



VRMCA Marketing Update

Monday May 7, 2018

VRMCA
BUILD VIRGINIA STRONG.®

VRMCA:

- Acts as a trusted advocate for our members
- Encourages communication among industry professionals
- Provides design and technical assistance to owners, architects and engineers
- Educates and informs consumers/end users
- Offers up-to-date educational opportunities
- Promotes our members and their products

Why it matters

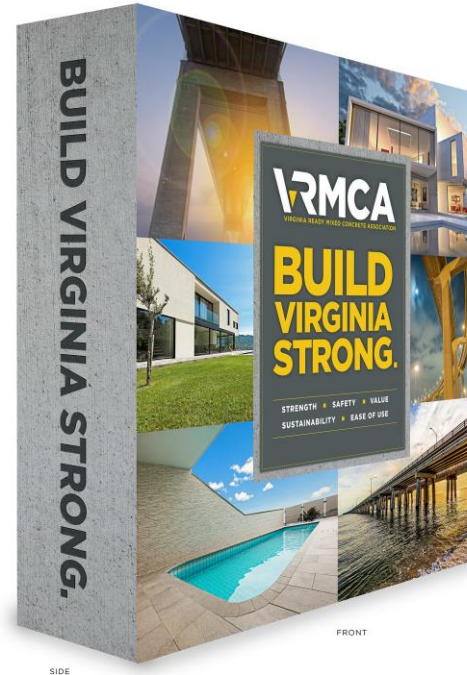
- Messaging should connect back to categories
- Consistent messaging helps strengthen our brand

What we've focused on

- Brand consistency and exposure
- Social media
- Project profiles
- Web site (Phase Two)
- Newsletter

Brand consistency

- Consistent imagery and messaging
- Collateral materials
- Promotional materials



Brand awareness

- Logos on Web site and email signatures
- Hard hat stickers and bumper stickers



Brand awareness

- Go big with mixer drum decals or mud flaps



Social media

- Why social media? It's a great way to:
 - Start a conversation
 - Share information
 - Engage a diverse audience
 - Stay on top of industry news

Social media

- VRMCA uses social media to:
 - Educate and inform
 - Promote ready mixed concrete and our members
 - Drive brand awareness

Social media

- Consistent across all three sites
- Variety of content but focused on key messages

Virginia Readymix @VAReadyMix · Jan 31
The NRMCA Design Center can assist you in choosing the right concrete solution for a wide variety of projects from multi-family residential/mixed use to industrial and health care facilities. This is how we [#BuildVirginiaStrong!](#)

Design Center - Build With Strength
Free concrete project design and technical assistance is available through the National Ready Mixed Concrete Association's Design Center. The Design Center can as...
buildwithstrength.com

Virginia Ready Mixed Concrete Association @vrmtca
Published by Hootsuite [?] · January 12 at 11:45am · [?]

Frank Lloyd Wright understood the benefits of working with concrete. "A structure of this type is more enduring than if carved intact from solid stone."
<http://ow.ly/ogT230hEH6d>

A Frank Lloyd Wright-Inspired 'Fireproof' House, Yours for \$659,901
One might be forgiven for doubting the all-caps enthusiasm of the listing description for this Westchester County home and the claim that is a "Frank Lloyd Wright early...
BROWNSTONER.COM

41 people reached

Like Comment Share Hootlet

Virginia Ready Mixed Concrete Association @vrmtca
Jan 2
"There's a lot of opportunities to educate architects and builders about [how] you can efficiently use concrete to lower lifecycle costs." Dr. Jeremy Gregory, Executive Director, Concrete Sustainability Hub <http://ow.ly/UuId930htdFe>
Read Less

Virginia Ready Mixed Concrete Association @vrmtca
Published by Hootsuite [?] · Yesterday at 11:55am · [?]

Interested in learning more about how you can incorporate concrete in your design and building projects? Contact VRMCA or one of our members in your area! <http://ow.ly/d0w030lg69n>

Virginia Ready Mixed Concrete Association @vrmtca
Jan 9
The Moss Performing Arts Center at Virginia Tech is one of the most significant and spectacular concrete structures in the New River Valley. [#BuildVirginiaStrong](#)
Read More

325 views

Like 4

Boost Post

Share Hootlet

Social media

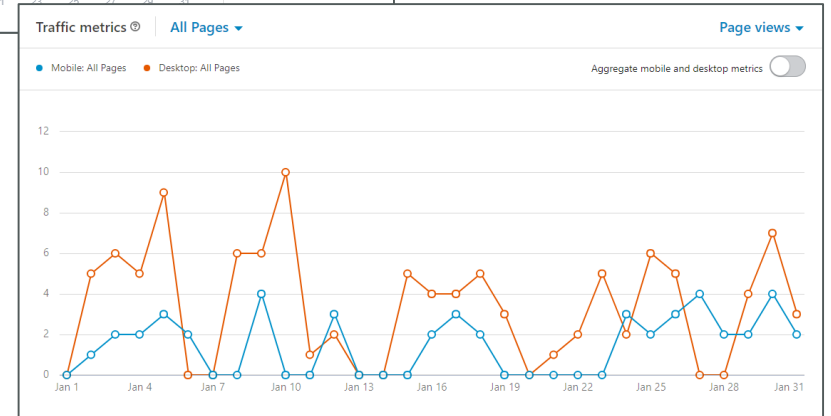
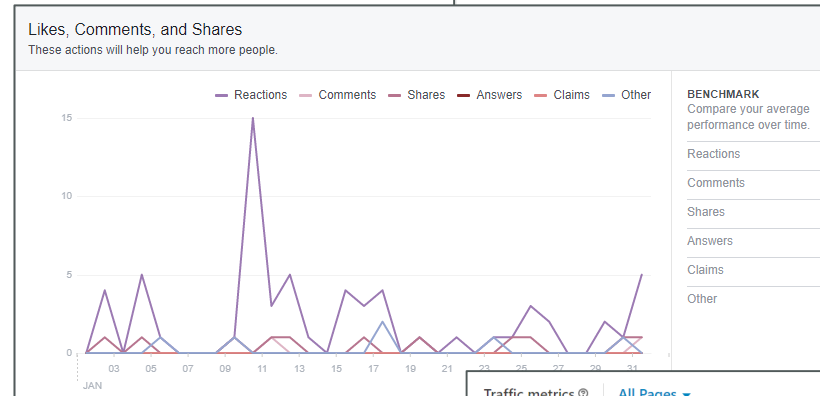
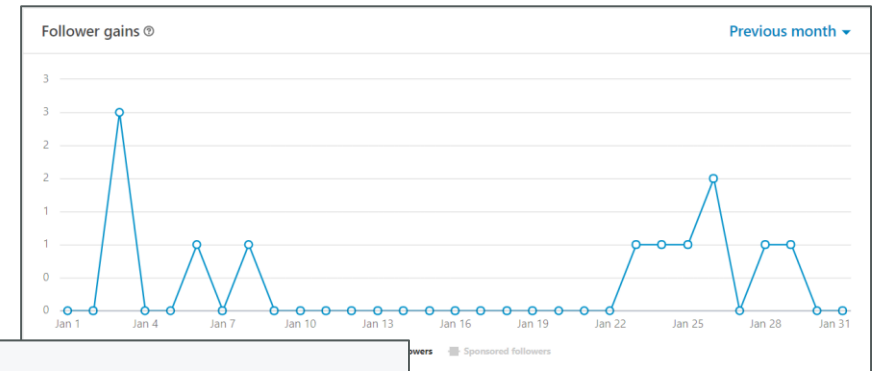
- Facebook 'boosted' ads
 - Great for impressions
 - Not so great for increasing followers

Social media

- Emails
 - Initial announcement
 - LinkedIn specific
 - Facebook specific

Social media

- Tracking activity
 - Number of followers
 - Number of impressions
 - Number of social engagements
- Regular efforts to expand and engage followers



Social media

- What you can do to help
 - LinkedIn
 - Facebook
 - Twitter



**FOLLOW US ON
SOCIAL MEDIA.**

 VIRGINIA READY
MIXED CONCRETE
ASSOCIATION

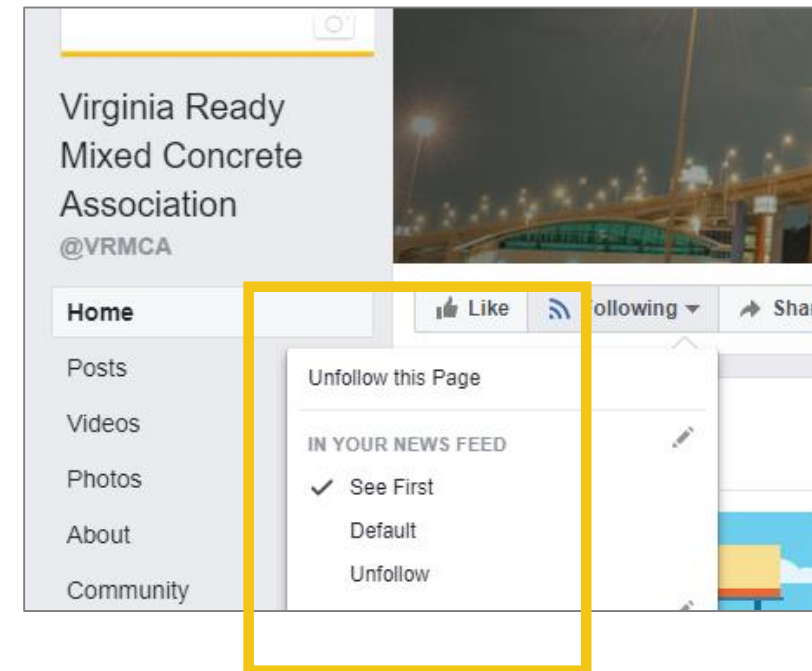
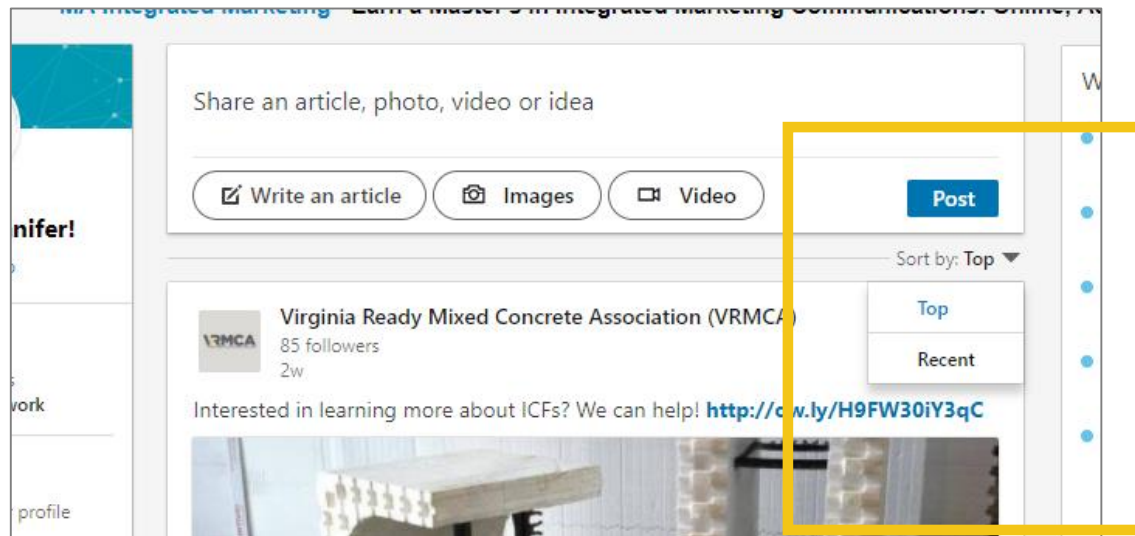
 @VAREADYMIX

 VIRGINIA READY
MIXED CONCRETE
ASSOCIATION

VMCA
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Social media

- Interact with VRMCA on social media
- Can't find us?



Project profiles

- “Show don’t tell” opportunity
- Educate and inform
- Promotes:
 - Our members
 - Our partners/influencers
 - Ready mixed concrete
- Drives brand awareness

Project profiles

- Profiles will be used to spread the word about concrete
- Process has been adjusted
 - 30-minute 'interview'
- Regular program reminders



Completed: 2007 **Size:** 89,000 SF
Owner: City of Norfolk
Architect: Clark Nexsen
General Contractor: S. B. Ballard
Engineer: Clark Nexsen

Attributes: This project is a concrete and steel ship terminal with multiple connected structures including a main terminal building, entry building, promenade deck, lido deck and pedestrian bridge. This facility changed the downtown Norfolk waterfront and propelled Norfolk as a home port and port of call for several cruise companies.

Awards:
2008 APWA Public Works Project of the Year
2009 ACEC Virginia Engineering Excellence Grand Award

VRMCA.com

The Half Moore Cruise and Celebration Center in Norfolk, VA is a concrete and steel ship terminal with multiple connected structures including a main terminal building, promenade deck, lido deck and pedestrian bridge. This facility changed the downtown Norfolk waterfront and propelled Norfolk as a home port and port-of-call for several cruise companies.

Completed: 2007
Size: 89,000 SF
Architect: Clark Nexsen
General Contractor: S. B. Ballard
Engineer: Clark Nexsen
Concrete Producer: Capital Concrete, Inc.

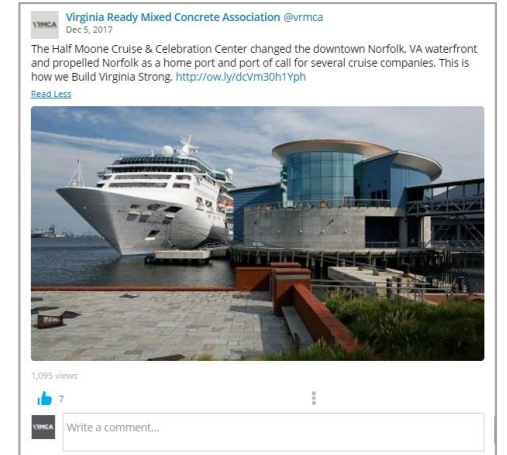


Awards
2008 APWA Public Works Project of the Year
2009 ACEC Virginia Engineering Excellence Grand Award

Show us how you Build Virginia Strong!
We're always looking for new projects that highlight the benefits and advantages of concrete. If you have a project to share, please reach out to VRMCA's Marketing Director Jennifer Greenwood at (757) 777-7848 or [via email](#).

BUILD VIRGINIA STRONG.

VIRGINIA READY MIXED CONCRETE ASSOCIATION
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Charlottesville, Virginia 22902
(434) 977-5716 (434) 979-2439 Fax



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Stone Brewing Company



CASE STUDY
Stone Brewing Company,
Richmond, VA



Photos courtesy of Hourigan.



Completed: April 2016
Area: 200,000 SF
Owner: Stone Brewing Company
Concrete Producer: Powhatan Ready Mix
Concrete Contractor: Century Concrete Inc.
Pre-cast Concrete Supplier: Tindall Corp.
Pre-cast Cement Supplier: Argos-US
Lead Design Firm: Perretz & Young Architects
Structural Engineer: Draper Aden Associates
Contractor: Hourigan Construction

You'll find the new East Coast facility for Stone Brewing Company in Richmond's Greater Fulton Community. Featuring exposed steel, reclaimed wood, and stained concrete the facility - 220,000 SF in all - may look like a warehouse from the outside but walk inside and you'll see it has been carefully designed to produce 600,000 barrels of beer per year. While that number is impressive consider this: to ensure the massive tanks wouldn't move laterally, a 5-ft-thick concrete deck was installed. And thanks to the use of precast panel construction for the exterior walls, the team was able to place 79,000 SF of Insulated Precast Cladding Panels around the entire building. In just less than four weeks.


Awards:
LEED Silver
2016 Excellence in Concrete Award ACI Virginia Chapter

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Route 501 Bridge over the James River



CASE STUDY
Route 501 Bridge Over the James River
Bedford/Amherst County Line, VA



Photos courtesy of Hourigan.

Dedicated: April 2017
Owner: State of Virginia
Concrete Supplier: Lynchburg Ready Mix/Bedford Ready Mix
General Contractor: Orders Construction
Architect/Engineer: AECOM

Whatever it takes. That's what you do to build a replacement bridge over water. The Route 501 bridge over the James River near the Bedford/Amherst County Line is a perfect example of this. The 930-foot replacement bridge contains 3300 cubic yards of concrete. Specifically, mass concrete which required regular monitoring with temperature probes to ensure that the differential between internal and external temps did not exceed 35 degrees.

How they placed the concrete was clever, too. Rather than relying on mounds of gravel to reach the piers, they used floating barge platforms to get the concrete where it needed to go. A crane was kept on shore. The ready mixed trucks would load the concrete into the bucket of the crane. The crane then swung around to the floating barge which had a pump loaded onto it. The concrete was transferred to the pump, then pumped to the bridge deck!

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Institute of Contemporary Arts



CASE STUDY
Institute for Contemporary Arts at VCU
Richmond, VA



Images courtesy of Iwan Baan.

Dedicated: 2018
Owner: Virginia Commonwealth University
Concrete Supplier: S.B. Cox Ready Mix
Concrete: Cleveland Cement Contractors
Architect: Steven Holl Architects
Structural Engineer: Robert Silman Associates
General Contractor: Gilbane Building Company

The new Institute for Contemporary Art at Virginia Commonwealth University is itself a work of art. The 41,000 SF facility features three floors of exhibition and programming. The first floor houses a 4,000 SF gallery and concept shop as well as a 240-seat auditorium for film-screenings and performances. Two more galleries can be found on the second floor along with an adaptable 'learning lab'. A final gallery can be found on the third floor and showcases soaring 33-foot high walls. The space was designed to "encourage new ways to display and present art that will capitalize on the ingenuity and creativity apparent throughout the VCU campus". The dramatic, complex slopes that can be seen from outside the Institute were created by using 4500 CYs of 6,000 PSI concrete along with approximately 1000 CY of 110 pcf lightweight mix. Concrete was also used in the foundation, retaining walls and surrounding planters.

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I-81 Exit 140 Park N Ride



CASE STUDY
VDOT I-81 Exit 140 Park-N-Ride
Salem, VA



Owner: Virginia Department of Transportation
Concrete Supplier: Chandler Concrete Company
Concrete Contractor: Procon, Inc.
Contractor: Phillips Construction
Architect/Engineer: Whitman, Requardt and Associates

The first of its kind in the State of Virginia, the Park N Ride at Exit 140 on Interstate 81 now features pervious concrete. Due to increasing demand, the Virginia Department of Transportation needed to expand the parking capacity at this location. Given the landscape and the desire to better manage storm water, they decided to move away from traditional asphalt instead utilizing the more environmentally-friendly material. The updated parking facility features 250 parking spaces, up from 112. It also includes nine parking spots for motorcycles, additional handicap parking spaces and two bus shelters - all found within 2.5 acres of land.

One interesting fact? This project was completed shortly after another Park N Ride was finished in Christiansburg. Both lots contain 250 spaces. However, the lot in Christiansburg used traditional asphalt with a detention pond and took four acres of land to construct versus the 2.5 acres in Salem.

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Project profiles

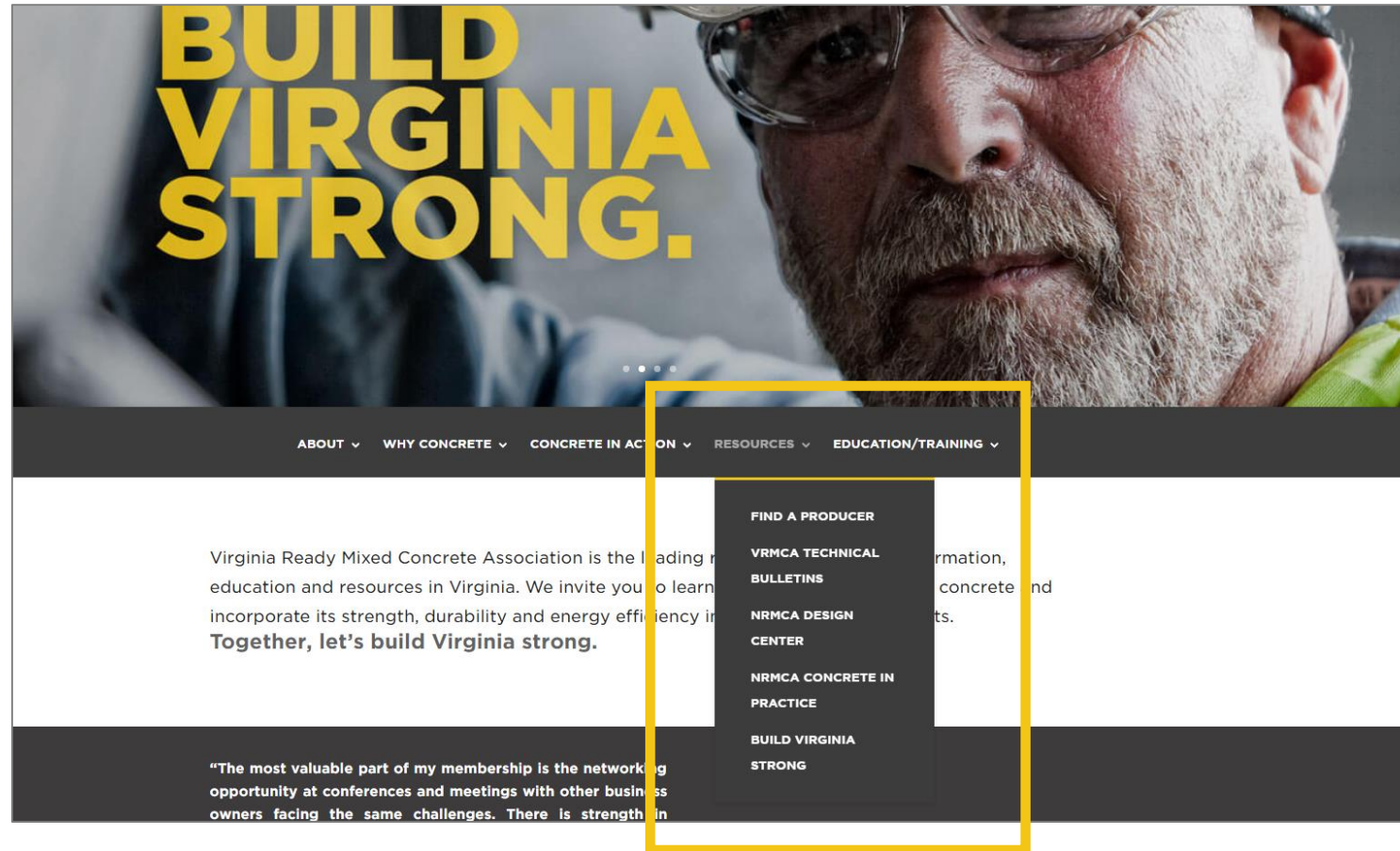
- More to come!
 - Luray Caverns, Luray
 - Ecommerce Center, Hampton
 - Facebook Data Center, Richmond

Web Site (Phase Two)

- Revisited navigation
- Updated to add relevant content



Web site (Phase Two)



Newsletter

- Taking a fresh, objective look
- Survey helped define direction

Newsletter

- More updated, streamlined and current
- Content that reflects what YOU wanted to see
- Delivered on a quarterly basis


Newsletter

Share Like Share Tweet LinkedIn Plus Join Email List Contact Us


VRMCA NEWS UPDATE
VIRGINIA READY MIXED CONCRETE ASSOCIATION

CLICK THE IMAGE TO READ MORE!


CHANGE IS GOOD
A Note from VRMCA President Stephen Render




CHARITY IN PUERTO RICO
How We're Helping Clean Up a Natural Disaster



PROJECT PROFILE
Delicious Craft Brewing and Clean Concrete



TECHNICAL UPDATE
The Latest in Specs and Technical Tips



CONCRETE NEWS ANYTIME, ANYWHERE.
For more information about VRMCA and other current news, visit our website at vrmca.com or follow us on social media.

[in](#) [f](#) [t](#)

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Newsletter

The screenshot shows the VMCA website interface. At the top, there is a navigation bar with the VMCA logo and a 'MEMBER LOGIN' link. Below the navigation bar is a large image of a modern building. Underneath the image is a dark navigation menu with links for 'ABOUT', 'WHY CONCRETE', 'CONCRETE IN ACTION', 'MEMBERSHIP', and 'EDUCATION/TRAINING'. The main content area features a 'NEWS' section with a sub-header 'vs. Back to Spring 2019 issue'. The featured article is titled 'Change is Good' by Stephen Rinder, published on 3/16/2019. The article includes a photo of four construction workers in hard hats. To the right of the article is a 'Popular Tags' section with a list of tags such as 'american', 'bridge', 'virginia strong', and 'walkway'. Below the tags is a 'Search' box. At the bottom of the page, there is a 'HEADQUARTERS' section with contact information and a 'NEWSLETTER' sign-up form. The footer includes a 'BUILD WITH STRENGTH' logo and a copyright notice for 2017.

VMCA MEMBER LOGIN


ABOUT ▾ WHY CONCRETE ▾ CONCRETE IN ACTION ▾ MEMBERSHIP ▾ EDUCATION/TRAINING ▾

NEWS

vs. Back to Spring 2019 issue

Change is Good

Stephen Rinder | Published To GD AM 3/16/2019



Tags: build, virginia strong, marketing

Taking a step back and reviewing the last year, I can honestly say there have been a lot of good things happening within our association. I say "our" association, because the changes we are seeing here come in large part due to your thoughts, insights and candor. We are in this together, working toward a common goal to promote ready mixed concrete within the state of Virginia.

You may have noticed some of the changes. Others you may not be aware of yet. In launching our new VMCA Newsletter, I thought it might be the perfect opportunity to give a quick recap and tease what's to come.

Visible changes can be seen in our marketing efforts. We're focused on a cohesive brand - both in look and message - across many different mediums. Email marketing, social media, our Web site and this updated, fresh newsletter to name a few.

We're reworking how we approach our Regional Advisory Councils and making good progress there. We want to keep what works and change what doesn't. The goal? To revamp the meetings in a way that increases participation, but also establishes them as a networking opportunity and an effective way to spread the word about concrete.

There's also been movement on additional ways to help promote ready mixed concrete, with a "boots on the ground" type direction. This effort is in early stages but moving quickly. As more information is available, we'll be sure to pass it along.

Great stuff and more on the horizon. Together, let's Build Virginia Strong!

Popular Tags

a tag, american, b tag, bridge, build virginia strong, building, c tag, conference, driveway, event, exterior, flooring, interior, patio, pool, project profile, resurfacing, truck, walkway

Search

NEWS

HEADQUARTERS
Virginia Ready Mixed Concrete Association
250 West Main Street • Suite 100
Charlottesville, Virginia 22902
(434) 977-3716 • (434) 979-2439 fax

BUILD WITH STRENGTH
A COMMITMENT TO THE VIRGINIA READY MIXED CONCRETE ASSOCIATION

NEWSLETTER
Enter your email

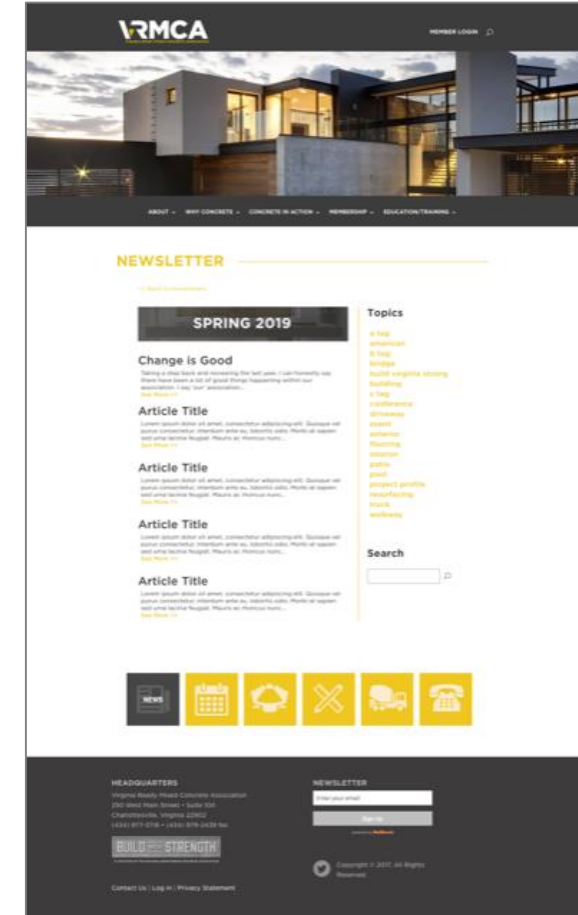
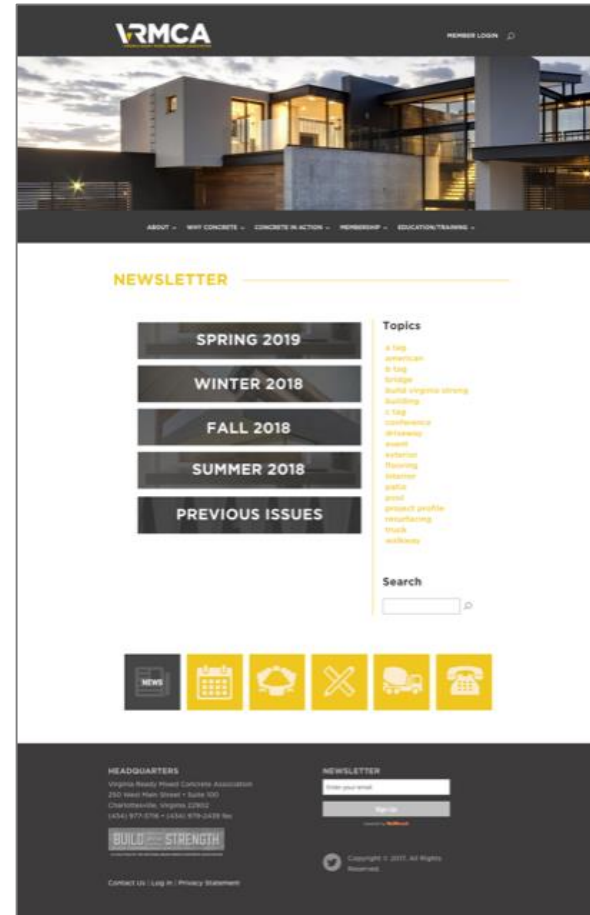
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powered by MailChimp

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Newsletter

- Newsletter Index Page
- Table of contents



Newsletter

- What's the big deal?
 - Information is easier to find
 - Helps with SEO – how people find our Web site
 - Adds depth to the Web site

Thank You!