



## Invitation to Participate in a Research Study

We invite you to participate in a research study conducted by the Virginia Ready Mixed Concrete Association (VRMCA), which is the Commonwealth's leading resource for concrete information, education and resources.

The purpose of this research is to better understand the current challenges, issues and opportunities the association's business partners face post-pandemic. You are eligible to participate in this study if you are a commercial property developer, commercial property owner, architect, engineer, or general contractor.

We will schedule a 30-minute interview at a time that is most convenient for you. The interview will be conducted by VRMCA's Marketing Director, Jennifer Greenwood and will contain questions about current challenges you may be facing as you approach new construction projects now and future hurdles you may see going forward. This research is intended to provide a better understanding of your business, not to influence or unearth biases toward any one building material. Your responses will be kept anonymous and confidential.

Your participation in this study is completely voluntary. If you choose to participate you may choose to discontinue participation at any time and you may choose not to answer any question you do not wish to answer.

We welcome the opportunity to speak to you and have you participate in this study. If you are interested in joining this research effort, please contact **Jennifer Greenwood, VRMCA Marketing Director** at [jennifer@vrmca.com](mailto:jennifer@vrmca.com) or 757.777.7848.



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