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# NRMCA Educational Activities Committee Meeting

Friday, October 1, 2010

Go to Meeting Format - 11:00am – 1:00 pm EST

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Conducted by

NRMCA Staff: Eileen Dickson and Lionel Lemay

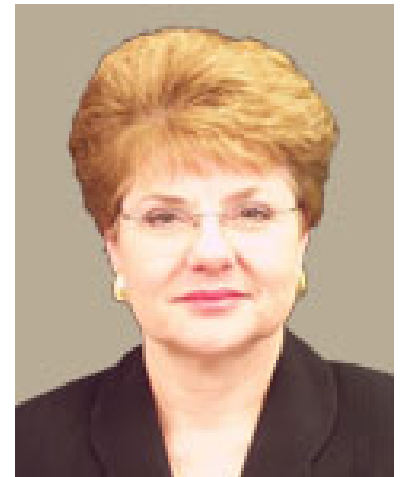
Attendance: Paula Dunn, BASF, John Hull, Ready Mix Concrete Association of Ontario, John Richardson, John Richardson & Associates, Michael Kraus, Euclid Chemical



# Agenda Item #1: Call to Order/ General Webinar Instructions

Eileen:

- Please do not mute your line, unless you are in a place where you cannot control backup noise
- Do not place call on hold (others may hear “on-hold music”)
- Log-in problems: Call: 800-263-6317
- Ask questions on the phone, or. . .  
Type questions in the box
- E-mail for more information
  - Eileen Dickson – edickson@nrmca.org



# Agenda Item #1: Call to Order

## Attendance:

Eileen will note those attending by record from dial in and will add your names into the minutes.

## Meeting Agenda:

It was in your email invitation and we will follow it throughout the meeting.



**NRMCA** EDUCATION AND TRAINING



# Agenda Item #2 : NRMCA Antitrust Policy Statement

This meeting will be conducted in accordance to NRMCA's antitrust policy.

The National Ready Mixed Concrete Association assigns the highest priority to full compliance with both the letter and the spirit of the antitrust laws. Agreements among competitors that unreasonably limit competition are unlawful under federal and state antitrust laws, and violators are subject to criminal fines and incarceration, civil fines and private treble-damage actions. Even the successful defense of antitrust litigation or an investigation can be very costly and disruptive. It is thus vital that all meetings and activities of the Association be conducted in a manner consistent with the Association's antitrust policy.

Examples of illegal competitor agreements are those that attempt to fix or stabilize prices, to allocate territories or customers, to limit production or sales, or to limit product quality and service competition. Accordingly, it is inherently risky and potentially illegal for competitors to discuss under Association auspices, or elsewhere, the subjects of prices, pricing policies, other terms and conditions of sale, individual company costs (including planned employee compensation), the commercial suitability of individual suppliers or customers, or other factors that might adversely affect competition.

It is important to bear in mind that those in attendance at Association meetings and activities may include competitors, as well as potential competitors. Any discussion of sensitive antitrust subjects with one's competitors should be avoided at all times before, during, and after any Association meeting or other activity. This is particularly important because a future adversary may assert that such discussions were circumstantial evidence of an illegal agreement, when viewed in light of subsequent marketplace developments, even though there was, in fact, no agreement at all.

If at any time during the course of a meeting or other activity, Association staff believes that a sensitive topic under the antitrust laws is being discussed, or is about to be discussed, they will so advise and halt further discussion for the protection of all participants. Member attendees at any meeting or activity should likewise not hesitate to voice any concerns or questions that they may have in this regard.

Adopted by the NRMCA Board of Directors, September 18, 2006.

**MINUTES:** We will follow the antitrust policy as shown on your screen. If anyone becomes uncomfortable with the discussion vis-à-vis the anti-trust policy, please state so or type in your question in the question box.



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## Agenda Item #3: approval of minutes

- Minutes were attached to your invitation and can be viewed online
  - April 28, 2010 Committee Meeting webinar (Go-To Meeting format)

Motion:

Committee approved minutes of April 28, 2010.

# Agenda Item # 4: what is EAC's role in light of the strong sustainability initiative?



Minutes: Lionel Lemay walked the committee through the current status of the sustainability initiative and as well as EAC's role. (see separate PPT)

Introduction:

Lionel Lemay, Sr. VP, Technical Education

- Impact current NRMCA sustainability education



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# NRMCA Sustainability Initiatives - Education

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# MIT Research Results - Goal

- Make concrete the sustainable design material of choice for government, design professionals, contractors, and students/professors through education, promotion, technical advancement and advocacy by leveraging the MIT LCA research results.



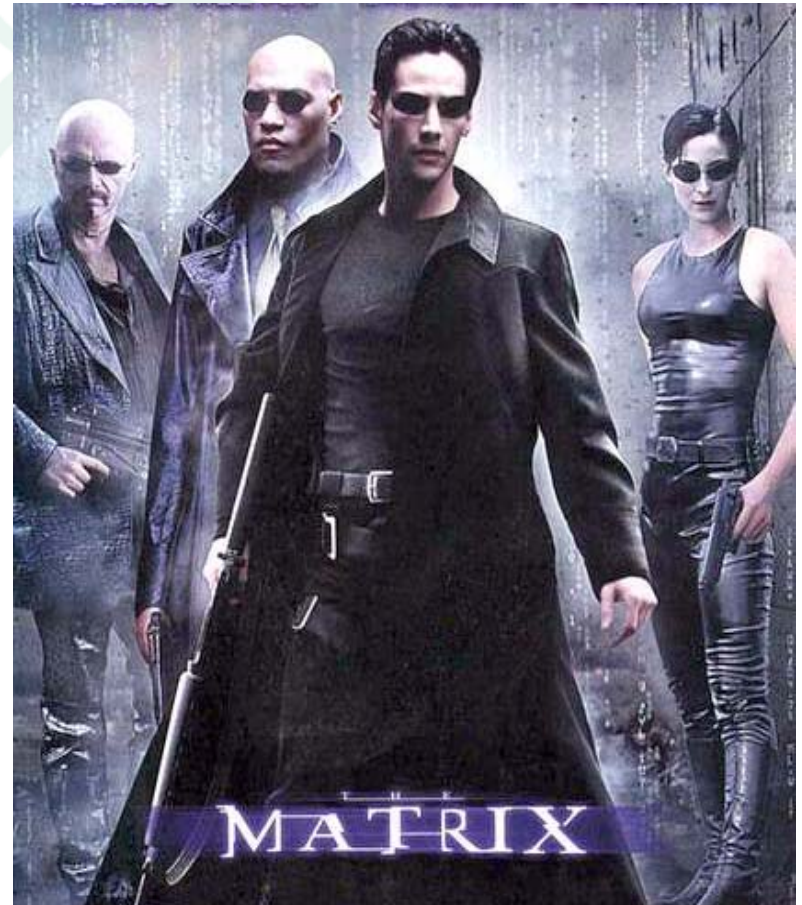
# MIT Research Results - Strategies

- Strategy 1 – Education MINUTES: Focus of Discussion
  - Educate government officials, design professionals, contractors, and concrete industry professionals on the life cycle benefits of concrete based on MIT LCA research results
- Strategy 2 – Promotion
  - Develop promotion tools that promote the life cycle benefits of concrete based on MIT LCA research results
- Strategy 3 – Technical Advancement
  - Disseminate MIT LCA research results for to design professionals and academics.
- Strategy 4 – Advocacy
  - Develop tools and programs to assist state affiliates modify state and local laws that would leverage the life cycle benefits of concrete based on MIT LCA research results.

# The Matrix (Customized Tactical Plan)

- NRMCA
  - Develop and adapts tools for specific target audiences
  - Provide technical expertise and support
- State Affiliates
  - Develop customized plan
  - Use appropriate tools
  - Interface with target audience

**MINUTES:** It is envisioned that EAC will help other NRMCA departments with update current courses for the industry ands well as support education outcomes with State Affiliate associations and local organizations.



# MIT State Affiliate Matrix

MINUTES: chart helps State Affiliate to implement a program based on their strength.



Target Audience

	Architects		Engineers		Contractors		Homebuilders		Researchers		State Legislators		State Regulators		Local Legislators		Local Regulators		General Public	
Education	PFS	3	PFS	3	PFS	1	PFS	1	PFS	4	PFS	2	PFS	2	PFS	2	PFS	2	PFS	1
	IOS	5	IOS	3	IOS	1	IOS	1	IOS	2	IOS	5	IOS	5	IOS	3	IOS	3	IOS	5
	SAS		SAS		SAS		SAS		SAS		SAS		SAS		SAS		SAS		SAS	
	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0
	S&T	1.1, 1.2, 1.3, 1.5, 1.6, 1.7, 1.8	S&T	1.1, 1.2, 1.3, 1.5, 1.6, 1.7, 1.8	S&T	N/A	S&T	N/A	S&T	N/A	S&T	1.4	S&T	1.4	S&T	1.4	S&T	1.4	S&T	N/A
Promotion	PFS	2	PFS	3	PFS	1	PFS	1	PFS	3	PFS	3	PFS	2	PFS	2	PFS	2	PFS	1
	IOS	5	IOS	3	IOS	1	IOS	1	IOS	3	IOS	4	IOS	4	IOS	3	IOS	3	IOS	5
	SAS		SAS		SAS		SAS		SAS		SAS		SAS		SAS		SAS		SAS	
	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0
	S&T	2.1, 2.2, 2.3, 2.4, 2.9	S&T	2.1, 2.2, 2.3, 2.4, 2.9	S&T	N/A	S&T	N/A	S&T	N/A	S&T	2.5, 2.6, 2.7, 2.8, 2.9	S&T	2.5, 2.6, 2.7, 2.8, 2.9	S&T	2.5, 2.6, 2.7, 2.8, 2.9	S&T	2.5, 2.6, 2.7, 2.8, 2.9	S&T	N/A
Technical Advancement	PFS	3	PFS	3	PFS	1	PFS	1	PFS	5	PFS	2	PFS	2	PFS	2	PFS	2	PFS	1
	IOS	5	IOS	5	IOS	1	IOS	1	IOS	2	IOS	1	IOS	1	IOS	1	IOS	1	IOS	1
	SAS		SAS		SAS		SAS		SAS		SAS		SAS		SAS		SAS		SAS	
	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0
	S&T	3.1, 3.2, 3.3, 3.4	S&T	3.1, 3.2, 3.3, 3.4	S&T	N/A	S&T	N/A	S&T	3.4	S&T	N/A	S&T	N/A	S&T	N/A	S&T	N/A	S&T	N/A
Advocacy	PFS	1	PFS	1	PFS	1	PFS	1	PFS	1	PFS	3	PFS	3	PFS	2	PFS	2	PFS	1
	IOS	1	IOS	1	IOS	1	IOS	1	IOS	1	IOS	5	IOS	5	IOS	4	IOS	4	IOS	1
	SAS		SAS		SAS		SAS		SAS		SAS		SAS		SAS		SAS		SAS	
	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0	IF	0
	S&T	N/A	S&T	N/A	S&T	N/A	S&T	N/A	S&T	N/A	S&T	4.1, 4.2, 4.3, 4.4, 4.5, 4.6	S&T	4.1, 4.2, 4.3, 4.4, 4.5, 4.6	S&T	4.1, 4.2, 4.3, 4.4, 4.5, 4.6	S&T	4.1, 4.2, 4.3, 4.4, 4.5, 4.6	S&T	N/A



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# Education

# MIT Research Results

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# LCA Course

- Design professionals
- Industry professionals
  
- Intro to LCA standards
- LCA models
- MIT research results
- **MINUTES:**
  - Other organizations in the concrete industry also teach LCA. There must be coordination.
  - There is active dialog with other organizations and as MIT results are received, they will be distributed. Other organizations hit other related audiences and they can adapt the results to fit their needs.
  - This will be a critical function of State Affiliate organizations.

**NEW** 6 Continuing Education Hours ONLINE

## LIFE CYCLE ASSESSMENT OF CONCRETE STRUCTURES

No travel time or expense. In real time with live instructors.

**4 LIVE WEBINARS (6 HOURS OF INSTRUCTION)**

Sept. 8, 2010 – 12:00 noon-1:30 pm EST.\*  
Sept. 15, 2010 – 12:00 noon-1:30 pm EST.\*  
Sept. 22, 2010 – 12:00 noon-1:30 pm EST.\*  
Sept. 29, 2010 – 12:00 noon-1:30 pm EST.\*

\*Plus online exercises and quizzes. Webinars will be recorded for later viewing if you miss a webinar

**PURPOSE AND BACKGROUND**  
Building owners, contractors, architects, engineers, specifiers and consumers are demanding more efficient and environmentally friendly projects and products. Life Cycle Assessment (LCA) is increasingly being used to evaluate structures and building product for environmental performance. This course provides detailed instruction on how LCA can be used to assess the environmental performance of concrete structures, including buildings and pavements. A review of new and existing research comparing the environmental life cycle performance of concrete and competing building materials will be presented. The course will also cover how the concrete industry is beginning to use LCA to evaluate and improve the concrete production process.

**TOPICS COVERED**

- What makes a building, pavement, and manufacturing process sustainable
- Introduction to LCA Standards and the TRACI impacts
- Critical review of current LCA computer models
- Existing LCA studies comparing concrete and other building materials such as steel, asphalt, and wood.
- LCA and manufacturing process with an introduction to the NRMCA carbon and energy calculator
- Results from *The Edge of Concrete: A Life-Cycle Investigation of Concrete and Concrete Structures* from the Concrete Sustainability Hub (CSH) at the Massachusetts Institute of Technology.

**WHO SHOULD ATTEND?**  
Design professionals along with technical and operations professionals in the ready mixed concrete industry.

**PROFESSIONAL DEVELOPMENT HOURS**  
Participants who complete each webinar and associated quizzes will earn 6 Professional Development Hours, 6 AIA-CES HSW/Sustainability Learning Units, or 6 GBCI CE Hours.



**FEATURING MIT CONCRETE SUSTAINABILITY HUB LCA RESEARCH RESULTS**

**HOW YOU WILL BENEFIT**  
This seminar will provide attendees with state-of-the-art strategies, technologies and methodologies for utilizing LCA to maximize the environmental performance of their project or manufacturing process. At the end of this course attendees will be able to:

- Recognize the benefits and limitations of LCA
- Understand the definitions and terms used in performing LCA
- Utilize LCA in the building codes and LEED
- Understand the role of LCA in designing sustainable concrete buildings and pavements
- Use the NRMCA carbon and energy calculator
- Select which LCA model is best for a given application
- Understand the research results from the Concrete Sustainability Hub at MIT

**INSTRUCTORS**  
**Erin Ashley, Ph.D., LEED AP**, Senior Director, Sustainable Construction, NRMCA  
**Lionel Lemay, P.E., S.E., LEED AP**, Sr. Vice President, Sustainable Development, NRMCA  
**Alex Loijos**, Master's Candidate, MIT  
**Doug O'Neill, LEED AP**, National Resource Director - Northeast, NRMCA

**PRESENTED BY**



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Register online at [www.nrmca.org/seminars](http://www.nrmca.org/seminars) or use the attached form



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# Other Education Programs

## MINUTES:

- Concrete's Role in Sustainable Development
- Building Green with Concrete
- LEED GA Exam Study Course
- Pervious Concrete – A Stormwater Solution
- Design of Concrete Pavements
- Environmental Course and Certification
- Webinars
  - Parking lots
  - Pervious concrete
- AIA-CES program
- Other NRMCA courses (operations, technical, business, etc.)
  
- Incorporate MIT Results
- Delivered by NRMCA and/or State Affiliates
- NRMCA provide technical expertise and support



# INTERNATIONAL CONCRETE SUSTAINABILITY CONFERENCE

AUGUST 9-11, 2011 - BOSTON

- In cooperation with MIT CSH
- Other researchers presenting and attending
- Day 3: MIT year 2 research results



# Potential Worldwide Opportunities



**INTERNATIONAL CONFERENCE ON FUTURE CONCRETE**  
**November 1-3, Doha, Qatar**



**INTERNATIONAL**  
**CONCRETE SUSTAINABILITY CONFERENCE**  
**DECEMBER 13-14, 2010 - DUBAI**



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# MIT Plan Rollout

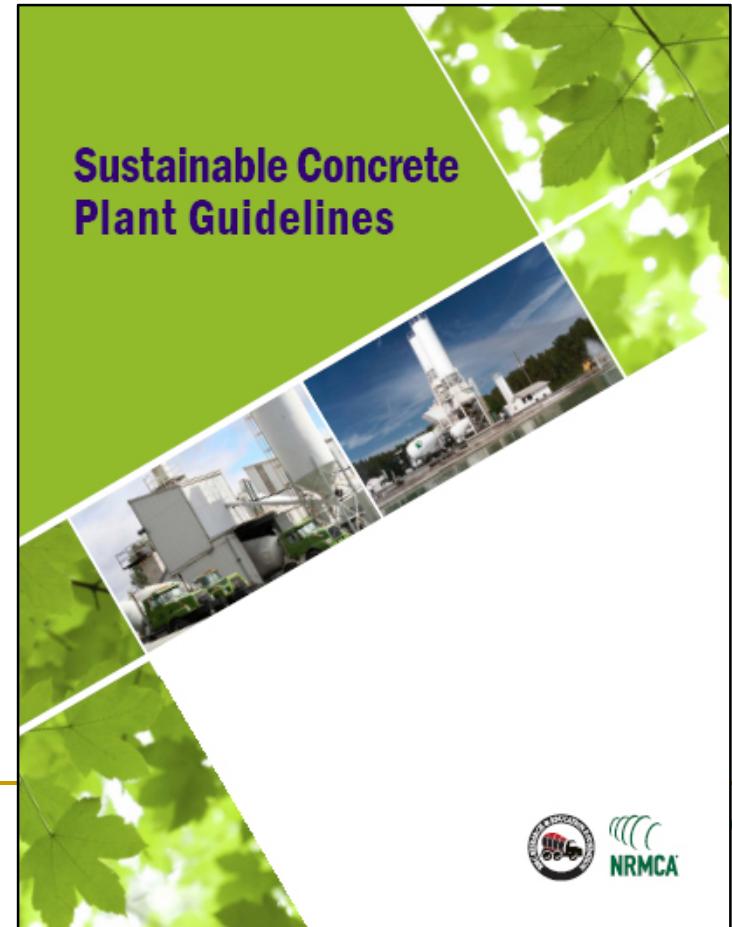
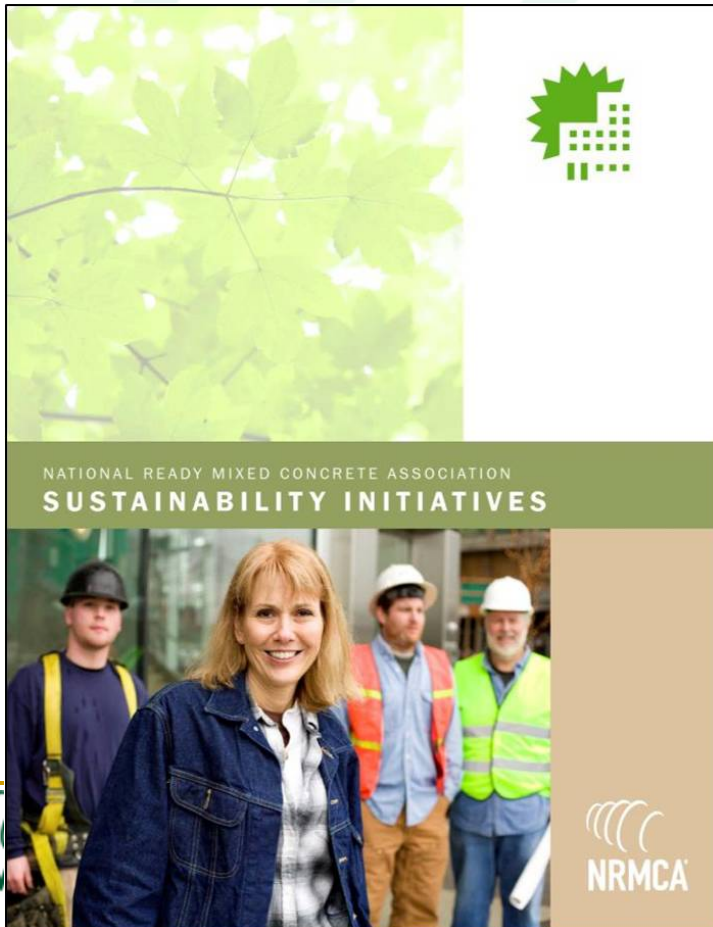
## MINUTES

- Regional Work Plan Meetings are going on now, discussing their individual plan to integrate MIT results to suit their needs and focus
- Sustainability Summit
  - Presented at ConcreteWorks – includes MIT results and implementation
  - Tuesday, October 12, 2010, 1:00 pm – 4:00 pm
- Webinars for State Affiliates-are complementary
  - Start October 2010
  - Present the strategies and tactics
  - Customizing the plan
  - Tools available

# Greening the Concrete Industry

 INTERNATIONAL  
CONCRETE SUSTAINABILITY CONFERENCE  
AUGUST 9-11, 2011 - BOSTON

**GREEN-STAR**  
NRMCA 



## Sustainability Track

### Required Courses

- Concrete's Role in Sustainable Development course and cert. (10 hours)
- Building Green with Concrete course and cert. (8 hours)
- LEED Accredited Professional or LEED Green Associate accreditation from Green Building Certification Institute (40 hours)



Future training extension:  
use findings from MIT's  
*Concrete Sustainability Hub*



# Thank you

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## MINUTES

### Summary of EAC Role:

#### - Incorporate into courses

- Obvious examples are environmental Certification, Life Cycle Cost, Green concrete, CCSP MIV- LCA, Plant Manager in environmental presentation, driver-related as in current CDP revision

#### - EAC role with CIM programs

- Interface with school to provide them the tools for their students
- Work done by NRMCA staff, Nicole Maher



# Agenda Item # 5

- NRMCA's Executive Committee asked CCSP to be updated, including assessment
  - Movement online update
  - Instructional & student materials in Modules 2 & 3

## Minutes:

- **ACTION:** Bryce Mobley asked that a Developing Industry Leaders group choose one of the modules annually, analyze current content and recommend knowledge and skills changes. This way the initial work needed pre-funding, will be in order when NRMCA can fund the revision.
- **ACTION TAKEN.**

# CCSP decisions from previous meeting

Understanding the Concrete Contractors' Business -

Customer Business Knowledge, Module II

**NEEDS REVISION**

Business Skills Basics for Profit -

General Business Knowledge, Module III

**NEEDS REVISION**

MINUTES: ACTION: Eileen, Patsy, and Bryce will lead the initiative to seek volunteers to pull together tasks groups for each module once a possible DIL Group makes its recommendations.

1. Evaluate what needs revised
2. Who can do the revision
3. Budget to do so
4. Time table for completion



# Agenda Item 6: Mixer Driver Education

## MINUTES

- CDP online: how does EAC drive the momentum?
  - Challenges of marketing an ongoing product
  - Task group to reach out to other companies feasible?
  
- Mentor Driver interactive lessons
  - Launch 2 a month
  - Coordinates with DVD's
  - Measurable outcomes with printable test score at end
  - Self-sufficient lesson so less staff time needed

# Agenda Item 7: Recap of outstanding projects

- Supervision class remains slow though verbally supported by industry executives and Board. Looking for ways to expand recognition
- Leadership training is a theme the Executive Committee asked us to resurrect. Working with Morse Bros to customize a program, tapping into their online leadership program.
- Working on CD for elementary school “Career Day”. Will be free to NRMCA members.
- Rhodes State Associates Degree is still on hold due to tuition costs as well as assessment of market in the recession.
  - ACTION: NRMCA Membership will send out a survey to industry executives to decipher if this is an action to continue.



Other questions  
or  
comments?

# What format to we hold our Spring 2011 meeting?

- Online or face-to-face?
  - Online
    - Freedom
  - Face to face:
    - Typically larger attendance
    - Held at NRMCA Annual Convention/ before CONEXPO-CON/AGG opens
- ACTION: EAC will meet face-to-face at March convention

