



# *For Immediate Release* **RMC Research & Education Foundation**

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## **RMC Foundation Releases Driver Recruitment and Onboarding Resources**

Silver Spring, MD – June 10, 2016: The Ready Mixed Concrete (RMC) Research & Education Foundation is proud to announce the release of several new driver recruitment and onboarding resources. These new tools, which include nine-minute and two-minute recruitment videos and 30-second and 60-second radio spots, will help ready mixed concrete producers introduce the industry to new potential drivers and recruit them for their own companies. The videos can also serve as interview and onboarding resources to give driver candidates and new-hires an in-depth look at “A Day in the Life” of a professional mixer truck driver.

“At a time when concrete producers are at their busiest while also competing with other industries for new drivers, it is essential that our industry has access to easily-implemented resources that will increase outreach and draw new potential professionals to the industry and these new resources meet that need,” said Foundation Chairman Matt Wood of Ash Grove Cement Company, adding “These resources help to highlight the positives of becoming a professional mixer driver, such as being home-based and helping to build their community, benefits which will also help bring new blood to the concrete industry.” Foundation Executive Director Julie Garbini noted that “The development and release of these new driver recruitment resources is very timely when the need for additional drivers is at its peak. We are delighted to be able to provide these important new tools in support of the concrete industry.”

These video and audio clips are very large in size. We have made them available for download from the Foundation’s website [http://www.rmc-foundation.org/Driver Recruitment Resources.htm](http://www.rmc-foundation.org/Driver_Recruitment_Resources.htm) and from our YouTube page at [https://www.youtube.com/channel/UCmErq-EjiQTB\\_bcnPZLTmbg](https://www.youtube.com/channel/UCmErq-EjiQTB_bcnPZLTmbg). They will also be available on the Foundation’s special edition USB key containing most of the Foundation’s deliverables to-date. Additional information about this project and others funded by the RMC Research & Education Foundation may be found at [www.rmc-foundation.org](http://www.rmc-foundation.org).