

Register for this important series: Each course is offered only once year.

CCSP: CERTIFIED CONCRETE SALES PROFESSIONAL

A FOUR COURSE PROGRAM FOR READY MIXED BUSINESS AND SALES STAFF

Module I: Introduction to Concrete Fundamentals: Concrete 101, Technical Product Knowledge - Sept. 15-18, 2008.

Appropriate for any non-technical employees needing a general background in concrete, this course includes an overview of concrete fundamentals and component materials, including concrete troubleshooting, proportioning basics; essentials of batching, mixing, delivery, handling, placing and finishing, the do's and don'ts of pre-placement conferences and much more.

Module II : Understand the Concrete Contractor Business: Customer Business Knowledge - Nov. 5-7, 2008.

For sales reps, managers, and area managers, this course provides an overview of ready mixed concrete customers' business model, specifically, contractors in homebuilding, commercial and government construction. Includes tools needed to bid an order: analysis of construction documents and blueprints; principles of estimating and other construction math equations and formulas and construction project planning and scheduling.

Module III: Fundamentals of RMC Accounting, Finance and Business Law: Business Knowledge - Dec. 2-4, 2008.

This entry-level, ready mixed concrete industry-specific, financial workshop for managers and sales reps introduces break-even analysis, pricing fundamentals, cash flow, fundamentals of contract law/collection, and antitrust regulations.

Module IV: Professional Sales Skills Workshop - Jan. 27-30, 2009.

Profitable business is not based on getting the order at any price but includes solving customers' problems and building long-term, mutually winning relationships. In a highly interactive workshop, mid-level ready mixed concrete staff learn and practice consultative, team-based, and cross-selling skills.



Certified Concrete Sales Professional
CCSP

Join the over 6,000 concrete professionals have been part of CCSP...now in its 11th Year!

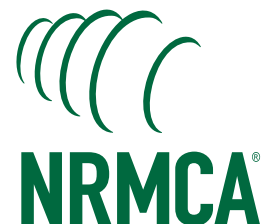
Pass all four courses and you will have completed the required portion of the STEPS®, Sales, Marketing and Promotion Track. You'll need only 32 credit hours more to earn a CCPf. The four courses are offered only once a year, but do not have to be taken in order.

To register, use the attached form or visit NRMCA.org. For more course information, contact Susan Bachenheimer at (888) 846-7622 x1166 or susan@nrmca.org. For registration and travel information, contact Jessica Moore at (888) 846-7622 x1152 or jmoore@nrmca.org.



CERTIFIED CONCRETE PROFESSIONAL

The highest professional designation in the industry. These seminars are part of NRMCA's Seminars, Training and Education Programs, STEPS®, and earns you credit towards becoming a CCPf.



All CCSP classes listed below will be offered at Silver Spring, MD

- MODULE I:** *Intro to Concrete Fundamentals, 9/15-18/08*
- MODULE II:** *Customer Business Knowledge, 11/5-7/08*
- MODULE III:** *Fundamentals of Accounting, Finance & Business Law, 12/2-4/08*
- MODULE IV:** *Professional Sales Skills, 1/27-30/09*

Mod I & IV Day 1-3 8am-5pm
Day 4 8-10am Exam

Mod II & III Day 1-2 8am-5pm
Day 3 8am-12pm, Exam 1-3pm

NRMCA reserves the right to close registration in order to not exceed capacity, so early registration is encouraged.

Submit separate form for each registrant. Save a copy for your files.

Name/Title

Company

Address

City/State/Zip

Phone/Fax

Email

Emergency Contact Name/Phone

Supervisor Name/Title

Address

City/State/Zip

Phone/Fax/Email

Special Needs (Attach special needs information)

I will sit for the exam Yes No

\$900 NRMCA Member \$1250 Non-Members

SAVE \$100 PER CLASS WHEN REGISTERING 1 PERSON FOR ALL 4!

\$3200 NRMCA Member \$5000 Non-Members

Fee includes continental breakfast and lunch on class days.

Is your company an NRMCA member and also a member of an affiliate state association? If so, you may be entitled to an additional discount off the member price. Contact Jennifer Leonard, (240) 485-1156 or jleonard@nrmca.org for more information, or pay the full price and we will refund any applicable discount.

Payment Method:

Check (make check payable to NRMCA)

Mail registration form and check to:

SunTrust Bank, c/o NRMCA

P.O. Box 79433

Baltimore, MD 21279

Credit Card VISA MasterCard AmEx

Card Number Exp. Date

Name on Credit Card (print)

Signature

For credit card payment, fax form to:

Jessica Moore, Meetings. Dept., NRMCA, (301) 565-8200

Credit card, check, or P.O.# must accompany registrations.

Important: NRMCA reserves the right to cancel this event. If cancelled, NRMCA will notify registrants via fax or e-mail by COB, **4 weeks before class date***. (NRMCA will refund the entire registration fee, but is not responsible for airline and hotel reservation fees.) Class confirmations will be sent after this possible cancellation date. It is advisable not to make travel arrangements until you receive your confirmation.

Please provide e-mail addresses for all requesting to receive registration confirmations: (*notification does not guarantee that class will run*)

Email address

Email address

Course Location:

RMC Research Foundation Education Center

719 Ellsworth Avenue

Silver Spring, MD 20910

You are responsible for making and paying for your own hotel and travel arrangements. Per above, please do not make travel arrangements until you receive confirmation that the class will run.

HOTEL INFO: For your convenience, NRMCA has contracted for a block of sleeping rooms at discount prices. **Check in*:** 1 day prior to class, **Check out*:** morning of last class/test day. **Rate:** \$159/night plus tax (\$169 for January class), **Cut-off date*:** 3 weeks prior to class, when making your reservation, please identify yourself with NRMCA CCSP Course. Hotel rates and availability are not guaranteed after **cut-off date***. Please make reservations early.

Hilton Washington DC / Silver Spring (*2 blocks from training facility*)

8727 Colesville Road (Rt. 29)

Silver Spring, MD 20910

(301) 589-5200

AIRPORT INFO: There are 3 airports into Metro Washington DC. We suggest flying into BWI (Baltimore Washington International) or Reagan National (DCA). The third is Dulles (IAD).

Return flights should NOT be made less than 3 hours prior to departure from class or exam – see class schedule for exact times.

SHUTTLE INFO: Transportation to and from airport can be made with Super Shuttle, (800) 258-3826. Shuttle reservations should be made in advance.

CANCELLATION POLICY: Full cancellation refunds, less a \$100 administration fee, will be extended until Monday, **3 weeks prior to class***. All cancellations after that date will not be refunded. Fee cancellations cannot be transferred to a future class. Registration cancellations must be made in writing to:

NRMCA Meetings Dept.

900 Spring Street

Silver Spring, MD 20910

Or, faxed to (301) 565-8200

For additional registration information, contact:

Jessica Moore, (240) 485-1152 or by e-mail at jmoore@nrmca.org.

Seminar follows all federal anti-trust guidelines.

* See individual class registration forms for exact cut-off and cancellation dates (www.nrmca.org/products/education.asp)

This course earns credit towards a CCPf (Certified Concrete Professional) certification, the highest professional designation in the industry. For more information, visit www.nrmca.org/steps

