



December 15, 2017

National Ready Mixed Concrete Association
State Association of the Year Award
900 Spring St.
Silver Spring, MD 20910

Dear Judging Committee:

I am writing to recommend The Colorado Ready Mix Concrete Association (CRMCA) for the NRMCA's *Association of the Year* award. While I recognize the CRMCA received this distinction last year, the association did not rest on its laurels, and Todd Ohlheiser and his team have continued to sustain a level of excellence worthy the award yet again.

Last year, I highlighted the Concrete Testing Adherence Program developed by the CRMCA and the impact it has had on improving concrete testing in our market. This application has been advanced significantly in the past year, and we continue to see growth in both the capabilities of the application and the adoption of the technology by ready mix producers. Furthermore, we have seen increased use of the data by testing agencies to improve their training and compliance with appropriate testing methodologies.

The continued evolution of the *Build with Strength* campaign has also been exemplary. The CRMCA has used the national campaign as a model, and then designed an approach that fits into our markets and the structure of the association with the active support of its members. The approach could easily be used by other associations across the nation to advance *Build with Strength* within their markets.

Finally, the CRMCA developed an ASTM Portal to make ASTM data available to municipalities. This has had several important impacts, including: (1) providing critical information to municipalities, that should have had at it their fingertips, but didn't, (2) the effort increased the value of the CRMCA and its capabilities to an important constituency in our markets, and (3) most significantly, it provided a means to clarify many topics that producers often struggle to resolve with municipalities who lack the knowledge.

I have participated in industry associations in other industries, and the CRMCA is unique in its ability to effect change and serve its members in tangible ways, promoting the ready mix industry and helping its members succeed. In addition to recognizing a worthy association, awarding this honor to the CRMCA for a second straight year would certainly cause other associations to take notice of what this team has achieved, and emulating the efforts and accomplishments of the CRMCA would likely benefit the industry in any market.

Respectfully,

A handwritten signature in blue ink, appearing to read "Abbott Lawrence".

Abbott Lawrence
Regional VP

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