



PROMOTERS' FORUM | 2019

AGENDA
AUGUST 28 – 29

LOEWS CHICAGO O'HARE HOTEL
5300 N. RIVER ROAD
ROSEMONT, ILLINOIS 60018

WEDNESDAY, AUGUST 28

1:00 – 5:00 p.m.

9:30 a.m. – 5:00 p.m.

Registration

1:00 p.m.

Louvre 3

Welcome and Sponsor Introduction

Mike Ireland – Portland Cement Association

Ray McVeigh – Great Lakes Cement Promotion Association

Danielle Kleinhans – Concrete Reinforcing Steel Institute

Bob Thomas – National Concrete Masonry Association

Albert Raffin – American Society of Concrete Contractors

New Opportunities: Expand your reach with new tools and resources that you may never have heard about

Geotechnical Markets – Addresses cement-based solutions for a variety of end-users.

Tyler Bodnar – California Nevada Cement Association

Wayne Adaska – Portland Cement Association

3:00 p.m.

Break

3:20 p.m.

Louvre 3

Mass Timber Threat – The Pacific Northwest has seen a surge in novel wood products, and is developing a strategy to combat the growing threat.

Bill Larson – CalPortland

Building Rating Systems – How do you use a building rating system to promote concrete buildings?

Evan Reis – U.S. Resiliency Council

Resilience – How can you incorporate this message into your local marketing?

Jamie Farny – Portland Cement Association

continued

Disasters and Pavements – Lessons learned in putting together a resilient pavements strategy.

Greg Dean – American Concrete Pavement Association SE Chapter

National Concrete Bridge Council – This group provides an abundance of expertise and gives you direct access to state DOTs.

William Nickas – Precast/Prestressed Concrete Institute

5:30 p.m.

Metropolitan

Cocktail Reception

THURSDAY, AUGUST 29

7:00 a.m. – 3:00 p.m.

7:00 a.m. – 3:00 p.m.

Registration

7:00 a.m.

Louvre 3

The Cement/Concrete Industry: What's on the horizon that may impact your ability to promote cement-based products

Breakfast: Economic outlook and regional opportunities.

Ed Sullivan – Portland Cement Association

Trending: How to message to the next generation.

Josh Huddy – Kentucky Concrete Association

What climate change means for our industry – States are taking it upon themselves to advance greenhouse gas emission legislation.

Tom Tietz – California Nevada Cement Association

How can EPDs be used as marketing tools – Increased transparency reporting for building materials enables designers to accurately compare materials and model those impacts on projects.

Jamie Farny – Portland Cement Association

continued

PLCs will play an important role in marketing durable, sustainable concrete with a reduced carbon footprint.

Shawn Kalyn – St. Marys Cement

Paul Tennis – Portland Cement Association

SCMs can be an important part of your promoting arsenal.

Drew Burns – Slag Cement Association

9:40

Break

10:00 a.m.

Promotion Breakouts

Buildings – Challenges and Opportunities in the Building Market

Guggenheim 1

This panel discussion will explore how local promoters present the benefits of concrete including durability, fire resistance, energy efficiency and noise reduction along with competitive first cost and operating costs through initiatives like Build With Strength. Lend your local expertise to this lively discussion on how to promote MIT research, how to communicate the benefits of concrete, how to affect changes in local building codes, and how to convert projects from wood and steel to concrete.

Lionel Lemay – National Ready Mixed Concrete Association

Donn Thompson – National Ready Mixed Concrete Association

Bob Thomas – National Concrete Masonry Association

Dave Shepherd – Concrete Reinforcing Steel Institute

Kerry Sutton – American Concrete Institute

Jeremy Gregory – MIT Concrete Sustainability Hub

Pavements – Promoting Key Issues in the Paving Market

Guggenheim 3

Everyone will be encouraged to participate in this roundtable discussion on two very important aspects of pavement promotion today: effectively promoting the full spectrum of cement-based pavement products (from FDR to pavers to conventional concrete) to the same agency or owner, and messaging to instill healthy inter-industry competition in pavement markets.

Scott Mueller – American Concrete Pavement Association

Greg Halsted – Portland Cement Association

Brian Killingsworth – National Ready Mixed Concrete Association

Jeremy Gregory – MIT Concrete Sustainability Hub

continued on flap

12:00 p.m. Louvre 3

Lunch

The idea of building disaster resilient infrastructure and communities is getting more attention. From strengthening building codes to availability of funding for pre-disaster mitigation, there are opportunities to take advantage of national programs at the local level. We'll hear two unique approaches to helping your local resilient concrete promotion.

Leslie Chapman-Henderson – President & CEO – Federal Alliance for Safe Homes

Evan Reis – President & CEO – US Resiliency Council

1:15 p.m. Louvre 3

What Works

The most popular session in the former Forums – “WHAT WORKS”: 7-12 minute presentations on what worked on actual 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. Some of the topics being considered:

Enhancing Member Value: Measuring success with meaningful key performance indicators

Building stronger coalitions at the local level

3:00 p.m. Louvre 3

Wrap Up

Thank you for participating in the 2019 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.

SPONSORS

We would like to thank all of our sponsors who helped put this event together: PCA, ACPA, NRMCA, CRSI, NCMA, and ASCC.



Special thanks to Ray McVeigh of the Great Lakes Cement Promotion Council, our regional liaison, for his role in helping bring the Forum to life.



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