MISSION: CRMCA and its members drive the growth and improvement of the ready mixed concrete industry in the Carolinas through product promotion, industry advocacy, education, and technical services with a focus on safety and environmental sustainability.

GOVERNMENT AFFAIRS
- Representing the interests of industry and members through government relations.
  - Influence Regulation, Codes and Standards
  - Lobbying Teams
  - Political Action Committees
  - Collaborative Partners
  - Grassroots Involvement

MEMBERSHIP VALUE
- Providing valued benefits and services for our members.
  - Design Assistance Program
  - Technical, Environmental and Safety Assistance
  - Unified Membership
  - Member Connections
  - District Meetings (CECs)
  - Events and Conferences

PROMOTION AND GROWTH
- Expanding awareness, innovation and market share.
  - Specifier Education
  - Stakeholder Awareness
  - Concrete Innovation
  - Member Empowerment and Promotion

WORKFORCE AND INDUSTRY IMAGE
- Increasing workforce interest in the industry and supporting retention.
  - Member Hiring Resources
  - Local Community Involvement
  - Targeted Audiences
  - Employment Agency Relations
  - Public Awareness of the Industry

CRMCA STRENGTH
- Maintaining a powerful industry association in the Carolinas.
  - Financial Standing
  - Foundation Development
  - Member Engagement
  - Association Partners
  - Shared Services