3:30 p.m. - 5:00 p.m. Salon A/B/C/D, Salon E
Promotion Breakouts: Buildings/Pavement Sustainability

- The Sustainability Roadmap is a robust approach to supporting a carbon-related message across the value chain. The breakout sessions for both Buildings and Pavements will be working groups to collect your input and define how to speak with decision-makers in each market.

Moderators: Scott Mueller – ACPA, Frank Gordon – NRMCA

5:30 p.m. - 7:00 p.m. Hartman Gallery
Cocktail Reception

FRIDAY, AUGUST 27
8:00 a.m. – 12:00 p.m.

8:00 a.m. – 10:00 a.m. Cumberland South Foyer
Registration Desk Open

8:00 a.m. – 9:00 a.m. Cumberland North Foyer
Breakfast

8:30 a.m. – 10:00 a.m. Salon A/B/C/D
The Cement/Concrete Industry: The Data You Need

- Breakfast with Ed Sullivan – With the new Administration comes a potential shift in spending. We'll hear from the expert on economic outlook and regional opportunities.
- Effective Communications – The Top 10 Tools that can take your communications efforts to the next level.
- Shaped by Concrete – The cement and concrete campaign for everyone, designed to influence legislators, policy-makers, and the general public to start the conversation of sustainable concrete.

Speakers: Ed Sullivan – PCA, Kimberly Kayler – AOE, Nick Ferrari – PCA

10:00 a.m. – 11:30 a.m. Salon A/B/C/D
What Works

- The most popular session in the former Forums - “WHAT WORKS”: 7-12 minute presentations on what worked on real-world promotion projects/situations and what did NOT work. Forum attendees get a chance to share the key factors in successful promotion and the obstacles incurred and overcome.


11:30 a.m. – 12:00 p.m. Salon A/B/C/D
Wrap Up

- Real-time feedback from the audience on highlights and promotion challenges we need to address at next year’s meeting.

Thank you for participating in the 2021 Promoters’ Forum. We hope that you walk away from this event with the knowledge, materials, and network of peers to help you succeed in future promotion efforts.

Special thanks to Roger Faulkner and the Southeast Cement Promotion Association, our regional liaison, for their role in helping to bring the Forum to life.


**WEDNESDAY, AUGUST 25**

**1:00 p.m. – 5:00 p.m.**
1:00 p.m. – 5:00 p.m. Cumberland South Foyer
Registration Desk Open

1:00 p.m. – 2:00 p.m. Salon A/B/C/D
Welcome and Sponsor Introductions
Speakers: Mike Ireland — PCA, Roger Faulkner — SCPA, Clare Rammerger — NCMA, Bob Risser — PCI, Scott Mueller — ACPA, Turner Talley — ASCC, Matt Shergalis — CRSI, Brian Killingsworth — NRMCA

2:00 p.m. – 3:00 p.m. Salon A/B/C/D
New Administration, New infrastructure Bill, New Concrete Message
- Infrastructure – If there is a federal bill, how will the money be spent? What is our industry’s call to action? The status of an evolving bill will play a role in how you promote.
- The bridge market will take a starring role in an infrastructure bill. Learn how to position concrete bridges against competing materials.
- Getting involved at the local level – Many cities now have sustainability mandates in place or are developing them. Learn how you can participate in your region.

Speakers: Sean O’Neill — PCA, Gregg Freeby — ASBI, William Nickas — PCI, Laurel Creech — Nashville Dept of General Services, Alan Sparkman — TN Concrete

3:00 p.m. – 3:30 p.m.
Break

3:30 p.m. – 5:00 p.m. Salon A/B/C/D
Climate and Sustainability
- What are the climate-related policies that will impact your cement/concrete promotion? Learn how to navigate them.

**THURSDAY, AUGUST 26**

**8:00 a.m. – 5:00 p.m.**
8:00 a.m. – 5:00 p.m. Cumberland South Foyer
Registration Desk Open

8:00 a.m. – 9:00 a.m. Cumberland North Foyer
Breakfast

8:30 a.m. – 10:30 a.m. Salon A/B/C/D
Greener Concrete Starts with Greener Inputs
- Portland-limestone cements are the easiest way to lower your carbon footprint. This really is the material that works for all your infrastructure needs.
- SCMS and optimized mix designs are some of your best promotion instruments. With concrete, we know that “one size doesn’t fit all” so we need to educate users on how to pick the best mix for every application – efficient, economical, and sustainable.
- In recent years, several industry calculators have been created to show the impact of modifying your mix designs to lower the carbon footprint or find a performance approach. Hear about some of them as we provide a quick tour to learn how you can use these as part of your promotion program to influence decision-makers.

Speakers: Jamie Farny — PCA, Tom Tietz – CNCA, Drew Burns — SCA, Thomas Adams — ACAA, Nick Popoff – St Marys/Votorantim

9:00 a.m. – 9:15 a.m. Salon A/B/C/D
Break

9:15 a.m. – 12:30 p.m. Salon A/B/C/D
9 Markets in 90 Minutes. Go!
- Get on board for a rapid-fire introduction to markets that are being explored by promoters across the country. Designed to provide the basics and pique your interest, these are the “elevator speeches” you need to elevate these applications in your region. If you want more information, grab some food and join the speaker for a one-on-one chat to learn more during lunch.


12:30 p.m. – 1:30 p.m.
Lunch

1:30 p.m. – 3:00 p.m.
Salon A/B/C/D
Cement and Concrete Sustainability: The Local Story of Procurement
- How EPDs are used and their limitations. Transparency in carbon footprint is here to stay, and EPDs are the metric du jour. Understand how to make them work for you and how to educate others on their proper use.
- What does Buy Clean legislation mean at the local level? Once believed to be a federal issue only, Buy Clean is likely headed your way.
- What are your options when making the argument for sustainable concrete in today’s environment?
- How the New York State Office of General Services took it upon themselves to mandate mix designs, and what the industry response was. Get the first-hand account from industry people who navigated this journey.

Speakers: James Bogdan — NRMCA, Nate Forrest – CNCA, Shawn Kalyn – St Marys/Votorantim, Heather Steffek – NY ACPA

3:00 p.m. – 3:30 p.m.
Break

3:30 p.m. – 5:00 p.m.
Salon A/B/C/D
Climate and Sustainability
- The pillars of sustainability, People, Profit, Planet are all in play with this new administration. Our industry is taking a proactive approach to meeting the challenges. Carbon neutrality by 2050, ESG and DEI; we’ll explain these terms and what they mean for your promotion.

Speakers: Sean O’Neill – PCA, Rick Bohan – PCA, James Bogdan – NRMCA, Kimberly Kayler – AOE