Concrete parking lot construction, whether new projects or overlays of existing asphalt pavements, represents the largest immediate opportunity for increasing ready mixed concrete production.

NRMCA’s Concrete Parking Lots Boot Camp is a 10-hour, hands-on program that will provide:

- A collaborative sales approach based on a partnership between the ready mix producer and a key contractor.
- An organized, structured plan to increase concrete yardage.
- Encouragement for cement, admixture and equipment suppliers to be part of a winning team that expands the market for the benefit of all.
- Support for use of NRMCA tools and programs, including the Design Assistance Program (DAP) and local market customization of Concrete Pavement Analyst (CPA) software.
- Help in establishing an ongoing internal process to expand opportunities and measure progress.

“Introducing the Sagamore Ready Mix team to the NRMCA boot camp has been a great success. Training the sales staff to look beyond the simple building package and ask for potential concrete pavement opportunities has increased our yardage. The immediate increases in sales are now paying dividends with increased confidence from our customer base.”
Scott Noel, Sales Manager, Sagamore Ready Mix LLC
How can you host a Concrete Parking Lots Boot Camp?

If you are a ready mix producer, contractor or other industry stakeholder, committed to making a difference, contact your regional NRMCA National Resource Director:

Jon Hansen, Vice President, National Resources
515-266-1058 | jhansen@nrmca.org
IN, IL, MO, IA, MN, ND, SD, NE, KS, UT, NV, CA, AK, HI

Amy Miller, P.E., Vice President, National Resources
904-264-8850 | amiller@nrmca.org
FL, GA, SC, NC, TN, AL, MS, LA, AR, TX, OK, PR

Phil Kresge, Senior Director, National Resources
610-966-7220 | pkresge@nrmca.org
PA, NJ, DE, MD, OH, WV, VA, KY, NM, AZ

Doug O’Neill, LEED AP, Senior Director, National Resources
585-436-8310 | doneill@nrmca.org
ME, VT, NH, CT, MA, NY, RI, MI, WI, WA, OR

Amanda Hult, P.E., Director, Pavement Structures
720-648-0323 | ahult@nrmca.org
CO, WY, MT, ID

Or contact Glenn Ochsenreiter, Senior Vice President, National Resources
240-485-1140 | glenn@nrmca.org

“Hosting a Boot Camp for our sales force was very beneficial. The education was extraordinary. Our contractors have a greater trust in our relationship and they appreciate the knowledge and our willingness to aid them. As a result, more projects are being flipped which leads to increasing concrete market share in more regions than ever before.”

Myron Hillock, Sales Director, Somero Industries