



A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

Build with Strength Coalition Update

**Virginia Ready Mixed Concrete Association
Fall Convention
Hilton Virginia Beach Oceanfront
October 19, 2017**

RESEARCH

KEY RESEARCH TAKEAWAYS

1

In comparison to wood, **concrete has a natural advantage** that we haven't taken advantage of.

2

Concrete wins on two of the three factors that determine building decisions: durability and strength.



We are partnering with
Axis Research to
conduct quantitative
research.

OUR MISSION:

Educate the building and design communities and policymakers on the benefits of ready mixed concrete, and encourage its use as the building material of choice for low- to mid-rise structures. No other material can replicate concrete's advantages in terms of strength, durability, safety, and ease of use.

WHO WE ARE

Backed by the National Ready Mixed Concrete Association,
**Build with Strength is a coalition of architects, builders,
engineers, emergency services personnel and policymakers.**

We promote concrete because we know it's the stronger, safer and smarter choice. Period.



WHAT WE DO

Our mission is to educate the **building and design communities and policymakers on the benefits of ready mixed concrete, and encourage its use as the building material of choice for low- to mid-rise structures.** No other material can replicate concrete's advantages in terms of strength, durability, safety and ease of use.



WHAT WE'RE SAYING

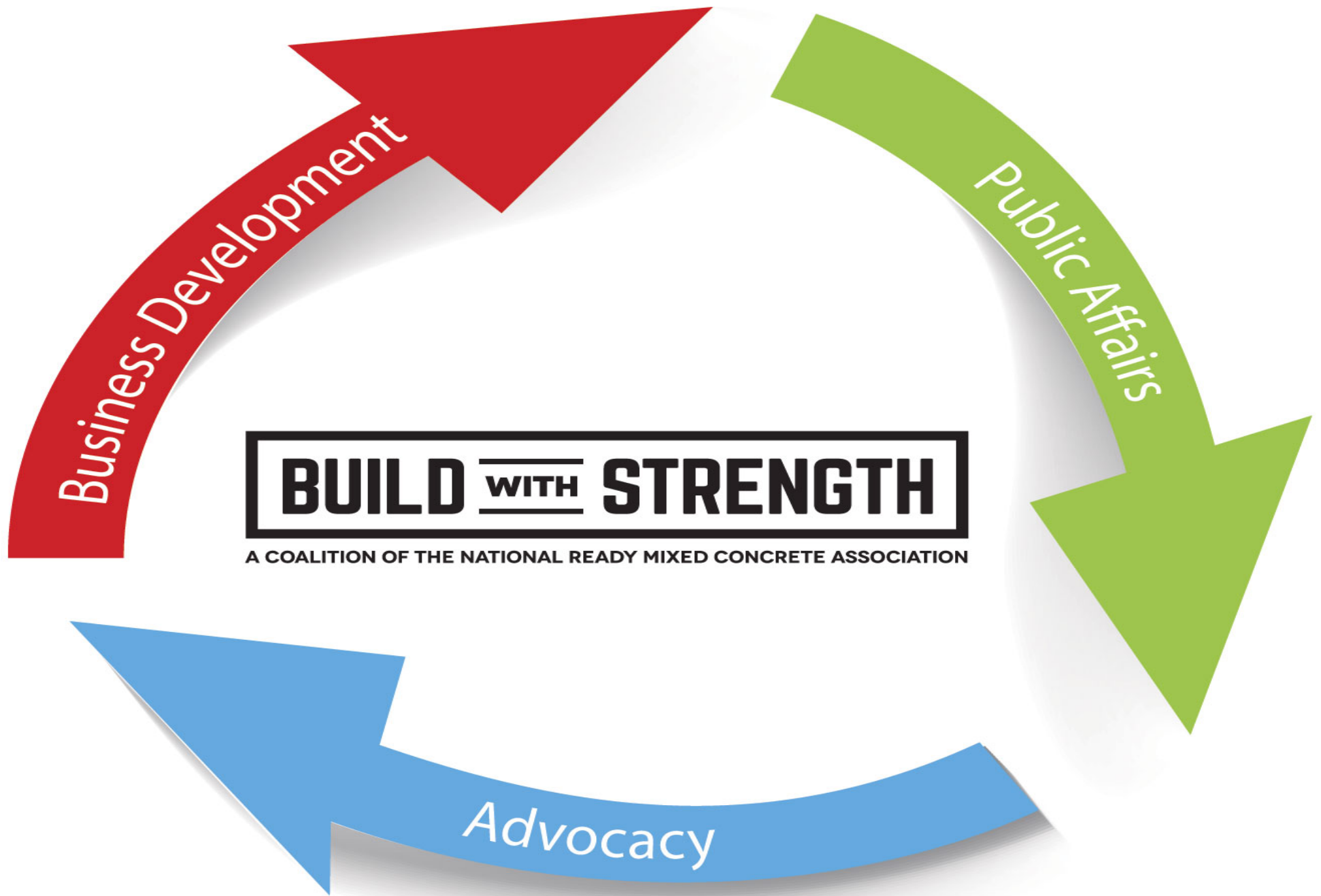
Build with strength. It's a clear and unapologetic message for engineers, builders, architects, contractors and policymakers alike. **We know that ready mixed concrete is superior to softwood lumber in every possible way--and we're getting the word out.**



HOW WE SAY IT

Straightforward, bold and confident. Professional, yet conversational. We're not just promoting concrete. **We're conveying a clear, engaging and emotional message through visual and conversational storytelling.** Then we make sure that everything we say and do is backed up by data and research. Because we can't just be a source of information—we should be a trusted source.

CAMPAIGN FUNDAMENTALS

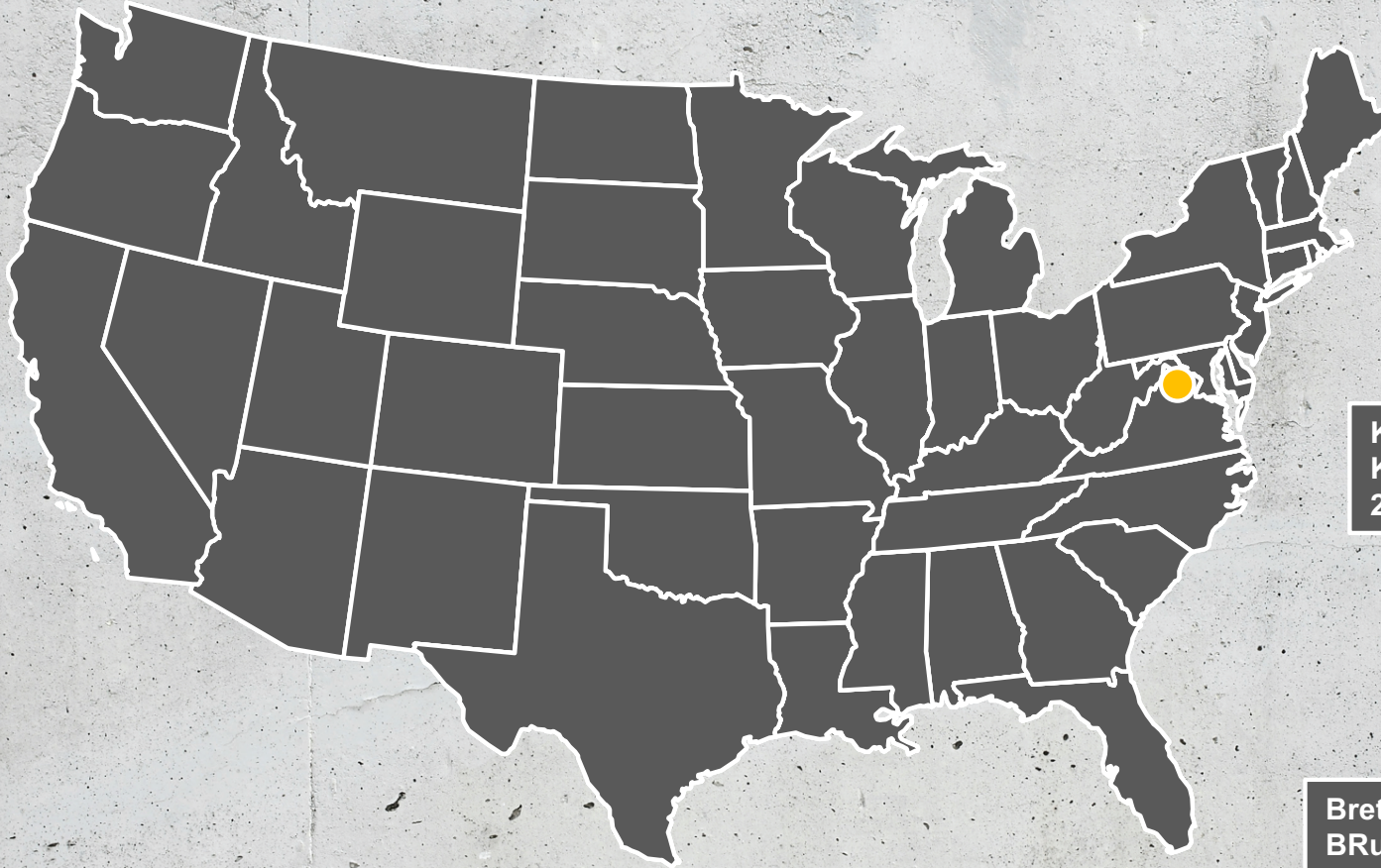


BUILD WITH STRENGTH

A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

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EARNED

OWNED

SOCIAL

PAID

New Collateral

CASE STUDY: DURABILITY

HEID BUILDING

325 N. 13th St., Philadelphia, PA 19107

Completed: Projected early 2019
 Project Size: 95,000 sq. ft.
 Originally Built: 1927
 Project Cost: \$13 million
 Developer: PRDC Properties
 Architect: Atrium Design Group

BUILT FOR A LIFETIME

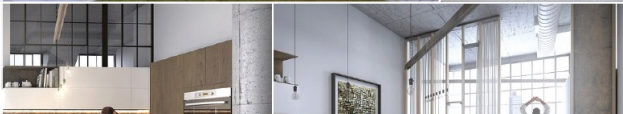
Nothing is stronger or more durable than concrete. For proof, look at the 100-year-old concrete warehouse that used to be the Frank P. Heid & Company hat factory. Built in 1927, it has been sitting empty for eleven years—but this diamond-in-the-rough's durability is shining through. Developers are focused on restoring the area's existing structures rather than building from the ground up, and this eight-story former factory is worth the investment. Building up from its solid concrete bones, the Heid Building's renovation will turn the historic industrial warehouse into a residential dream house.

01. Marvel of Its Time.
 The original construction was a marvel of its time. Built in only 7 months, the concrete building is now included on the National Historic Registry.

02. Built to Last.
 Since concrete won't rot, mold, rust, or deteriorate, developers can merge the old with the new and keep the same durability that has lasted a century.

03. Good Bones.
 "The bone says the d' repurposi

04. Indu
 The Heid B apartment



CASE STUDY: SUSTAINABILITY

FOURTH&

1800 E 4th St, Austin, TX 78702

Completed: Planned for Fall 2017
 Project Size: 130,000 sq. ft.
 Project Features: 97 residential units and 62,000 sq. ft. commercial space
 Architect: Forge Craft Architecture + Design
 Developer: Capsa Ventures

AWARDS
 Austin Chamber of Commerce Intel Environmental Responsibility & Sustainability Award

SUSTAINABILITY WITH A SMALL FOOTPRINT

Where does a design team turn when they're focused on sustainability, flexibility, and a small footprint? Concrete, of course. The designers of the new Fourth& exclusively used concrete and steel in its framing structure, setting a new trend in the area's midrise family developments. The 4-Star Austin Green Building is also the only building in East Austin to offer micro-loft condominiums, small-footprint units slightly larger than a 1-car garage. Fourth& continues its focus on sustainable design with pre-insulated recycled steel panels, rooftop solar panels, and LED lighting throughout.

01. Unique Construction.
 Fourth& uses no wood in its construction, only steel and concrete—it's a building with serious attention given to long-lasting materials.

02. Up to Snuff.
 The site was formerly used as city warehouse space, and required



BUILD WITH STRENGTH

CASE STUDY: STRENGTH

NORTON CHILDREN'S MEDICAL CENTER

4910 Chamberlain Ln., Louisville, KY 40241

Stories: 2.5
 Project Size: 71,000 sq. ft.
 Project Owner: Norton Healthcare

Architect: Laughlin Milea Hillman, LMH Architecture, Louisville, KY



BUILD WITH STRENGTH

CASE STUDY: ICFs

MEADOWBROOK VILLAGE CHRISTIAN RETIREMENT COMMUNITY BUILDING

100 Holland Glen, Escondido, CA 92026

Under Construction
 ICF Completion: 2016
 Project Size: 69,696 sq. ft.
 Project Value: \$15 million

Architect: Joseph Marca
 Project Owner: SRM Development
 ICF Manufacturer: Fox Blocks
 ICF Installer: Penna Construction Inc.



DESIGNING A SAFE PLACE FOR CHILDREN.

Going to the hospital can be a scary experience for children. That's why when Norton Healthcare decided to build a new children's hospital in Louisville, Kentucky, they decided to build one that was kid-friendly. The building is designed using bright colors and cheerful art in an effort to alleviate the fears and concerns of the hospital's young patients. From a four-foot tall door made for kids to oversized, family-friendly treatment areas, children feel more at-ease during their hospital visit.

01. Putting safety first.
 When precious lives are at stake, one shouldn't worry about the safety of the structure they are in. Concrete structures are designed to last for centuries and can outlast any natural disaster.

02. Building for strength with ease.
 The hospital walls were built using Nucura insulated concrete forms (ICFs). ICFs are resilient and can stand up to fire, floods and wind. ICFs are also incredibly energy efficient, making them an ideal choice for the project.

03. Recognized for energy efficiency.
 The hospital is LEED Silver certified. Concrete's thermal mass properties save nearly 5-8% in annual energy costs and reduce greenhouse gas emissions over the building's lifecycle by 3-5%.

04. Cleaner air for patients on the mend.
 Maintaining a healthy environment is important to hospital staff. Concrete does not harbor toxic mold growth or emit harmful chemicals.



A SAFER PLACE TO LIVE

How do you build for safety, strength and efficiency? You start with Insulated Concrete Forms (ICFs). Meadowbrook Village is the largest ICF structure on the West Coast. The multi-residential structure features 66 individual units and was designed with comfort in mind. The structure's ICF construction allows for unique heating and cooling within each unit. Another benefit of ICF construction, the building's developer will see long-term savings in energy costs and low maintenance. Talk about a win-win situation.

01. Faster build time.
 The use of ICFs for the subterranean parking garage, the above-grade exterior walls and the interior walls allowed for faster production time and reduced the number of sub-contractors needed to complete the walls.

02. Reflecting Meadowbrook's mission in its design.
 Meadowbrook is a Christian community. In an effort to reflect this, the building appears as the shape of a cross from an aerial perspective.

03. Built-in energy efficiency.
 ICF walls provide an estimated 40-50 percent energy savings for the overall structure. ICFs form a solid concrete wall with continuous insulation, offering unparalleled energy efficiency.

04. Building for California.
 Earthquakes and other natural disasters such as wild fires are a major concern for many in California. By choosing ICFs, residents can rest a little easier as ICF structures create more strength against natural disasters.



New Collateral

- Case Studies:
 - [Wilshire Grand Center](#)- Los Angeles
 - [Meadowbrook Village Christian Retirement Community](#)- Escondido, CA
 - [Perot Museum of Nature & Science](#)- Dallas, TX
 - [Fourth&](#)- Austin, TX
 - [Heid Building](#)- Philadelphia, PA
 - [Harrisburg University Academic Center](#)- Harrisburg, PA
- If you have great concrete projects in your area, we can turn them into case studies

New Collateral

AMERICA IS BURNING

Fires of combustible materials are reducing apartment buildings to ashes and putting lives at risk.

The recent spate of fires in low- and mid-rise structures throughout the country is raising questions and concerns about the safety of wood-built buildings. It's clear that codes and inspections are failing to keep residents and communities safe. It's time for builders, contractors, developers, first responders and residents to come together to create new solutions that embrace non-combustible materials like steel and concrete.

ALASKA:

Anchorage, AK – 2.16.17

Former hotel-turned-apartment building was destroyed by fire.
<http://bit.ly/2ppukX3>

ARIZONA:

Gilbert, AZ – 4.23.16

A "monster" five-alarm fire destroyed wood-framed apartment buildings under construction.
<http://bit.ly/2nM510P>

Mesa, AZ – 8.2.16

A hotel under construction was destroyed by a two-alarm fire that could be seen for miles. It also caused damage to a nearby hotel.
<http://bit.ly/2oQ46ev>

Phoenix, AZ – 3.18.17

Three-alarm fire consumed a three-story elderly care facility. The estimated cost of damage could be around \$7 million.
<http://bit.ly/2meRrFy>

CALIFORNIA:

Los Angeles, CA – 12.8.14

A massive fire engulfed a residential tower project.
<http://lat.ms/2n1EGuq>

Oakland, CA – 12.3.16

36 people were killed after ignited wood pallets burned down a warehouse.
<http://bayareane.ws/2nLW2yC>

Oakland, CA – 3.27.17

Three people died after a massive blaze ignited inside an Oakland apartment building.
<http://bit.ly/2o7Gs1d>

Los Angeles, CA – 6.12.17

A fire erupted at a Los Angeles construction site and damaged an adjacent residential building. The apartment building was in the wood-frame stage of construction. 20 people have been displaced from their homes.
<http://bit.ly/2s3Zkxb>

Los Angeles, CA – 7.4.17

A fire spread through a two-story, wood-framed condo. 122 firefighters were needed at the scene and 3 were injured.
<http://bit.ly/21Qelq6>

Oakland, CA – 7.7.2017

A massive, 4-alarm fire gutted a 7-story Oakland building that was under construction. At least 700 people who lived nearby were displaced.
<http://bit.ly/2u9tq6p>

CONNECTICUT:

Waterbury, CT – 5.17.17

A large fire spread and destroyed four wood-framed, three-story, multi-family homes. Four firefighters were injured and up to 20 families are displaced.
<http://bit.ly/2pW55q2>

Waterbury, CT – 6.16.17

A two-alarm fire in Waterbury was located in a two-story, wood-framed residential building. The fire spread to a 3-story, 3-unit structure. 2 firefighters were taken to the hospital, and 6 families are displaced.
<http://bit.ly/2tk3DEH>

FLORIDA

Tampa, FL – 4.28.17

A two-alarm fire spread in an apartment building in Tampa, Florida. This was the second large fire in recent months to tear through the wood-framed buildings inside the complex.
<http://bit.ly/2py33BY>

St. Petersburg, FL – 5.12.17

A wood-framed apartment complex fire was too dangerous for firefighters to enter and they were forced to fight the flames from outside. The building is a complete loss, and at least a dozen people lost their homes.
<http://bit.ly/2qbkWbP>

GEORGIA:

Evans, GA – 6.2.15

Marshall Square Retirement Resort, a fully occupied retirement complex, was destroyed. One elderly woman died in the fire.
<http://bit.ly/1K8e8Pu>

Warner Robins, GA – 7.10.17

Eight Families were displaced after a fire ripped through a wood-framed apartment building in Warner Robins, Georgia.
<http://on.wmaz.com/2u8UD8l>

INDIANA

New Albany, IN – 2.25.2017

A \$26.5 million dollar luxury apartment complex under construction was damaged by a massive fire. Over 90 firefighters were needed at the scene.
<http://cjkjy.it/2vpd8vB>

KANSAS:

Overlands Park, KS – 3.20.17

A towering blaze consumed the newly wood-constructed Royale at City Place Apartments and attacked 22 nearby homes.
<http://bit.ly/2nLsdvE>

LOUISIANA:

Hollygrove, LA – 4.12.17

30 People, including 18 children, lost their homes in a two-alarm fire of a wood-framed apartment complex.
<http://bit.ly/2paflNB>

MAINE

Sandy River Plantation, ME – 2.7.17

A large fire engulfed a condominium building drawing emergency crews from throughout the county.
<http://bit.ly/2nEAUd8>

Biddeford, ME – 4.17.17

A fire spread in a two-story, wood-framed apartment building that was constructed in 1800. Firefighters were able to control the fire before any residents were injured.
<http://bit.ly/2p0F6EZ>

BUILD WITH STRENGTH

A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

To learn more, please contact Kevin Lawlor of Build with Strength at klawlor@buildwithstrength.com or 202-253-6402 or visit BuildwithStrength.com.

New Collateral

SOUND ADVICE FOR ANY BUILDER.

Ask any developer their number one complaint from tenants. Noise tops the list. That's why more builders are turning to Insulated Concrete Forms (ICFs) for apartments, hotels and dorms. They reduce sound by over 50% compared with insulated wood walls.

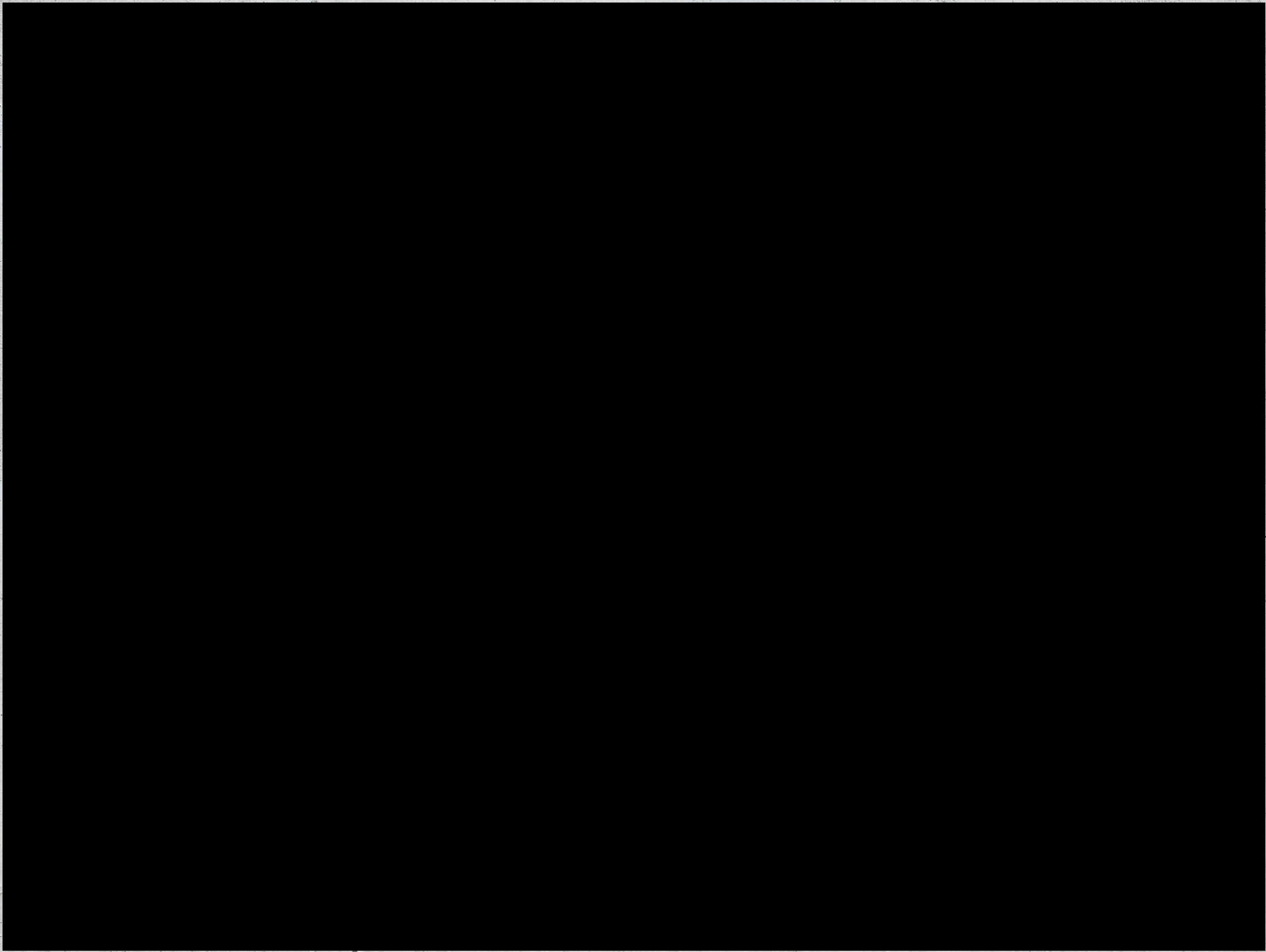
WOOD-FRAMED BUILDINGS.
THEY'RE JUST PLAIN LOUD.

ICF BUILDINGS.
WELCOME TO PEACE AND QUIET.



New Collateral

- Infographics:
 - [America Is Burning Map](#) - updated as multifamily fires occur
 - [Sound Advice For Any Builder](#) - highlights Sound Transmission Class of ICFs v. Wood Frame



New Collateral

- Videos:
 - [Cost-Benefit Analysis](#) - wood v. ICF
 - [Team Work](#) - highlights the Concrete Design Center
 - [Chesapeake Village- Stephenville, MD](#) - 1st ICF project on Maryland's Eastern Shore- utilized the Concrete Design Center

New Collateral

- Insurance Study:
 - [Survey of Insurance Costs for Multifamily Buildings Constructed with Wood-frame and Concrete](#)
 - Dr. Pieter VanderWerf & Nicholas Haidari, Boston College
 - 5 reference cities: Edgewater, NJ; Towson, MD; Orlando, FL; Dallas, TX; and Los Angeles, CA

NRMCA Publication Number 2PR01

Survey of Insurance Costs for Multifamily Buildings Constructed with Wood-frame and Concrete

Dr. Pieter VanderWerf and Nicholas Haidari, Boston College

October 2017

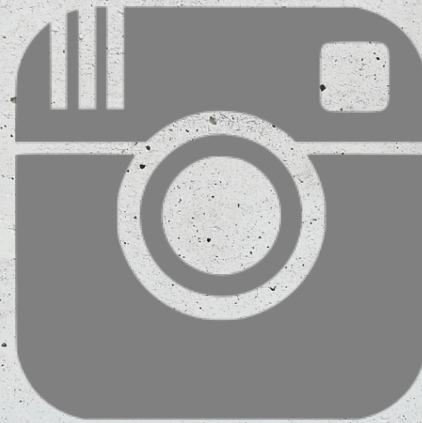


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Coalition Building

- Build With Strength is building the coalition in the following locales:
 - Pacific Northwest
 - Maryland
 - New Jersey
 - Carolinas
 - Georgia
 - Florida
 - Los Angeles
- Build With Strength is investigating potential activity in:
 - Philadelphia
 - Boston

#BuildWithStrength



ONGOING RAPID RESPONSE

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The Telegraph
FULL MENU LOCAL NEWS SPORTS OBITUARIES TODAY'S DEALS

YOUR SAY SEPTEMBER 1, 2016 2:04 PM

Sandy Springs City Council stands strong for durable buildings

Sections North Jersey.com PART OF THE USA TODAY NETWORK

NorthJersey.com : Opinion : Opinion: Guest Writers

JUNE 22, 2016 LAST UPDATED: WEDNESDAY, JUNE 22, 2016, 1:21 AM

Opinion: Fire safety must trump business factors in construction

BY ABDUR R. YASIN THE RECORD

Like 11

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 Glowinski. 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 contests 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 some 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 bowing to the status quo and allowing code officials to "do their job," as Glowinski suggests, we insist that legislators do their jobs by enacting meaningful legislation that prevents future devastation.

Step in the right direction

MOST READ | MOST RECENT

The Record: No Clifton bliss; Adult clubs not right venues for 'teen nights'

The Record: Candidates should release medical records

The Record: Letters, Monday, Sept. 12

The Record: Letters, Tuesday, Sept. 13

Rampell: Throw the bums out; but what about the new bums?

EARNED MEDIA

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THE NEWS TRIBUNE
FULL MENU LOCAL NEWS SPORTS BUSINESS LOCAL DEALS

OP-ED MARCH 25, 2016 2:29 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



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

Jayne Miller WBAL Search Home 20+



Jayne Miller WBAL

@jaynemillerwbal

Home

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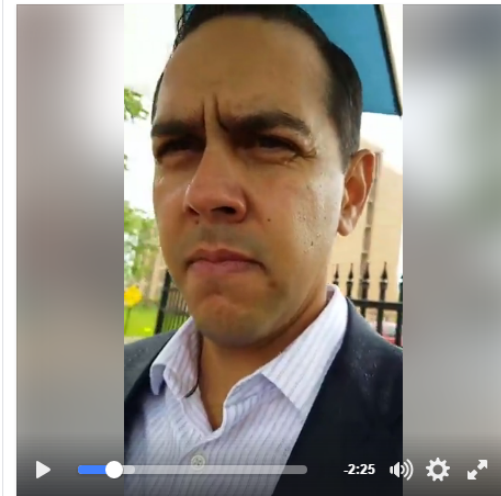
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Jayne Miller WBAL was live. 7 hrs ·



318 Views

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Jayne Miller I-Team Lead Investigative Rep WBAL-TV Baltimore

7,470 people like this and 7,399 people follow this

About

Send Message

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Journalist

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Social Media

- Continues to be very active on the social media platforms:
 - Facebook
 - Twitter
 - YouTube
 - Medium
 - LinkedIn
- Please like and share the activities on these platforms

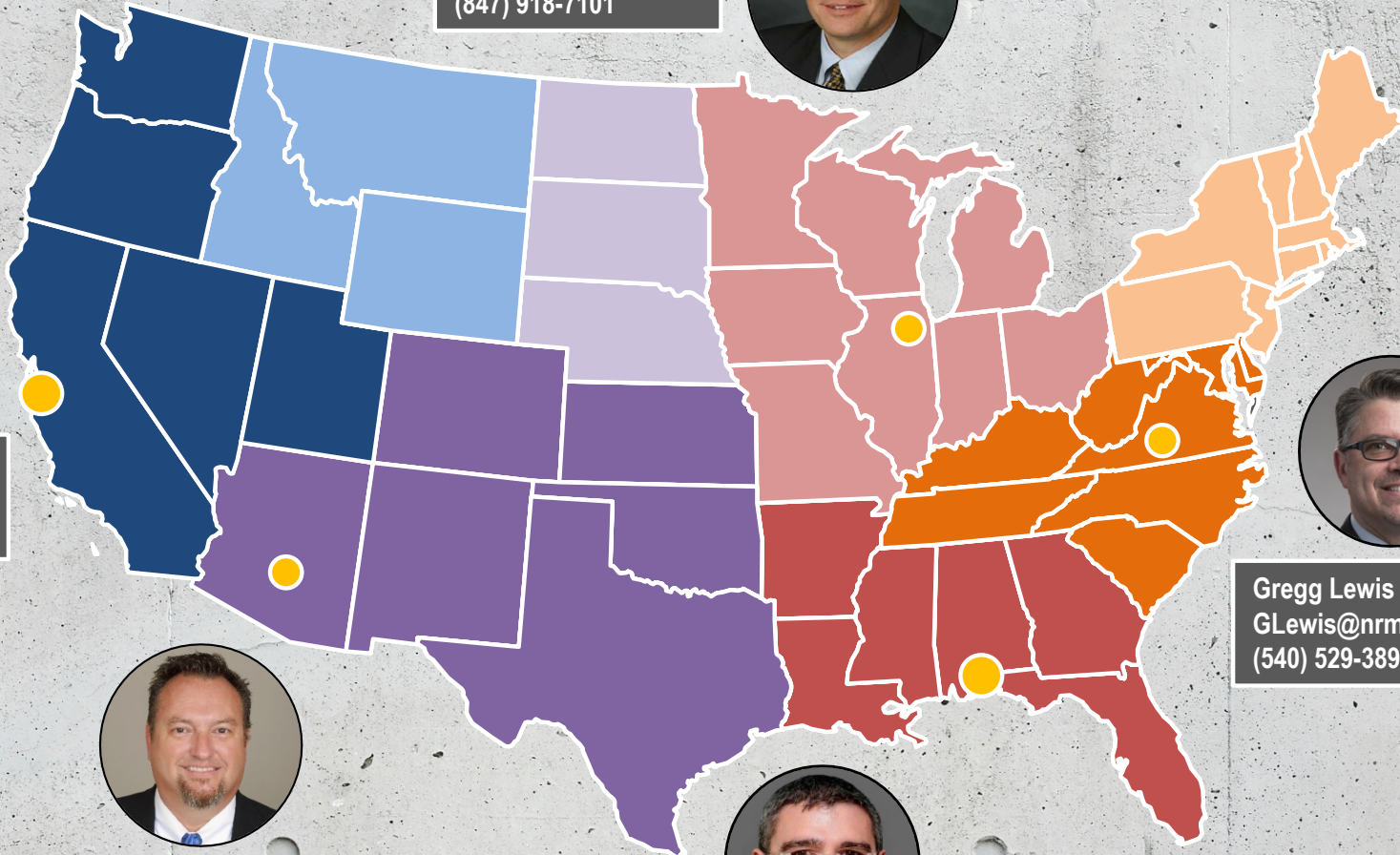
**Business
Development &
Direct Project
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Concrete Design Center**

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Concrete Design Center

Project Where NRMCA Provided Consulting Services						
Consulted Projects	Consulted Concrete	Projects Converted	Concrete Converted	Projects Retained	Concrete Retained	% Success
125	2836825	16	60300	15	1611901	59%
Projects Where NRMCA Provided Full Design Services						
Full Design Projects	Full Design Concrete	Projects Converted	Concrete Converted	Projects Retained	Concrete Retained	% Success
25	155301	5	13000	1	2,700	10%

Concrete Design Center

- **Statistics:**
 - Where NRMCA provided consulting services:
 - 125 projects consulted; 2.8 million cubic yards
 - Converted to concrete- 16 projects
 - Retained with concrete- 15 projects
 - Where NRMCA provided full design services
 - 25 full projects- 155,300 cubic yards
 - Converted to concrete- 5 projects
 - Retained with concrete- 1 project
 - Some of these projects are still in process

Concrete Design Center Projects

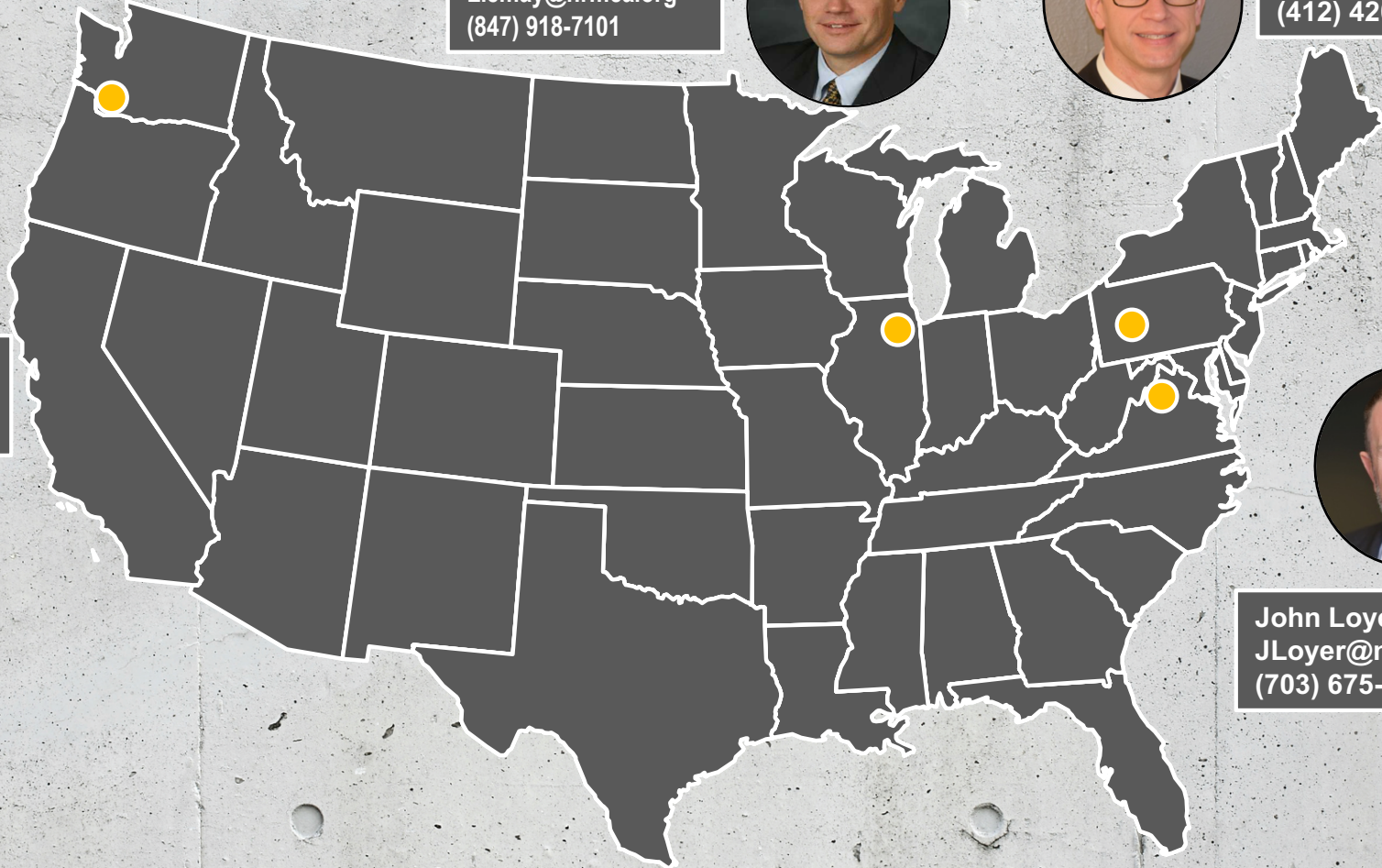
- Current projects that are now public:
 - [Chesapeake Village](#) - video about project now on BWS YouTube Channel
 - ICF project in Stevensville, MD
 - 17 South- ICF project in Charleston, SC
 - Project video and case study coming soon
- As projects allow for release of information to the public, more will become available as videos and case studies

ADVOCACY

BWS ADVOCACY TEAM



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Local and State Advocacy

- Statistics (past and current):
 - Legislation supported: 32
 - Legislation opposed: 15
- States included in the stats:
 - Georgia, Kentucky, New Jersey, Oklahoma, Washington, Oregon, California, Florida, Pennsylvania, New York, Maryland, Texas, Virginia, Mississippi, Tennessee, Nevada, Louisiana, Alabama, Ohio, Massachusetts, North Carolina

Local & State Advocacy

- Fire Safety Ordinances:
 - Build With Strength has had successes over the past 2 years, like Sandy Springs, GA, and Maitland, FL
 - Currently, Build With Strength is working on fire safety ordinances and legislation:
 - Maryland, New Jersey
 - Los Angeles
 - Build With Strength is investigating activity in:
 - Philadelphia, Boston (and Massachusetts), Texas

CAMPAIGN
FUTURE



www.buildwithstrength.com



www.rmc-foundation.org



RMC FOUNDATION & MIT CSHUB

THE SCIENCE AND CREDIBILITY BEHIND



A COMPOSITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION



DURABLE. SUSTAINABLE. CONCRETE.

COMMUNICATIONS

Dr. Jeremy Gregory, executive director of the MIT Concrete Sustainability Hub (CSHub), discusses benefits of building with concrete in a video on the Build with Strength website. MIT researchers have also participated in press events and contributed articles and editorials to support the Build with Strength message.



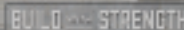
JEREMY GREGORY, PhD

READY MIXED CONCRETE. READY FOR A SOLID INVESTMENT.

When you get a ready-mixed concrete project on the job, it's time to get ready to get the job done. Budget on the budget. Right. All ready-mixed concrete is ready-mixed and comes with the same quality and consistency.

3 Key Elements to Maximizing Your Budget

- Lifecycle savings**
Ready-mixed concrete is a long-term investment. It's durable, low-maintenance, and has a long life span.
- Energy efficiency**
Concrete is a natural insulator. It helps reduce energy costs by keeping buildings cool in the summer and warm in the winter.
- Low-maintenance**
Concrete is a low-maintenance material. It doesn't need to be painted or stained, and it's easy to clean.
- Sustainable**
Concrete is a sustainable material. It's made from natural resources and is recyclable.



RESEARCH

MIT CSHub peer-reviewed research is cited throughout the Build with Strength campaign resources and is being used to advance opportunities in model codes and legislation. It is also being used to debunk the false and misleading claims of the wood industry with science that cannot be refuted.

PARTNERSHIPS

The RMC Foundation is a major co-funder of fire safety research with the National Association of State Fire Marshals (NAFSM). This important research will help in Build with Strength codes efforts to protect life and property. NAFSM has become an important ally in the Build with Strength campaign.



JON NARVA
Director of External Relations, National Association of State Fire Marshals

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



SURROGATE NETWORK

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





A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

QUESTIONS?

Brett D. Ruffing, *LEED Green Associate*

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