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SOUTHWEST GROUP, INC.



December 8, 2017

National Ready Mixed Concrete Association
State Association of the Year Award
c/o Tamara Waugh
900 Spring St.
Silver Spring, MD 20910

Dear Judging Committee:

I wish to endorse the Colorado Ready Mixed Concrete Association (CRMCA) for 2017 State Association of the Year. Over the past 7 years, I have had the opportunity to work with the CRMCA. My role has increased over the past three years through my involvement as President of the Board of Directors. Throughout this time I have been involved with the development and execution of the association's many programs. The CRMCA initiatives outlined in their 2017 Association of the Year Application are the driving force of their organizational structure. These programs make the association an essential state affiliate of the National Ready Mixed Concrete Association (NRMCA).

Under the leadership of Executive Director, Todd Ohlheiser, CRMCA staff and membership have successfully implemented a variety of initiatives into their organizational structure. This includes expanding *Build With Strength* in Colorado, a successful Testing Adherence Program, a robust Education and Certification Program, an innovative Communications Outreach Program, and strong Governmental Affairs Program. The results of these programs are tangible and can be seen through items such as, but not limited to, a new partnership with Colorado State University, a new website, an updated smartphone app, and the successful rollout of the *Build With Strength* campaign. Over the last 36 months, through these programs and the efforts of the membership and staff, CRMCA has successfully supported the betterment of the ready mixed concrete industry in Colorado.

The combination of leadership, creativity, and determination make CRMCA an excellent candidate for the NRMCA's State Association of the Year award. Their success deserves to be appreciated on the national level and I strongly urge the judging committee to recognize their accomplishments. If you have any questions regarding the application please do not hesitate to reach out to me.

Sincerely,

Richard Umbel
President
Oldcastle SW Group, Inc.
rumbel@oldcastlematerials.com