



900 Spring Street, Silver Spring, MD 20910 USA/(301) 587-1400/888-84NRMCA/ FAX: (301) 587-1605

September 29, 2011

To: Interested High School Student

Dear High School Student,

The National Ready Mixed Concrete Association (NRMCA) is once again sponsoring the annual National High School Essay Contest. The contest is open to students who will be between the ages of 16-18 at the beginning of the 2011-2012 school term. The purpose of the contest is to increase your awareness of the ready mixed concrete industry while looking to develop the next generation of industry leaders. The winner of the national contest will be flown, along with a parent or guardian, to NRMCA's 2012 convention in Savannah, Georgia in March.

While most entries to the national level will come through their respective state ready mixed concrete associations, we recognize that some students live in non-participating states, or states without their own association. We therefore created an "other" category of entries. We will judge all of the entries in this "other" category and select one essay, which will then be entered into the national contest with the winners from the participating state association.

Contact your state association to see if they participate in the contest (visit www.nrmca.org/state_associations/state_area_associations.asp for contact information), and if so, request materials to enter. If it does not, then use this letter and form as the materials to enter through the "other" category.

The rules of the Essay Contest are as follows:

- Open to all high school students ages 16-18 at the beginning of the 2011-2012 school term.
- An entry form (see attached) must be included with all essays returned, as well as a photo of the student. The deadline for all of these materials to be forwarded to NRMCA is December 12, 2011.
- Entries must be typed, double-spaced and should not exceed 600 words.
- Essays will be judged on content and writing ability (grammar, style, clarity, etc.). Possible themes include concrete's benefits to society; how concrete affects the environment; and using concrete to build homes, commercial buildings, bridges or roads. Essays should demonstrate a student's

awareness of concrete's role as a building material in homes, commercial buildings, streets and highways.

The entries received by NRMCA will be judged by industry executives and college/university faculty members with a concrete-related background.

In addition to being NRMCA's guest at the convention and being introduced at the convention's awards session, the winner will also receive a scholarship of \$5,000 if he or she enrolls for freshman year in a concrete-related curriculum such as the Concrete Industry Management programs offered at Middle Tennessee State University in Murfreesboro, New Jersey Institute of Technology in Newark, California State University at Chico, Arizona State University in Phoenix and Texas State University in San Marcos. Other eligible programs would include those at Alpena College in Michigan or Rhodes State College in Ohio, or other majors directly related to the concrete industry, such as those for construction materials science/engineering. Should the winner not choose to enroll in a concrete-related curriculum, he or she will receive a \$2,000 scholarship for the freshman year at the college of his or her choice. All entries will receive a certificate of appreciation for entering the contest along with a notification of the winner.

NRMCA reserves the right to publish the winning entry in whole or in part. All entries become the property of NRMCA. The association will publish the winning essay through its quarterly magazine, web site and possibly other means.

Please contact me at 1-888-84-NRMCA, ext. 1158, or via email at nmaher@nrmca.org if you have any questions. We look forward to your participation in the annual essay contest.

Sincerely,

A handwritten signature in black ink that reads "Nicole R. Maher". The signature is written in a cursive, flowing style.

Nicole R. Maher
Senior Vice President of Industry Relations & Special Programs

National Ready Mixed Concrete Association High School Essay Contest Entry Form

Entry Date: _____

Student Name: _____

Parent or Guardian's Name: _____

Street Address: _____

City, State, ZIP: _____

Home Phone: _____

Student's Birth Date: _____

School Presently Attending: _____

School Contact (Name and phone number of a teacher or school official familiar with the student): _____

I have read the rules of the 2011-2012 National Ready Mixed Concrete Association Essay Contest and agree to abide by them:

Student signature

Date

I have read the rules of the 2011-2012 National Ready Mixed Concrete Association Essay Contest and agree to abide by them:

Parent or Guardian signature

Date

Please return essay and entry form to:
Nicole R. Maher
NRMCA
900 Spring Street
Silver Spring, MD 20910
Fax: 301-587-1605 or E-mail nmaher@nrmca.org

ENTRIES MUST BE POSTMARKED BY: December 12, 2011