



Because you work hard for every yard.

NRMCA education works for you with solutions that pay off now!

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: September 22-25, 2009

“Concrete 101”- Technical/Product Knowledge.

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 : November 17-19, 2009

Understand the Concrete Contractor Business: Customer Business Knowledge.

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: January 12-14, 2010

Fundamentals of RMC Accounting, Finance and Business Law: Business Knowledge.

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: March 2-4, 2010

Professional Sales Skills Workshop.

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.



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.

Register Today!

Register Online at www.NRMCA.org/Go or fax the registration form on the back to: Fax# (301) 565-8200

**Save \$100 Per Class
When Registering
1 Person
for All 4 Classes**

Registration and Travel Information:

Contact Jessica Moore at 888-846-7622x1152
email: jmoore@nrmca.org

Course Information:

Contact Gillian McBurney at 888-846-7622 x1166
email: gmcburney@nrmca.org



This course is part of NRMCA's Seminars, Training and Education Programs, STEPS®, and earns you credit towards becoming a CCPf, a Certified Concrete Professional, The highest professional designation in the industry.





Certified Concrete Professionals



All CCSP Courses listed below will be held in Silver Spring, MD Registration Fees

- MODULE I:** Intro to Concrete Fundamentals, 9/22/09 - 9/25/09
- MODULE II:** Customer Business Knowledge, 11/17/09 - 11/19/09
- MODULE III:** Fundamentals of Accounting, Finance & Business Law, 1/12/10 - 1/14/10
- MODULE IV:** Professional Sales Skills, 3/2/10 - 3/4/10

Mod I & IV Day 1-3 8am-5pm Day 4 Exam 8 -10am
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, early registration is encouraged.

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

Name/Title

Company

Address (No PO Boxes)

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
This exam is optional but required to fulfill the certification requirement

Course Location:
RMC Research & Education Foundation Center
719 Ellsworth Drive
Silver Spring, MD 20910

Hotel Info:
Hampton Inn Silver Spring
8728 Colesville Road
Silver Spring, MD 20910
Phone: (301) 588-5887

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:** \$169/night plus tax
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*.

Closest Airport: 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.

Airport Shuttle Info: Transportation to and from airport can be made with Super Shuttle, (800) 258-3826. Shuttle reservations must be made in advance.

Individual Course Price
 \$995 NRMCA Member \$1395 Non-Members
Save \$100 when you register 1 person for all 4 courses
 \$3400 NRMCA Member \$5580 Non-Members
Discount for NRMCA members only

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

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 or check, must accompany registrations. NRMCA No longer accepts P.O. #'s. Please Provide a credit card number or check with all registrations.

Important: NRMCA reserves the right to cancel this event. If cancelled, NRMCA will notify registrants via fax or e-mail no later than **3 weeks prior to class***. (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. **You are responsible for making and paying for your own hotel and travel arrangements.**

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

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

Email address

Email address

Cancellation Policy: Full cancellation refunds, less a \$100 administration fee, will be extended until **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.

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

Seminar follows all federal anti-trust guidelines.

This course earns credits towards a CCPf certification. The CCPf certification is the highest professional designation in the industry. For more information, visit www.nrmca.org/steps



For NRMCA Use Only Order #: _____ Authorization #: _____ Date _____ Confirmation # _____