

- 7:30–8:00 am **Continental Breakfast**
- 8:00 am **Promoting Successfully to Specifiers**
Presenters: Mike Zaldo, National Resource Director, East, and Vance Pool, National Resource Director, South Central, NRMCA
- 9:00 am **Selling More Concrete with Sustainability**
Presenter: Dave Frentress, Marketing Director, Glacier Northwest
- 10:00 am **Surprising Promotion Successes of Pacific SW Concrete Alliance**
Presenters: Tom Tietz, Executive Director, CNCPC and Rich Warren, Executive Director, Southern Nevada Concrete Council
- 11:00 am **“WHAT WORKS”**—a series of presentations on best practices and local promotion success stories by attendees
- 11:45 am **Fill Out Critique Sheets**
- Noon **Adjourn**

**Sessions/Presenters and times are subject to change without notice.*

**Participating Sponsoring Organizations of the
North American Concrete Alliance:**

American Concrete Pavement Association
American Concrete Pipe Association
American Society of Concrete Contractors
Concrete Reinforcing Steel Institute
National Concrete Masonry Association
National Ready Mixed Concrete Association
Portland Cement Association
Precast/Prestressed Concrete Institute
Tilt-Up Concrete Association



**2005
Professional
Promoters'
Workshop**

May 3–5, 2005

**North Shore Skokie Hotel
and Executive Meeting Center
Skokie, Illinois**

Tuesday, May 3, 2005 (Day 1 of 3)

- 12:45 pm **Welcome! Program Outline and Logistics**
Presenter: Dan Sladek, Director, Industry Liaison, PCA
- 1:00 pm **Self-introductions**—by attendees
- 1:15 pm **National Updates—NRMCA**
Presenter: Glenn Ochsenreiter, VP of Marketing, NRMCA—National Accounts Overview and Parking Lots
- 1:45 pm **National Updates—ACPA**
Presenter: Jerry Voigt, President, ACPA—Asphalt Industry Report and ACPA's Future Direction
- 2:15 pm **Sustainability and the Cement Industry**
Presenter: Dave Shepherd, Director, Sustainable Development, PCA
- 3:00 pm **Strategies for Local Building Codes**
Moderator: Steve Szoke, Director, Codes and Standards, PCA
Presenters: Paul Bambauer, Executive Director, Concrete Masonry Association and Tom Tietz, Executive Director, California/Nevada Cement Promotion Council (CNCPC)
- 4:00–5:15 pm **“What Works Presentations”**
75 minutes of what works presentations (six presentations, 12 minutes each)
Moderator: John Arroyo, Executive Director, Northwest Cement Producers Group
- 5:45–7:15 pm **Cocktail Reception—Compass Club**
Sponsored by PCA (Two drink tickets will be provided)
- Dinner on Your Own**
Local restaurant menus available; registration staff can assist you with reservations

Wednesday, May 4, 2005 (Day 2 of 3)

- 7:15 am **Continental Breakfast—Ballroom Foyer**
- 7:45 am **Strategic Mapping**
Presenter: Jerry Harke, VP of Marketing, NCMA
- 8:45 am **Crafting a LOCAL Promotion Plan**
Presenter: Pat Reardon, Executive Director, NECSA
- 10:00 am **30-minute break**
- 10:30 am **Measuring Local Promotion Progress**
Presenter: Ray McVeigh, Executive Director, GLCPA

11:00 am–Noon **Concurrent Sessions**

Session #1: **Using CPA Software to Promote Parking Areas**
Presenters: Brad Burke, National Resource Director, Midwest, NRMCA and Travis Mumford, Sales, Arps Red-E-Mix, Inc.

Session #2: **Effective Governmental Affairs Programs that Get Results**
Presenters: Don Clem, Regional VP of Marketing and Government Affairs, Cemex and Tom Norris, Executive Director, Ohio Concrete Construction Association

Session #3: **Leveraging Change Orders**
Presenter: Phil Kresge, National Resource Director, Northeast, NRMCA

NOON **Sponsored Luncheon:** Windows Restaurant on top floor

1:00–1:50 pm **Concurrent Sessions**

Session #4: **Local Promotion of Masonry Applications**
Presenter: Chuck Ostrander, Executive Director, Illinois Masonry Institute Promotion Trust

Session #5: **StreetPav Software for Local Promoters**
Presenters: Scott Haislip, Director of Streets and Local Roads, ACPA

Session #6: **Pervious Concrete Pavement in Cold Climates**
Presenters: Dan Huffman, National Resource Director, West, NRMCA and Phil Kresge, National Resource Director, Northeast, NRMCA

2:00–2:50 pm **Concurrent Sessions**

Session #7: **Getting Concrete Streets into New Subdivisions**
Presenter: Clint Solberg, retired, Wisconsin ACPA

Session #8: **Conducting Effective Meetings**
Presenter: Doug Burns, Executive Director, North Central Cement Council

Session #9: **Getting Pervious Concrete in your Land Development Code**
Presenter: Matt Offenber, Pavement Promotion Manager, Rinker Materials

3:00–4:00 pm **“WHAT WORKS”**—a series of presentations on best practices and local promotion success stories by attendees

4:00 pm Adjournment for those attendees going to the Cubs/Brewers game in Milwaukee

4:30 pm Buses leave for Milwaukee, Wisconsin for 7:05 game

No cocktail reception tonight; dinner on your own