

PCA® *Since 1916*
America's Cement Manufacturers™

PCA
SPRING
CONGRESS
2017
MARCH 13-14

SHERATON CHICAGO-O'HARE AIRPORT
6501 MANNHEIM ROAD
ROSEMONT, ILLINOIS 60018
847-699-6300

Monday, March 13

11:00 a.m. – 5:30 p.m.	Registration	Sheraton Foyer 1
12:00 – 1:00 p.m.	Lunch Available for Participants	Sheraton 1
1:00 – 2:00 p.m.	Chairman's Remarks <i>Speakers:</i> <i>Allen Hamblen, Chairman, PCA Board of Directors</i> <i>James G. Toscas, PCA President & CEO</i>	Sheraton 1
2:30 – 4:00 p.m.	Government Affairs Council	O'Hare East
2:30 – 4:30 p.m.	Regional Affiliates Committee Please join us for a discussion of Regional activities. The Regional Executive Directors will report on promotion and advocacy initiatives in their Regions.	Sheraton 2
2:30 – 5:30 p.m.	Product Standards & Technology Committee The Committee will discuss multiple standards development activities underway at ASTM, AASHTO, and ACI. Presentations on research underway at the National Concrete Pavement Technology Center and Oregon State University will be given, as well as an update on the status of acceptance of portland-limestone cements.	Chicago Room
3:30 – 4:00 p.m.	Group Break	Sheraton Foyer 1
4:00 – 5:00 p.m.	CEMENT PAC	O'Hare East
5:00 – 5:30 p.m.	CEMENT PAC 101	O'Hare East
4:00 – 5:30 p.m.	Buildings Committee Building code action plans, promotion tools, and regional activities are discussed to address the improving buildings market. We'll hear the latest on streamlined LCA from Jeremy Gregory at MIT, and unveil the building codes effort underway.	Sheraton 1
5:30 – 6:30 p.m.	Group Reception	Sheraton Foyer
6:30 – 8:30 p.m.	Group Dinner Buffet	Sheraton Ballroom

Tuesday, March 14

7:00 a.m.–1:00 p.m.

Registration

Sheraton Foyer 1

7:00–8:00 a.m.

Breakfast Available for Participants

Sheraton 1

7:45–8:30 a.m.

Economic Update

Sheraton 1

Edward J. Sullivan

PCA Senior Vice President and Chief Economist

8:30–10:00 a.m.

Sustainable Development Committee

Chicago Room

Luke Leung, P.E. LEED Fellow, Director of the Sustainability Engineering Studio for Skidmore, Owings and Merrill (SOM) will share his vision of sustainability's influence on design and construction over the next decade, and how the attributes of concrete can support that future. Luke is also a primary author of USGBC's new pilot credits in resilient design. SOM is one of the largest and most influential architecture, interior design, engineering, and urban planning firms in the world. They have completed more than 10,000 projects in over 50 countries and are the designers of such iconic structures as the Sears Tower, Burj Khalifa, and the new One World Trade Center in NY.

Mike Schon, PCA will report on the Government Affairs Committee's activity on climate change policy development, and David Shepherd will present the progress on the Sustainability Reporting sub-committee's work for creation of the Industry Sustainability Report.

8:30–10:00 a.m.

Paving Committee

Sheraton 2

Potential infrastructure spending presents an opportunity for PCA to refine committee direction and promotion tools. Join us for discussion on committee mission, along with an update on FDR promotion activities.

9:00–10:00 a.m.

Industry Communications Committee

O'Hare East

The PCA Communications Committee will discuss priority issues and topics for the focus of industry efforts in the year ahead. Presentations will include an update on social media content and monitoring, as well as a discussion of recent news related to the cement industry's role in supporting a national infrastructure revival.

10:00–10:30 a.m.

Group Break

Chicago Foyer

continued

10:00 – 11:00 a.m.

Market Development Council

O'Hare East

During its inaugural meeting, the newly formed Market Development Council will hear an update on the Comprehensive Industry Marketing Platform, currently under development in partnership with the allied industry associations. John DeWitt, with the Artemis Research Group will present recent findings from market research conducted with construction professionals, end-user groups and influencers.

PCA Chief Economist Edward J. Sullivan will discuss progress being made on assessing market opportunities across major industry segments. Results of this work will lead to the prioritization of future key initiatives.

10:30 – 11:00 a.m.

Decorative Concrete Subcommittee

406A

The Subcommittee will discuss progress on its promotional brochure on white and colored concrete, the status of a decorative concrete curing research program, and new suggestions for future activities.

11:30 a.m. – 1:00 p.m.

Lunch Available for Participants

Chicago Room

11:30 a.m. – 2:00 p.m.

Executive Committee (Lunch)

O'Hare East

www.cement.org



www.twitter.com/pca_daily



www.linkedin.com/company/portland-cement-association

2017 Meetings

Spring Board Meeting and Fly-in

May 8–10, 2017

Washington Marriott at Metro Center
Washington, DC

IEEE-IAS/PCA Cement Conference

May 21–25, 2017

Calgary, Alberta, Canada

PCA Fall Congress

August 29–30, 2017

InterContinental Hotel Chicago Magnificent Mile
Chicago, Illinois

PCA Annual Summit

October 29–31, 2017

Hotel Del Coronado
San Diego, California

ANTITRUST STATEMENT

The Portland Cement Association assigns the highest priority to full compliance with both the letter and the spirit of the antitrust laws, and it is vital that this meeting be conducted in a manner consistent with that policy. If at any time during the course of the meeting, PCA counsel or staff believe that a sensitive topic under the antitrust laws is being discussed, or is about to be discussed, they will so advise the meeting and halt further discussion. As attendees at this meeting, you should likewise not hesitate to voice any concerns you may have in this regard. It is important to bear in mind that those in attendance at this meeting may be your competitors. Any discussions of commercial matters with one's competitors may create the appearance of an antitrust violation, even though there is none. Therefore, such discussions should be avoided at all times before, during, and after this meeting. Portland Cement Association, November 2013