



December 12, 2017

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

RE: Colorado Ready Mixed Concrete Association recommendation

Dear Judging Committee:

I want to thank you for taking the time to look at my recommendation of the Colorado Ready Mixed Concrete Association (CRMCA) for the National Ready Mixed Concrete Association's state association of the year award. My company has been a long-standing member of the NRMCA. I have been heavily involved in the CRMCA for the past 8 years and in the ready mixed concrete industry for over 18 years. I have served 4 years as chairman of the Central Market Committee, 4 years on the Board of Directors, and am the incoming President for CRMCA. Through this time, I have witnessed how this association bring amazing value, innovation, communication, and promotion of initiatives that provide tangible benefits for the members.

I understand the CRMCA won this award last year and we are tremendously proud of this honor, and believe the continued diligence of Todd Ohlheiser, his staff, and the CRMCA's membership warrants an opportunity to win this award again. Todd and the leadership team has truly built a strategic plan which guides the organization to be focused and innovative in its approach to taking whatever comes our way. This last year we finished up a project of working on a statewide specification for state and local roads. This was an initiative which began 4 years ago when we began looking at the wide range of specifications within the state in all the different municipalities. CRMCA began reaching out to the local municipalities to ask them what about concrete they were concerned about. This led to a round table discussion with the municipalities and a now very vibrant, highly attended seminar series every year since. Through these seminars the CRMCA was asked to partner with several organizations to unify the local specifications.

While going through the process, CRMCA became aware many of the local municipalities couldn't afford or didn't have access to the many critical ASTM documents. Todd and his team went to work and worked out a deal with ASTM to provide an online portal for a library of the most important concrete documents. Now these municipalities can access the most current specifications to make sure the procedures and the quality of the ready mixed industry in Colorado is top notch.

The CRMCA's Concrete Testing Adherence Program continues to move forward in creating a new day for concrete testing. Completion of the Android and IOS applications has made it simple for the assessors to report their findings for the field.

Corporate Office
301 Centennial Drive
Milliken, CO 80542
970 356 7523
bestwayconcrete.com

The new application also offers members a database with the ability to log photos and potential issues when improper testing is observed. All of this information is proprietary to the assessor's company only. The data collected has also been put into a much more robust reporting system. This now allows each producer and laboratory to pull only their own person data to review. They can see how they stack up with the general database, but can only see their own personal data. These innovations are allowing companies and the CRMCA to pinpoint where the breakdown is happening. The collaborative environment this program is creating will allow the Colorado industry to enact real changes going forward as there is becoming a collective understanding of the issues we are facing.

Finally, the CRMCA has created a truly exciting approach to the NRMCA's Build with Strength (BWS) campaign. CRMCA started with offering two training days for all their members on the BWS campaign. These events were very well attended and as a kick off event to be able to quickly educate the Colorado market of the campaign. CRMCA has lead the way with a heavy social media push. The members have adopted the campaign through hard hat stickers, email signatures, decals on mixer trucks, etc. The campaign has found a strong root in identifying other associations and groups we can partner with in educating on the benefits of concrete construction, the opportunities the BWS campaign, and the Design Assistance Program. CRMCA has pulled together a list of the architectural, engineering, designers, developer, and construction groups/associations. This list is reviewed and updated as we continue to mine this critical audience. Over the last year, in our first year with BWS, CRMCA has presented four different times this educational approach with an AIA approved presentation. CRMCA has also reached out to the Nation ICF Association to partner with local members in giving these presentations. This dynamic allows CRMCA's presentation to have a real expert in this type of construction to be part of the presentation and answer questions.

CRMCA's BWS campaign has already lead to 9 project submittals to the Design Assistance Program and looks likely for 2 projects being converted to concrete. These are real tangible results of the impact CRMCA continues to make for the industry and it's membership. CRMCA is excited about the future of this program moving forward and with a clear path expects to see even better results in the coming years.

The Colorado Ready Mixed Concrete Association's combination of leadership, innovation, initiative, and drive truly make them an excellent candidate for the NRMCA's State Association of the Year. Their continued success deserves to be appreciated on the national level and I strongly urge the judging committee to recognize these accomplishments.

Sincerely,



Dana Rotkovich
Sales Manager
Bestway Concrete & Aggregate
Dana.rotkovich@burnco.com