



As we come to the close of another year, we want to once again thank you, our generous donors, for your faith in us and your support of our mission to advance the quality, sustainability and professionalism of the ready mixed concrete industry. With your leadership and donations, we have been able to fund research and education programs to grow our industry and develop our workforce. Thank you for the difference you are making in our industry, our communities, and our world through your support of the RMC Research & Education Foundation. We wish you and your families a joyous holiday season.

CIM Graduates Leading and Growing Our Industry Through Concrete Promotion

Twenty-three years ago, the Concrete Industry Management (CIM) four-year undergraduate degree program started with a dream, and seed money from the RMC Research & Education Foundation and the Portland Cement Association. Over the last two decades it has grown into a thriving program that has produced more than 1,300 graduates who are shaping and leading our industry in management positions all around the country. The RMC Research & Education Foundation is proud to be the largest single funder of the CIM program since it was started in 1996. It is an investment that has paid dividends, not only in providing a steady stream of highly qualified individuals to help lead our industry, but also with the impact these individuals are having in critical areas such as concrete promotion. Here we quote three CIM graduates who are actively growing concrete market share and leading the industry to new heights using the resources of the Build With Strength and Pave Ahead initiatives, supported with Foundation-funded research. Developing leaders like these individuals, and putting tools in their hands to improve processes and make the case for concrete construction, is what the RMC Research & Education Foundation is all about. For more on the CIM program, visit www.concretedegree.com.



CRMCA's Jessica Palmer and NRMCA's Derek Torres and Majilé McCray

Jessica Palmer, Director of Business Development and Education for the Carolinas Ready Mixed Concrete Association: As a 2005 graduate of the Concrete Industry Management program, I was set on a path that many other 22 year-old college graduates are not privilege to at the completion of their four year degree. Thanks to the vast curriculum and incorporation of engineering and design courses, coupled with the incredible industry support, I was provided with industry exposure, internship opportunities, abundant resources, job opportunities, and a holistic view and understanding of the concrete industry. While my professional career has been a path of various positions and fields of study, each position has created a series of building blocks that have ultimately led me to my current role with the Carolinas Ready Mixed Concrete Association. Today, I am able to promote the advancement of our industry through my involvement with our association members, specifiers, educators, legislators, and various decision makers. My

education coupled with my past experiences and continued drive will further allow me to be a part of sustainable and lasting change that will positively impact our industry, not only for today, but for many years to come.

Derek Torres, Project Manager, Concrete Promotion, National Ready Mixed Concrete Association: I certainly owe the CIM program my gratitude as they helped prepare me for my role with the Build With Strength campaign and NRMCA. CIM has helped me understand how important it is to network and understand the market you are working in by attending different concrete conferences throughout the country. The CIM program also instilled a valuable work ethic by giving me many opportunities for internships in the ready mixed concrete industry. Because of my experiences with CIM, I am able to better collaborate with state affiliate partners and help them reach their goals using the resources of Build With Strength, NRMCA and the RMC Research & Education Foundation.

Majilé McCray, Project Manager, Structures and Sustainability, National Ready Mixed Concrete Association: The Concrete Industry Management program afforded its students with opportunities that so many other students did not have. Through CIM sponsored conferences, site tours and events, we were able to and have face-to-face interactions and build relationships with industry professionals who presented us with a wide range of career paths. In just over three years into my career, I have been able to wear so many hats and gain experience that has been invaluable!

With the science and credibility of the research at the MIT Concrete Sustainability Hub and other Foundation-funded research behind them, [Build With Strength](#) promoters have achieved an 8% increase in concrete market share for buildings since 2016, with 194 projects converted, 542 consulted, and 69 legislative victories through November 2019.

2019 RMC Research & Education Foundation Highlights:

- Pavementdesigner.org has nearly 32,000 completed design runs with widespread use evident in all 50 states as well as internationally;
- Driver Recruitment Video *Day in the Life of a Mixer Driver* has almost 50,000 views on YouTube – see <https://www.youtube.com/watch?v=4vfdI7v-blj>;
- More than 108,000 cubic yards known to have been converted using the *Guide to Concrete Overlays of Asphalt Parking Lots* representing a value of \$27.7M to the concrete construction industry, and \$11.9M to the ready mixed concrete industry alone;
- Release of the *Guide to Concrete Trails* with hundreds of copies having already been distributed; and
- MIT Concrete Sustainability Hub research and tools supporting the advocacy and promotion goals of Build With Strength and Pave Ahead. MIT researchers also testified at US Congressional hearings, made numerous presentations to targeted audiences, and published editorials and articles in national and international news media publications in 2019. See more at <https://cshub.mit.edu/>.

With the August 2019 release of the *Guide to Concrete Trails*, the Foundation, in partnership with the [National Concrete Pavement Tech Center \(CP Tech Center\)](#), released a new tool to assist ready mixed concrete industry professionals for making the case about utilizing concrete for the growing number of recreational trails across the country and installing them correctly. With the success of the *Guide to Concrete Overlays of Asphalt Parking Lots*, it was an easy decision to once again partner with the CP Tech Center and assist the industry with breaking further into this billion-dollar-a-year opportunity. Both guides may be downloaded for free from the [Foundation's Concrete Applications](#) page.

New Training Videos Add to Foundation's Education Resources

Earlier this year, the Foundation and the National Ready Mixed Concrete Association released a new Respiratory Protection Program video to assist ready mix producers with complying with OSHA's new silica rule. This video is in addition to two other online safety training videos that are also currently under development. The first, expected to be available by year's end, is Ready Mixed Concrete Plant Safety. The other, expected in early 2020, will focus on jobsite safety. Additional information about the entire Online Safety Series may be found on [NRMCA's website](#), or read the [Foundation's Spotlight feature on Recruitment, Education and Training](#) from earlier this year.

Carbin App Provides Tremendous Data-Gathering Opportunity

Developed in part by the researchers at the [MIT Concrete Sustainability Hub](#), the Carbin app measures pavement quality and its effects on fuel consumption. All of the data collected will augment pavement and emissions data and will assist in making the case for urgently-needed infrastructure repair and climate change. For more information, visit the [CSHub page about the app](#) or read the [Foundation's Spotlight feature](#) from earlier this year or a recent [Cheddar.com post about the app](#).

Options Abound to Support the Foundation

There are a variety of ways to support the RMC Research & Education Foundation – from making a donation on another's behalf, to increasing your credit card donation by using the PayPal Giving Fund, to selecting the Foundation as your charity of choice when shopping on Smile.Amazon.com. Please visit the [Foundation's homepage](#) for links on the various ways to support the Foundation and take advantage of a variety of benefits, such as a tax deduction, savings on fees and automatic donations. You can also [download a pledge form](#) to make a new commitment this year or [make a donation securely online](#).

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