MONEY TO BE MADE:

Market forces have created a profit opportunity for concrete contractors able to promote and provide parking lot paving services.

Attend this day-long program and learn best practices for effective concrete parking lot promotion.

Understanding and responding to market forces is pivotal to profiting from emerging opportunities.
Annually, 40 million+ square feet of parking lot pavement (new and reconstruction) is placed in Wisconsin and Michigan’s Upper Peninsula. Prepare your company to command a profitable share of this emerging market opportunity. Attend the December 6th WRMCA Parking Lot Promotion Academy.

Learn best practices, design & construction solutions, and promotion strategies from experts & organizations

By special invitation of your local WRMCA ready-mix producer, your attendance is requested at the Wisconsin Ready Mixed Concrete Association Parking Lot Promotion Academy, December 6, at MATC.

Barriers to capturing additional market share for concrete parking lots, though still formidable, are balanced on a shifting base of unstable oil prices and rising emphasis on aesthetics and sustainable design. Wisconsin/UP concrete industry stakeholders have a historic chance to increase profits and market share ... if they are willing to invest time and energy promoting concrete parking solutions.

At the Parking Lot Promotion Academy, local, regional, and national experts will help you better understand and respond profitably to the market forces currently in play. They will address parking lot design and construction issues, provide and train you to use subgrade and pavement analysis tools, and share effective team promotion tools and sales strategies.

Contractor participants will receive parking lot promotion and technical materials, including a copy of Guide for Design and Construction of Concrete Parking Lots (as reported by ACI Committee 330); parking lot promotion brochures, a copy of the NRMCA Concrete Pavement Analysis (CPA) software, First Impressions, the WRMCA parking lot promotion DVD, and a comprehensive listing of other parking lot promotion and technical resources.

Academy training sessions are fast-paced, interactive, and designed to help you succeed.

With unstable world oil markets and growing enthusiasm for “green” building, now is the time for concrete industry stakeholders to work in association to increase profits and market share by promoting and providing parking lot paving services. Block out December 6th on your appointment calendar and tell your local WRMCA ready-mix producer you and he will attend the WRMCA Parking Lot Promotion Academy.

A profitable share of 40,000,000 annual pavement squares can be yours, if you are willing to promote concrete parking lots. Learn best practices, design and construction solutions, and team promotion strategies at the WRMCA Parking Lot Promotion Academy.
ABOUT THE WRMCA
The Wisconsin Ready Mixed Concrete Association creates a productive setting of business support and information exchange among ready-mixed concrete industry stakeholders in Wisconsin and Michigan’s Upper Peninsula, advancing the industry through education, promotion, and legislative advocacy.

ABOUT THE WRMCA PARKING LOT PROMOTION ACADEMY
Your local WRMCA ready mix producer member, working in association with fellow Wisconsin Ready Mixed Concrete Association members and other state and national organizations, developed this full-day, best practices parking lot promotion training program to help ready-mix industry stakeholders in Wisconsin and Michigan’s Upper Peninsula understand and respond profitably to historic, emerging opportunities in parking lot paving.

Other groups supporting the development and implementation of WRMCA Parking Lot Promotion Academy include:

• Wisconsin members of the Great Lakes Cement Promotion Association
• National Ready Mixed Concrete Association
• Portland Cement Association
• American Concrete Institute