



2021 NRMCA
State Association of the Year Award

NOMINATION FORM

This is an annual NRMCA award for the state ready mixed concrete association making significant progress for the ready mixed concrete industry. **Each entry should include up to five of your current (within the last 3 years) programs or initiatives that exemplify your organization's best work on behalf of the concrete industry. Additionally, each entry should include your organization's involvement (within the last 12 months) with NRMCA.** The award will be presented at the 2021 NRMCA Annual Convention. We encourage the winning state executive as well as his/her elected official to attend and receive the award. Winner will be posted on NRMCA's Website, in E-News and *Concrete InFocus*, as well as in a press release to the industry.

Only one award will be presented each year. Applicants will be asked to provide budget size, number of members, and number of staff – these items will allow the judges to review each entry in light of the resources available.

There is a maximum limit to the amount of materials submitted. You will be asked to provide your materials electronically.

Nomination Criteria:

1. The person making the nomination may be the State Association Executive or one of the association's members. If the executive is completing the nomination, he/she must have an endorsement of the application by one of the state association's member representatives.
2. The nominee must be a state or area ready mixed concrete association. The nominee may have other areas, including aggregate or construction, as part of its function. Prior winners are eligible to participate.
3. As with most recognition awards, the more detailed information you can provide, the better. However, **materials submitted should be limited to 1,000 words and 5 pieces of sample materials per subject.**
4. You must submit your entry materials electronically in a "standard" office (Word or PDF) format, as a SINGLE file which is of a size that can be conveniently emailed to the judges (less than 10MB), and/or as a link to an on-line entry, which would be provided to the judges.



Return Application to:

State Association of the Year Award
c/o Nicole Maher, NRMCA
Email: nmaher@nrmca.org

Deadline for Submission: January 21, 2022

State Association Carolinas Ready Mixed Concrete Association

Address PO Box 480310

City/State/Zip Charlotte NC 28269

Country USA

Phone 704-717-9199

Web Site WWW.CRMCA.COM

Name of Executive Caroline Sutton

Title Executive Vice President

Email Caroline@crmca.com

Association Provides Support in Promotion Education Innovative Thinking
(check all that apply) Advocacy Research Other _____

2021 Budget (Total) \$1.5 million Number of Staff 3 + 2 Lobbyist

of Members (Total) 167 companies, 1312 representatives_____

Person Making Nomination _Caroline Sutton_____

Company Carolinas Ready Mixed Concrete Association

Address _____ PO Box 480310 _____

City/State/Zip _____ Charlotte, NC 28269 _____

Country US

Phone 704-717-9199 Fax _____

Please provide detailed information on up to five programs or initiatives developed and implemented by this state association **in the last 36 months.**

Please note an online webpage has been created with all info below for easy viewing – [simply visit our site here.](#)

PROGRAM #1: Education & Promotion Advancement

Providing multiple avenues for education and training has been a key focus of our association. We know that members are constantly battling schedules, weather and other industry issues which make properly training employees difficult. As an association we can provide an answer to many of these challenges. We focus on using national resources and local industry experts to provide variety in our courses, lunch and learns, on site tours and demonstrations, and web trainings. We believe that education is the basis for industry success and we are proud to be a leading resource in our Carolinas market. We strongly feel that promotion goes hand in hand with education and training. The recent growth within our promotion efforts can be attributed to the trusted allies, partnerships and relationships we have cultivated over the past 4 and a half years, increased member participation, and newly developed programs to keep industry and members engaged:

1. New Partnership with Habitat for Humanity Charlotte Established in 2021. Developed a trusted relationship with the Charlotte chapter through education and design assistance. ICF Training held for Habitat for Humanity Charlotte Construction Team to gain confidence and knowledge on the product and process. Through the work with Frank Gordon of NRMCA, we received a commitment from HFH to build the first HFH Insulated Concrete Forms (ICF) single family home in the Carolinas in February of 2022. This build will be utilized as a training vehicle for the 2022 Townhome Build in partnership with the National Ready Mixed Concrete Association and Habitat for Humanity International. In order to fund the concrete portion of the single family build, we hosted a golf tournament and fundraiser for the membership with the Golf Tournament raising \$11,500, coupled with Corporate Sponsorships we totaled \$25,000 raised. [CRMCA Habitat Webpage](#)
2. In 2020: The Carolinas had 39 total projects influenced through the design assistance program. In 2021, we began to track Known Yards Influenced (KYI)
In 2021: # projects influenced through Design Assistance Program - 37 parking + 9 Buildings
Total # of Known Yards Influenced (KYI) in 2021- Buildings: 70,265 Parking 206,250
3. In 2020, we launched 4 new programs within our Concrete Careers Academy(CCA). The CCA was developed as an online training collaboration between the CRMCA, KCA and TCA. In 2021, utilizing content developed through the CCA, CRMCA collaborated with our industry members and the NC Community Colleges Association to develop the Concrete Delivery Professional curriculum add-on course to the CDL training program in 3 NC Colleges.
4. Through the efforts of CRMCA and its members, we received commitment from Clemson University's Construction Science and Management Department and to have NRMCA and CRMCA to have a classroom day every semester to teach on Insulated Concrete Forms (ICF) and Workforce / Building their business to create installer opportunities. As part of our developed relationship with the Engineering department, we are also speaking with undergraduate and Masters level students in the structural engineering departments. In conjunction with the Clemson University Construction Science and Engineering schools, we will be hosting ICF installers course and stud cannon demonstration on an ICF wall at Clemson University

5. CRMCA is very proud of the work and effort our members put in to advance our industry. We encourage our members to submit case studies and project spotlights so that we can showcase these successes on our [website](#).

[Habitat for Humanity Project Spotlights](#)

Maximum 1000 words, plus 5 samples of materials.

PROGRAM #2: Advocacy

The Carolinas Ready Mixed Concrete Association is proud of our legislative and regulatory efforts on behalf of the membership and the ready mixed concrete industry. CRMCA staff, our lobbyists and members work hard to monitor local, state and federal legislation to ensure that our members' business interests are well-represented and protected. We have an active committee for both NC and SC.

Key Action Items:

- Holding NCDOT Accountable
- Enhancing competition between paving materials
- Ensuring safe communities through resilient construction
- Raising the bar on concrete testing issues
- Lien Rights
- Workers Compensation & Tort Reform
- Highway Use Tax

[NC Legislative Priorities - 2021](#)

[SC Legislative Priorities - 2021](#)

Maximum 1000 words, plus 5 samples of materials.

PROGRAM #3: Member Recruitment & Engagement #StrongerTogether

As an association we know members look to us as an industry resource and we know value and service are important aspects for membership growth and retention. Through annual planning we have utilized focus groups, committees and our board of directors to clearly answer members needs with value added resources. Key initiatives in this arena include:

1. In 2021, we developed a new member benefit of the CRMCA Promotional Toolbox Training to spread the word within our member companies of the Build With Strength and PaveAhead resources and tools available to them through the state association. This toolbox empowers member salesforce with up to date PPI numbers and talking points to increase adoption of the Design Assistance center and bootcamp programs to cultivate new opportunities in the Carolinas
2. To meet and support the growing needs of skilled and trade workers, CRMCA has met this head on with an initiative to encourage workers to start their careers in the industry, but to also raise the bar of our profession and develop those currently working in the concrete industry.
 - a. Website – Aligned association mission into 3 key areas: Advocate, Develop, and Promote.
 - b. Complete overhaul of CRMCA.com

1. Videos – [Concrete Delivery Professional](#) (hyperlink is active to crmca.com/workforce-development)
2. Work Strong Initiative Launched: The Ready Mixed Concrete Industry faces shortages in skilled professionals at all levels and there are a variety of positions available. We developed the resource as a vehicle for interested individuals to utilize this [website](#) to find employment with local companies who can provide a solid foundation for their future.
4. In 2020 CRMCA decided to bring a new employee on board to serve as Director of Member Services. This role strives to maintain Member satisfaction and develop more streamlined processes of Member communication. This role has implemented bi-monthly newsletters to keep our Members engaged and informed and serves as a liaison between Association and Membership to assist with sharing event/education information, responding to Member requests, and more.
5. Prospective Member outreach is also a huge part of the Director of Member Services role, and with the help of CRMCA's new Membership Brochure, prospective member engagement became a lot easier. The Membership Brochure exists to be a one-stop-shop for any questions that prospective members may have about the benefits and services that CRMCA provides. With the release of this brochure, we have seen an increase in new member sign-ups.
6. In 2021 we dedicated a lot of our time and effort to see an increase in member engagement through social media. CRMCA's social channels have seen a 300% increase in followers across social media platforms (Twitter, Instagram, LinkedIn, etc) which also lead to an increase in post impressions - reaching a peak of 7.2k/month (a 276% increase) with an average of 3-4k post impressions/mo.!

[2021 Infographic](#)

[2020 Infographic](#)

[Action Report w/ social media wins](#)

[Director of Member Services Job Description](#)

[Work Strong/CDP](#)

Maximum 1000 words, plus 5 samples of materials.

PROGRAM #4: Events

1. In 2020, we offered and held 70 education and training sessions. We added 16 additional offerings to accommodate covid restrictions to remain resourceful/cutting edge - service orientated
2. 2021: We hosted specifier training months for the NC and SC DOTs as well as a month dedicated to our private sector specifiers, owners, and developers. In total, we were able to train over 1000 people through virtual and in person training sessions.
3. In 2021 CRMCA saw record attendance of 347 individuals at its Summer Convention. We met up in Hilton Head, SC for what members considered "the best convention yet" - gathering for education sessions from incredible speakers, legislative updates from our Lobbyists, and social events that allowed for fun quality time with our Members.

4. In 2021 we decided to increase our number of Connect & Engage with CRMCS events (CECs) to 16 events that cover 2 different markets each month. Based on positive member feedback we have decided to carry this new CEC arrangement into 2022 while incorporating Round Robin's and education sessions specifically.

5. CRMCA hosted its first-ever virtual Safety & HR Summit in March 2021. With close to 40 HR professionals in attendance and great feedback from each of them about the content provided during the Summit, we have decided to host another virtual Summit in 2022.

[Education/Training Sessions](#)

[Specifier Training Example](#)

[Summer Convention](#)

[CEC Events](#)

[Safety & HR Summit](#)

Maximum 1000 words, plus 5 samples of materials.

PROGRAM #5: Community Partnerships & Outreach

Allied partners are groups we work hand in hand with to educate our members/others. These partnerships work hand in hand for Education, Promotion, and Workforce Development. This approach has afforded us an avenue to create sustainable change in the industry through specification review and various board seats including:

- Invitation to sit as the concrete representative on the Structural Engineers of NC specification review board seat which had been empty prior to this, leaving concrete without a voice at the table until now!
- Serving with NAWIC Greenville and other community involvement projects have afforded us the opportunity to discuss industry trends with materials and promote NRMCA's resources which can offer solutions to volatile construction costs while discussing benefits of building with concrete.
- Invitation to speak as industry representative on construction trends at the Clemson University Construction Science Symposium
- Present annually to the AIA of NC as a preferred educator
- Present at the AL4E annual symposium on ICF construction and benefits for schools

Some of our local allied Partners: AIA NC, AIA SC, AIA Charleston, Clemson University, SEA NC, NAWIC, Civil Engineers Club Charleston, SCPA, CCPA, Tri-County Tech, AL4E NC and SC, ASCE, Cape Fear Community College, NC Community Colleges Association, SCDEW – AGC, Avl Chamber, Greenville Chamber, ACE, ASAE

[CRMCA Scholarship](#) - CRMCA is proud to offer a new annual scholarship program which was created in 2020. Our goal is to support students pursuing a career in the construction industry. Through the program we will offer two types of scholarships annually:

General Scholarship awarded to students whose parents or guardians have been employed by a CRMCA member company domiciled in NC or SC for one or more years of continuous service.

Construction Industry Scholarship awarded to students residing in NC or SC and pursuing a degree in a construction related field of work.

The creation of this scholarship program is in response to the labor shortages in our industry, we saw a need for the industry to come together to support and encourage young people to pursue successful careers in the trades of our industry.

[CRMCA Scholarship](#)

Maximum 1000 words, plus 5 samples of materials.

Involvement with NRMCA

Please tell us below any ways your association is involved with NRMCA and its programs and activities.

Information and materials should reflect programs or products implemented or actively in use in the last 12 months. Maximum 1000 words, plus 5 samples of materials.

At CRMCA we believe we have set a well-respected example as to how state affiliates should truly engage with NRMCA. We have embraced the offerings of NRMCA and can attribute success to the use of many of the programs. A few key areas of involvement include:

1. Support of NRMCA initiatives and programs:

- a. Jessica Palmer, Director of Business Development and Education, participated on the NRMCA 2019 Annual Meeting panel on State Affiliates in Action - We wanted the membership to walk away seeing the value that their state associations and the support of NRMCA can bring value to their membership
- b. Active participation with State Affiliates group
- c. Use of Design Assistance Program
- d. Use of NRMCA staff as speakers/trainers for member events, lunch and learns with specifiers and association webinars
- e. NRMCA speakers utilized for our dedicated 4 part specifier design series.

2. Participation by CRMCA Staff and Members at NRMCA Events and Conferences as well as service through NRMCA Committees. Caroline Sutton served on the board for state association representative.

Current members actively chairing the Workforce Development Committee and the RMC Foundation Board and multiple members serving on the Board of Directors including multiple past chairs. CRMCA Members actively participate in committees including Fleet and Maintenance, SEO and others and multiple members actively participate in the annual Mixer Driver Rodeo. CRMCA Staff actively attend NRMCA sanctioned events and meetings.

3. CRMCA supports the RMC Research & Education Foundation through a \$10,000 contribution payable over 5 years as well as promotion of the products and research created by the foundation.

4. Development and rollout of Build With Strength Carolinas to tie NRMCA and the local efforts together and create one cohesive message. Keeping local approach helps to give value and reassurance as well as local points of contact to the specifiers and stakeholders on local support / resources when designing with different construction methodologies than they have previously known about or designed with.

5. We work very closely with local NRMCA promoter, Frank Gordon to engage not only our members, but also specifiers, owners, developers, builders, contractors, municipalities, decision makers, and allied organizations in our markets on strategies to keep our message forefront and create sustainable change. Having this partnership solidifies trust, builds credibility and confidence when speaking at trade shows, over zoom calls, on job sites or project tours and in the offices to deliver the message and resources to be the catalyst for change in construction practices.