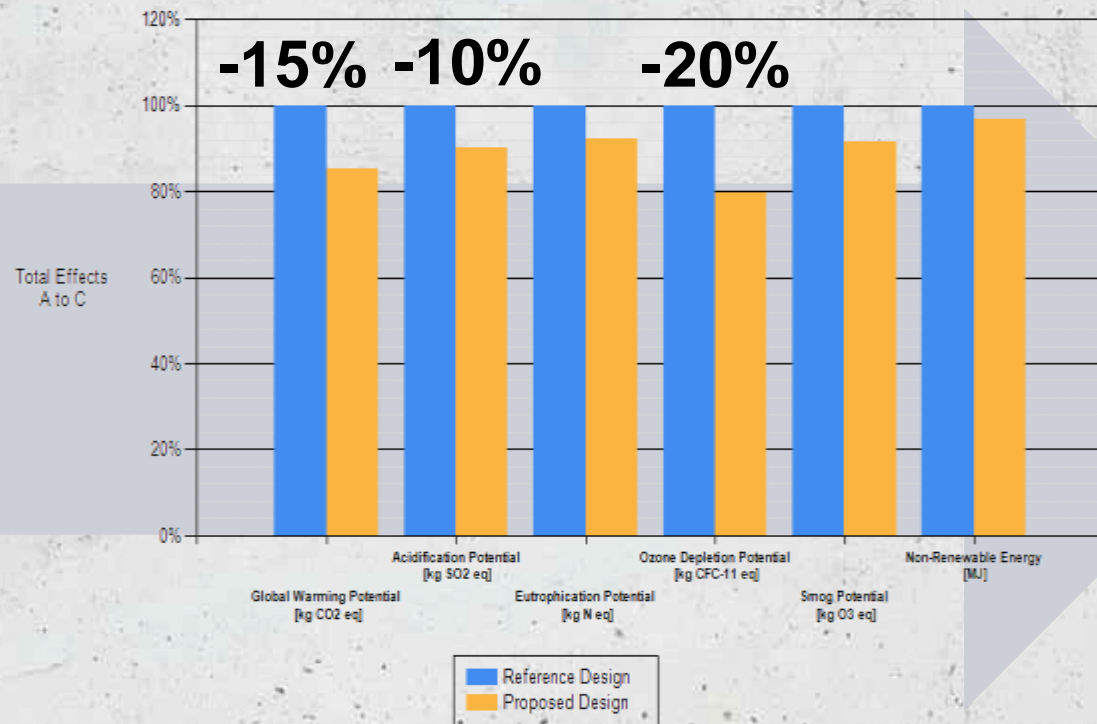
- 90 companies
- 2,600 plants

The most in the building industry

WHOLE BUILDING LCA



3 Points



PROJECT FAIL-SAFE / SAFETY RATING

- Sprinkler tradeoffs
- Strengths/weaknesses of fire protection
- Risk analysis software
 - Occupants
 - Fire fighters
 - Property



Local Paving Promotion and Technical Assistance



A high-angle photograph of three construction workers in blue and yellow uniforms and yellow hard hats, working on a large, circular concrete slab. They are using long-handled tools to guide the pouring and leveling of the concrete. The entire image is overlaid with a semi-transparent blue filter.

COMMUNICATIONS STRATEGY AND SUPPORT FOR NRMCA'S PAVING VERTICAL

September 17, 2016



PAVING PROGRAM TARGET AUDIENCE AND GOAL



TARGET AUDIENCE:

Local officials and private and residential developers.



PROGRAM GOAL:

Educate target audience that ready mixed concrete should be the default paving material for roads, driveways and parking lots.

PROGRAM ELEMENTS



Research on our target audience to help us understand what key messages we should communicate and how.



Creative deliverables that brand RMC as the number-one paving material.



Local press and media support to help advance the program's goals and objectives.



Development of a website to host program information and educational material.

RESEARCH

Research will help our strategy and communications team build out a program messaging platform construct, public mission and overarching program pillars. DDC will partner with Axis Research, its independent researcher, to help us execute the following two core elements:

- **Public Officials:** 15-20 one-on-one, in-depth interviews with city, county, and state public works officials and engineers. These would be anonymous (respondents not revealed) and blind (respondents would NOT know who was sponsoring the study).
- **Private Officials:** We would do a survey of 100 developers online.

RESEARCH TIMELINE

THURSDAY, 8/18

Begin developing
database of
transportation
officials/engineers
for participation

**WEDNESDAY,
8/24**

Draft 1 of
developer survey

TUESDAY, 9/6

Begin on-line
developer survey

FRIDAY, 10/7

Public official
report to DDC

WEDNESDAY, 8/24

Draft 1 of
in-depth-interview
questionnaire for
public officials

MONDAY, 8/29

Begin in-depth
interviews

MONDAY, 9/19

Developer survey
report to DDC



COMMUNICATION & CREATIVE ELEMENTS

The quantitative and qualitative research will inform our strategy, communications, and creative team in building out the core communications elements of the program. Our goal is to take intricate information and make it more understandable and visual so our target audience can be better educated on our point of view.

TO ACCOMPLISH THIS, WE WILL DEVELOP:

- Strategic and compelling messaging
- Presentations
- Collateral materials—fact sheets, infographics, and brochures
- Scripts

LOCAL PRESS & MEDIA SUPPORT

DDC has a team of in-house public relations professionals will deliver short-term crisis communication strategies and build long-term strategies that drive a narrative for making ready mixed concrete the default choice for paving. We will build a strategy, meet with reporters, craft unique events, and drive the conversation.

DDC WILL EXECUTE AND DEVELOP:

- Key Message Development
- Target Audience Identification
- Journalist Identification and Education
- Op-eds
- Media Releases
- Letters to the Editor
- Media List Development
- Media Placement and Pitching Across TV, Radio, Print, and Digital
- Daily News Clips and Online Intelligence



WEBSITE

We will establishment of an online Web hub that provides our target audience and external stakeholders with our key messages and access to our collateral and other information pertinent to the program's goals and objectives.

LONG-TERM APPROACH



Political
mobilization



Stakeholder
engagement

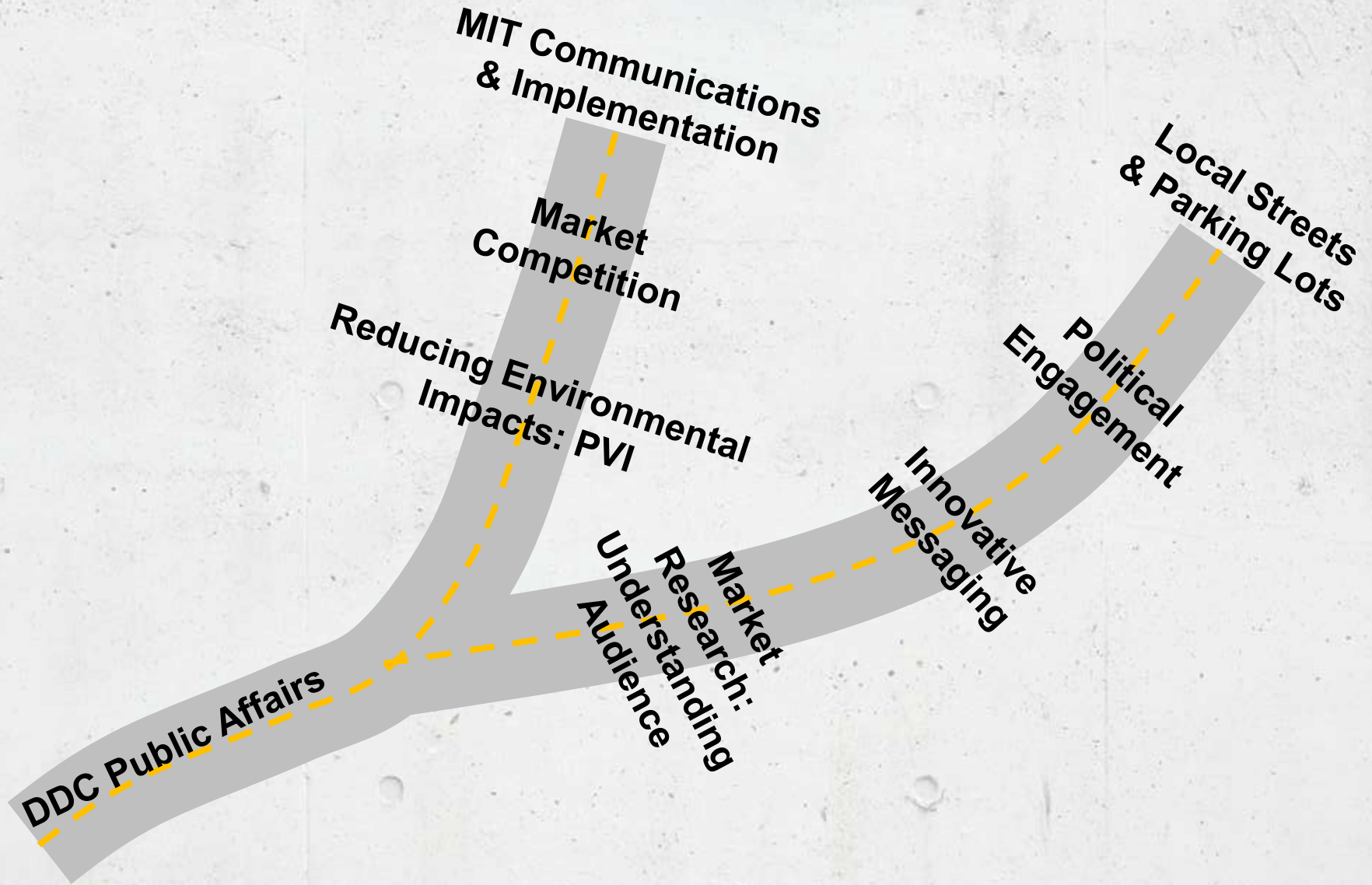


Coalition
development



Surrogate retention
and training
program

Pavement Communications Strategies



NRMCA Local Paving: Technical & Promotion Personnel



Brian Killingsworth, P.E.
Senior Vice President
Division Head, Local Paving
San Antonio, TX



Amanda Hult, P.E.
Senior Director, Local Paving
Lebanon, TN



Jon Hansen
Senior Vice President, Local Paving
Pleasant Hill, IA



Ken Justice, P.E.
Senior Director, Local Paving
Ambler, PA



Phil Kresge
Vice President, Local Paving
Macungie, PA



Don Clem, P.E.
Vice President, Local Paving
Denver, CO

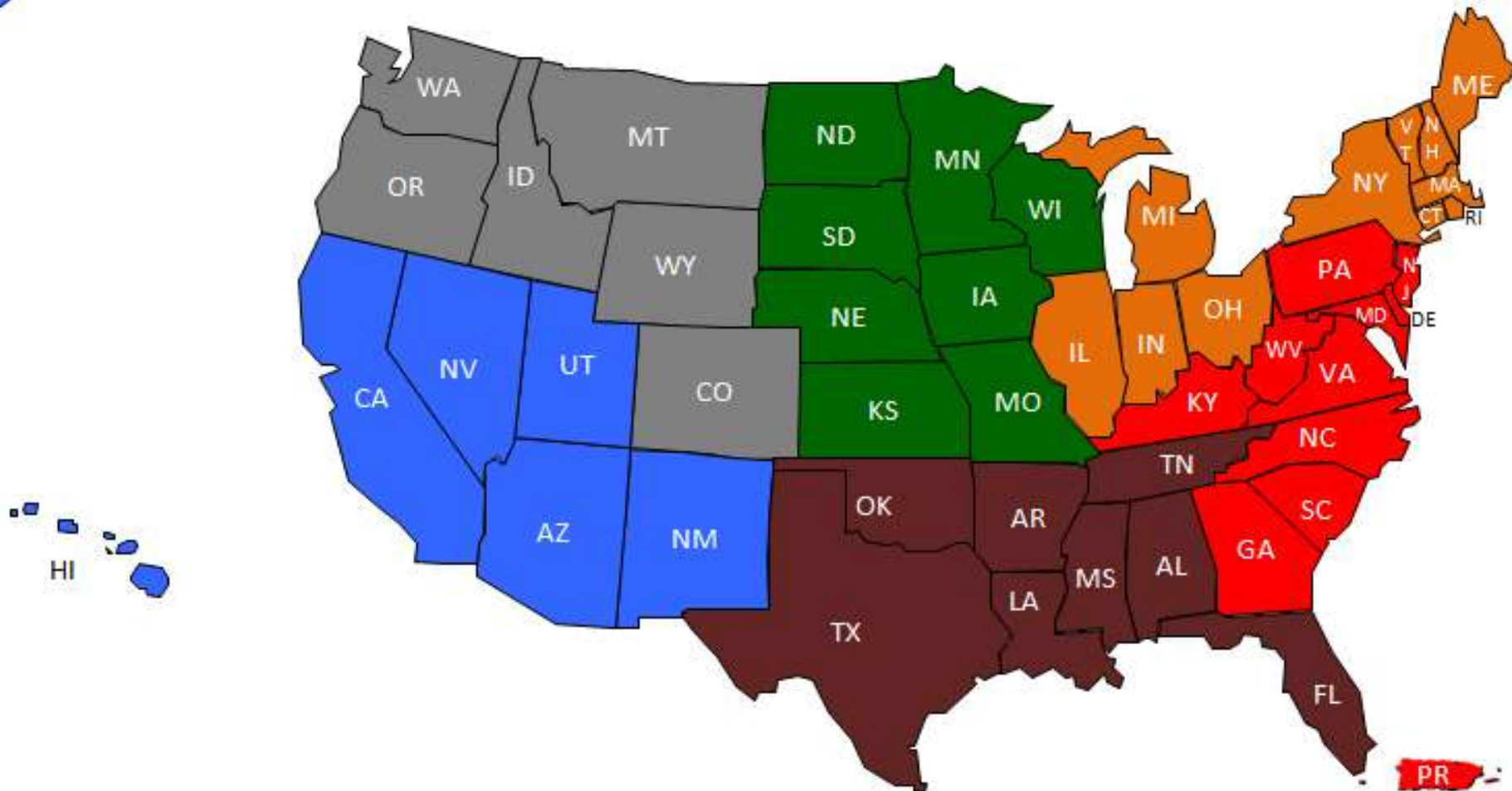


Julie Buffenbarger, FACI, LEED AP BD+C
Senior Vice President, Local Paving
Hinckley, OH

Local Paving Division: State and Regional Assignments



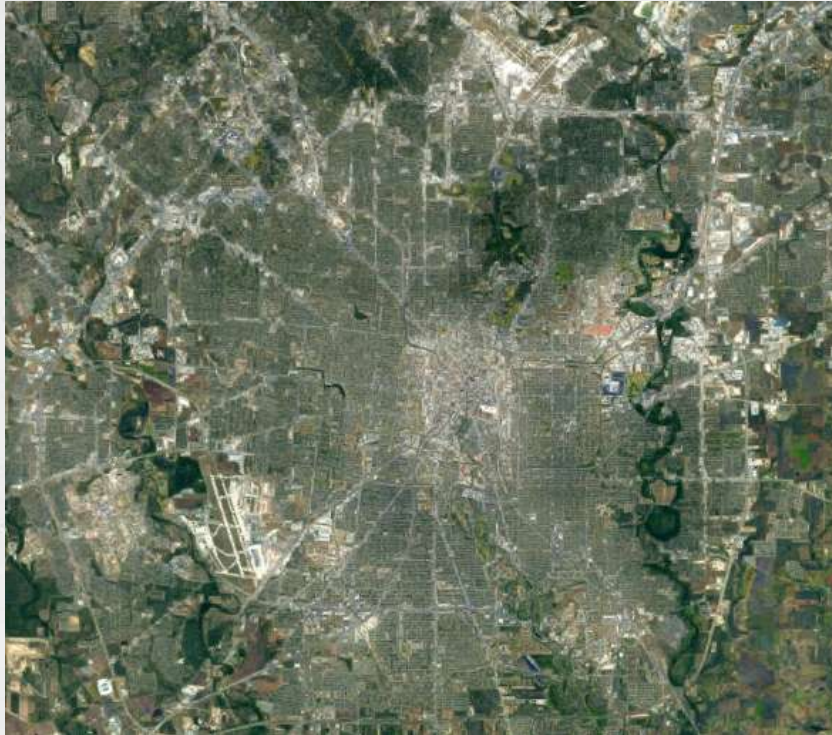
Div. Head:	Brian Killingsworth	
Region 1:	Julie Buffenbarger	Northeast
Region 2:	Phil Kresge	East Central
Region 3:	Amanda Hult	Southeast
Region 4:	Ken Justice	Midwest
Region 5:	Don Clem	Northwest
Region 6:	Jon Hansen	Southwest



National Paving Promotion Strategy

Past:

30,000 Foot Approach



VS.

Current/Future:

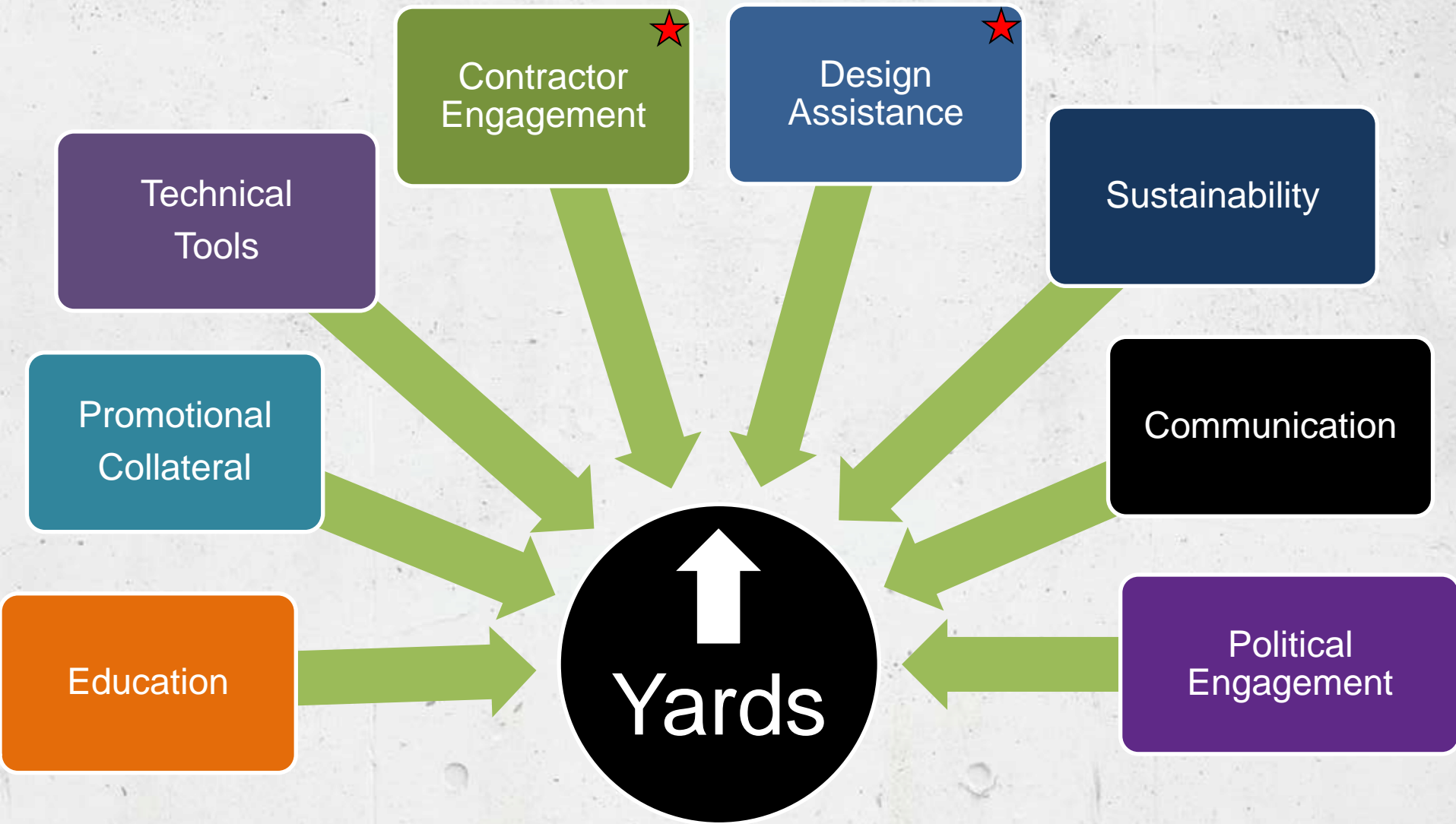
Project Level Approach



Local Partnerships = More Effective Results



NRMCA Local Paving: Promotion Strategy



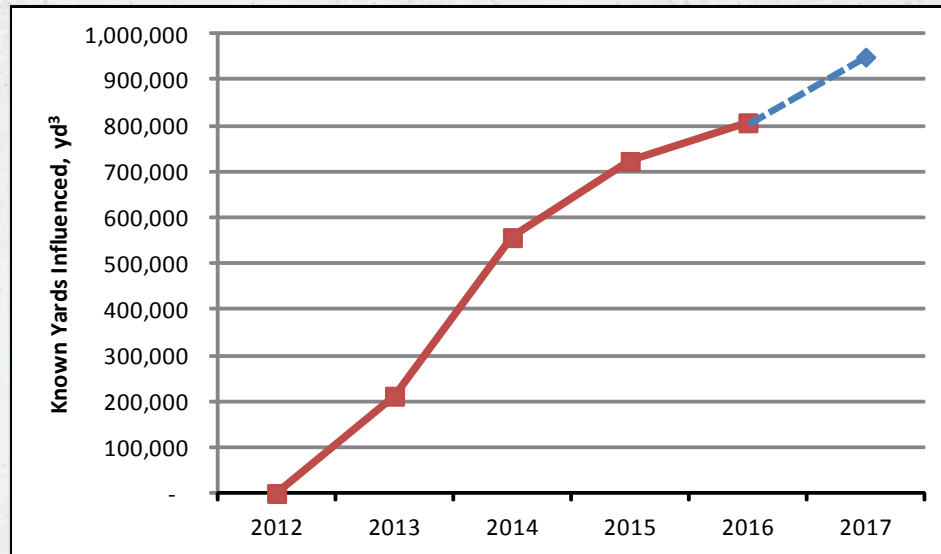
Known Yards Influenced - KYI

KYI is a success measurement that tracks yards for projects that were influenced to go concrete through promotion efforts.



Known Yards Influenced

- 2016 Goal = 825,000 yd³ (2017 Goal = 950,000 yd³)
- 2016 YTD = 807,358 yd³*
- 2013 = 212,000 yd³
- 2014 = 557,000 yd³
- 2015 = 723,000 yd³



*2016 Total Yards Pursued = 1,500,000 yd³



NRMCA Design Assistance Program

DAP Effectiveness

- FY 2016
- 155 Reports Completed
- Potentially Influencing 540,000 yd³
- Approximately 40% of DAP Projects Go Concrete
- *Still Following Up On Projects From 2014-2016



- 1 R/M Producer
- 1 Contractor
- Cement/Admix/Fiber
- 10-hours

Year # of Boot Camps

2013 = 1

2014 = 5

2015 = 4

2016 = 7



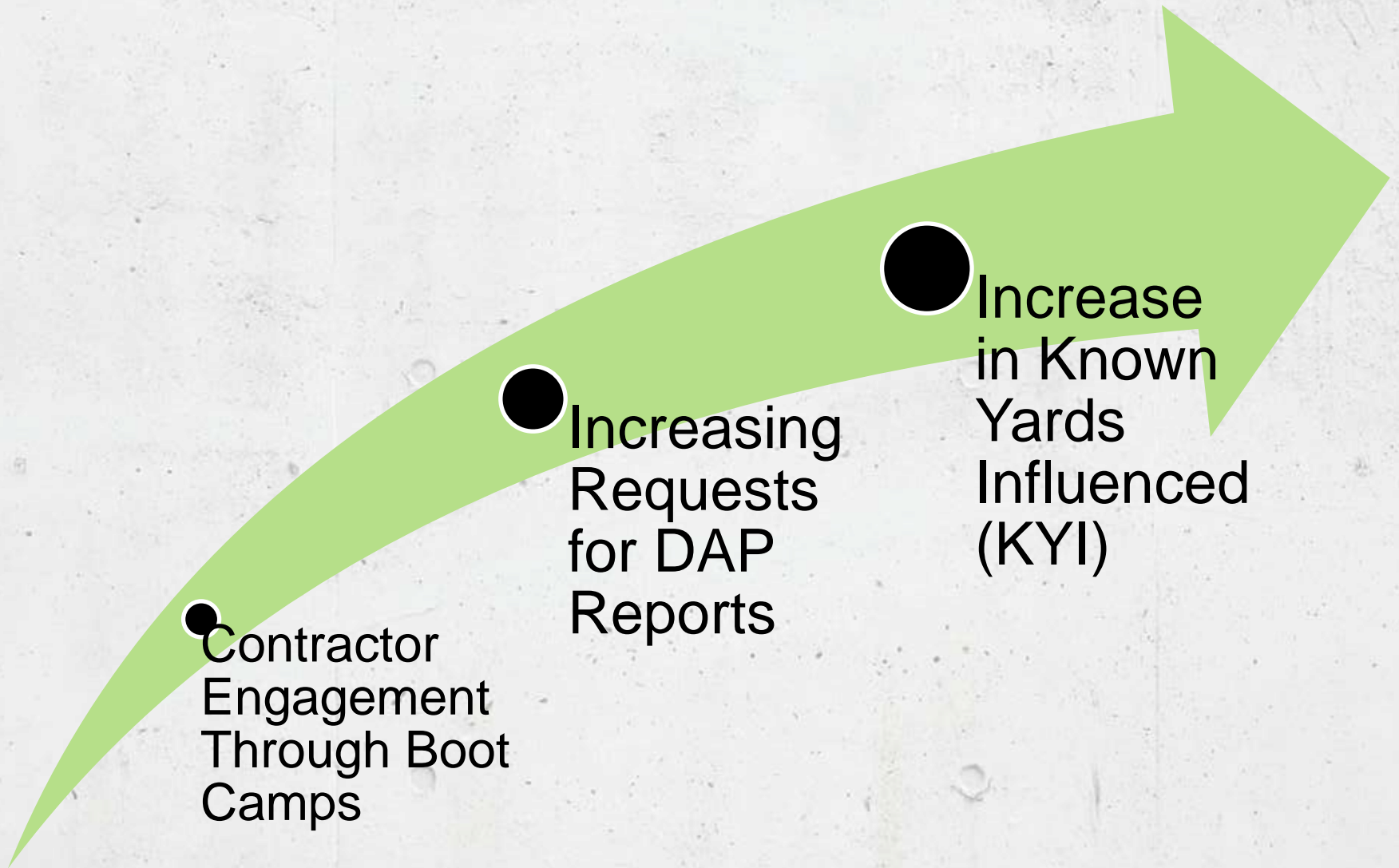
--Boot Camp at ASCC (Sept 2016)

What Type of Contractor?

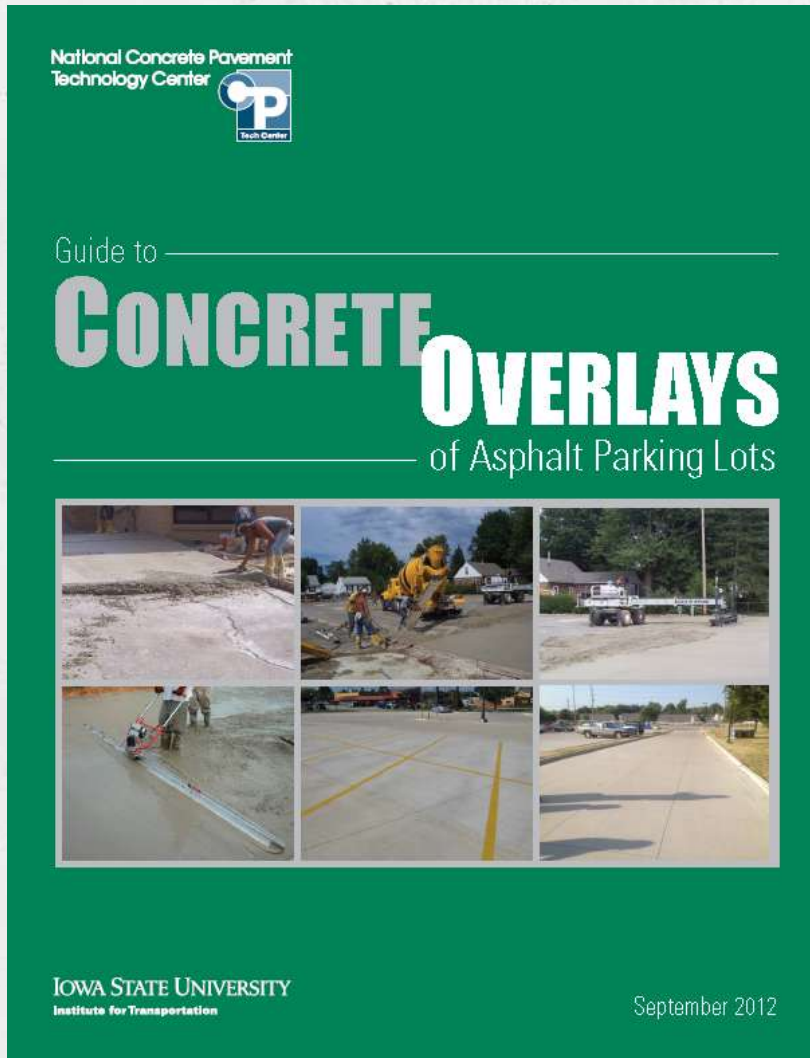


Approximately Thirty (30) Contractors Just Went Through Specialized Boot Camp at ASCC Annual Meeting

One Successful Strategy to Increase KYI...

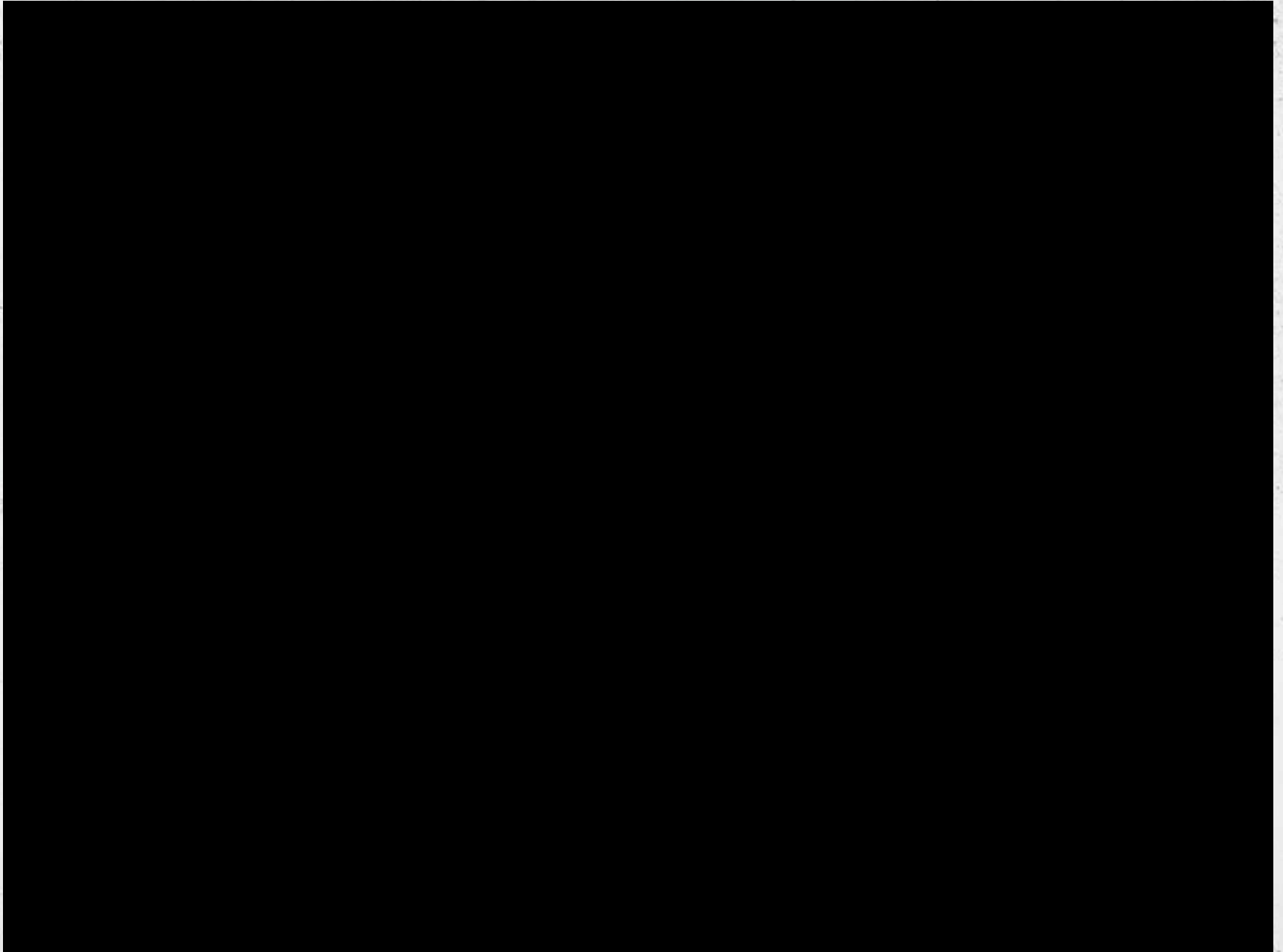


Highlighting Concrete Overlays



- 1) Overlay Guide Funded by RMC REF
- 2) Approximately 10% of DAP Requests In 2016 Were For Concrete Overlays

Highlighting Concrete Overlays



Experience With Overlays

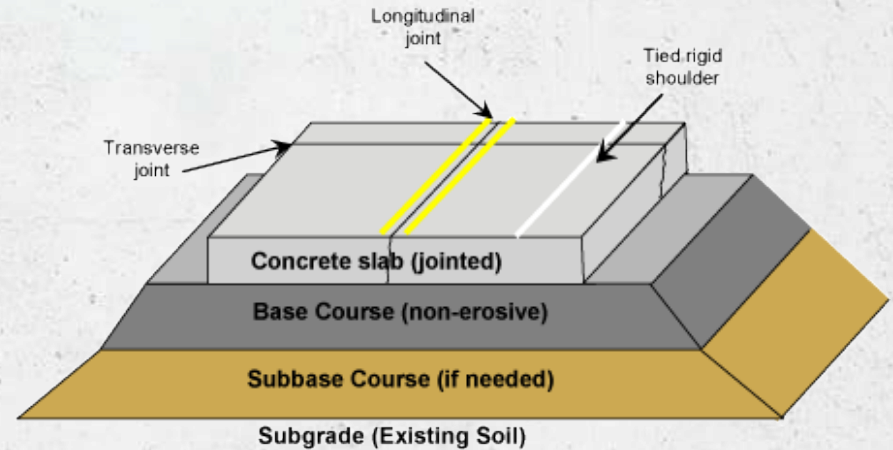
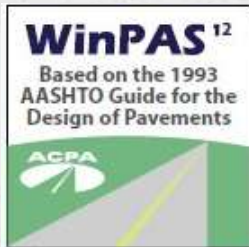


SOFTWARE DEVELOPMENT & IMPROVEMENT

ConcreteTracker



Concrete Pavement Design Website: Joint Project With ACPA, NRMCA, & PCA



~\$400,000 with 9-12 month development

JPCP

OVERLAYS

CMS-CTB-FDR

RCC

CRCP

Volunteer Leaders

Randell Riley, IL Chap. – ACPA/IRMCA | pccman@ilacpa.com

Jim Mack, CEMEX | jamesw.mack@cemex.com

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Jim Render, ESSROC-ITALCEMENTI GROUP | Jim.Render@essroc.com

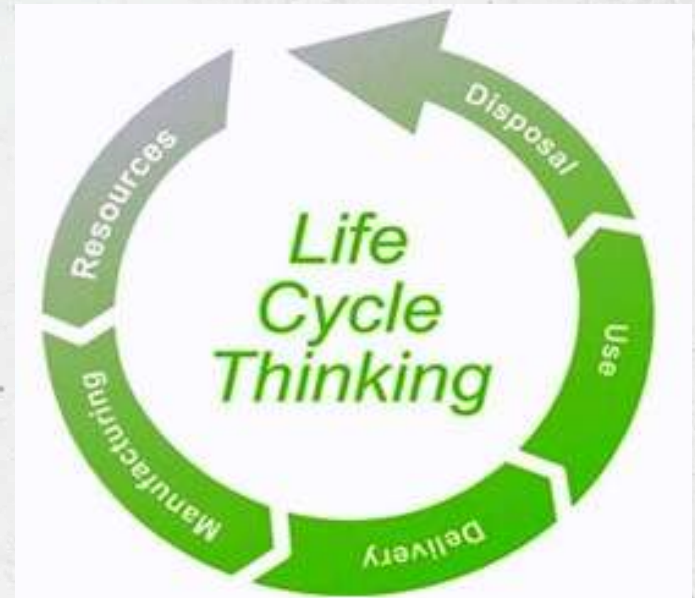
ACPA, NRMCA AND PCA Contacts

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Sustainability & Life-Cycle Thinking



MIT Pavement Focus On:

- Concrete Durability (Modeling and Testing)
- Life-Cycle Thinking (Economics & Environment)
- Communication and Implementation

MIT Concrete Sustainability Hub



**Massachusetts
Institute of
Technology**



SAVE THE DATE!

NRMCA 2017 Annual Convention

March 4-6, 2017

Wynn Encore | Las Vegas, NV

Room Rate: \$299/night plus taxes

