
**SAME ASSET
MORE VALUE™
CONCRETE**

The NEW Concrete Council is a nonprofit educational organization

**REVENUES
SAVINGS
SERVICES**

The NEW Concrete Council is a nonprofit educational and professional services organization serving the Concrete industry as well as Owners and Specifiers who are considering Concrete construction in our region

THE NEW CONCRETE COUNCIL

Always Gaining Strength, TOGETHER!

GROWING YOUR BOTTOM LINE

Local engineering support and Concrete promotion from an independent, nonprofit educational organization . . . That is the **NEW Concrete Council**.

After nearly 60 years, the Concrete Council has added major resources and expanded our promotion area to create brand new revenues for the Concrete industry and to save hundreds of thousands of dollars with our dispute resolution support.

Industry firms have seen increased sales from new Concrete projects, while also solving technical problems and avoiding huge pay-outs and penalties from our dispute review services. The story of these successes is getting told through our investment in new PR and media services, and we are creating new resources to help your firm develop emerging leaders. This is an enhanced suite of services to support member firms and increase revenues.

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There is a cost to growing our industry, helping members resolve problems and increasing their profits. It is a small amount, and it provides members with responsive technical help to solve problems, an expert available to their team in disputes, and ongoing promotion of new Concrete usage.

We are already working on your behalf, and we are here for you right now.

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THE NEW CONCRETE COUNCIL | Member Services and Benefits

SERVICES ↓ BENEFITS →	REVENUE CREATION	DISPUTE SUPPORT	TECHNICAL SERVICES
"Push" Marketing, Project Creation	■		
Project Pursuit and Conversion to Concrete	■		
Preservation of Existing Concrete Market Share	■		
Seminars, Demonstrations, Hard-Hat Tours	■		
Inhouse Training (Owners, Members)	■		■
VISITS Promotional, Conversion, Technical	■	■	■
Design Assistance Program (DAP)	■		■
Engineering Expertise, Best Practices	■	■	■
ADA Expertise			■
Speaker Bureau for Owner Groups	■		
Dispute Support Consultation with and for Members		■	
Trusted Advisor (MoDot, Cities, Arch, Eng)	■	■	■
Public Relations, Social Media	■		
Advocacy for Concrete with Public Agencies	■		■
Networking with Owner Groups	■		
Emerging Leaders Development for Your Firm	■		
Member Firm Training Programs, PDH Credits	■		
Member Firm Coaching Consulting Services	■		
Marketing PR Social Media Assessment	■		

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“PUSH” MARKETING PROJECT CREATION TO CREATE BRAND NEW REVENUE STREAMS

The Concrete Council has had great success in a class of projects that create new revenue streams for member firms.

Concrete overlays of deteriorated asphalt parking lots create new demand for Concrete even when a new building is not being constructed. There is virtually an infinite number of asphalt parking lots, which are either deteriorated or in the process of failing.

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We have created a focused initiative for targeting school districts, parks departments, public agencies, developers and other owners of parking lots and have supported many successful overlay projects with many more under consideration.

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PROJECT PURSUIT AND CONVERSION TO CONCRETE

Using industry databases, local media, specialized search tools and other methods, we continue to identify projects that might be candidates for consideration of Concrete construction.

Those projects are entered into our database and pursued for visits to provide expertise, lifecycle savings estimates, financial projections and other information and services to help influence the full consideration of Concrete for the project.

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We also work with member firms and our national partners to identify and pursue projects for consideration of Concrete construction.

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PRESERVATION OF EXISTING CONCRETE MARKET SHARE

Our staff regularly meet with State and local public agency officials to monitor upcoming projects, issues, specification changes, policies and funding to support continued selection of Concrete as the default material of choice or to ensure consideration of Concrete alternative bids and lifecycle cost benefits.

Because of this continued presence and credibility, the Concrete Council has a seat at the table with many decision-makers and we have been able to provide evidence-based and forensic information to support continued use of Concrete.

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SEMINARS, DEMONSTRATIONS AND HARD-HAT TOURS

Each year the Concrete Council produces major training programs for Owners, Architects, Engineers and Members to provide up-to-date information and updated education. For each seminar, local and national speakers present and explain the facts on new developments and innovations in Concrete construction. Participants also receive PDH Continuing Education credits which help them to maintain their professional certification.

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Likewise, our hard-hat tours of nearly complete Concrete structures, ICF buildings, innovative pavements and other projects provide hands-on experience with new methods, right out in the field, along with CE required for continued certification.

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INHOUSE TRAINING FOR OWNERS AND MEMBERS

Each month, the Concrete Council schedules, produces and presents Inhouse presentations on topics of interest to Owners, Architects, Engineers and Members that provide vital information to solve problems, implement best practices and otherwise facilitate the consideration and specification of Concrete construction.

Through this system of presentations, we regularly provide over 3,000 hours of training and education each year, providing vital information, professional certification and more food for thought about the specification of Concrete.

We can also produce customized Inhouse Presentations for your Staff and your Customers to educate and promote more Concrete construction.

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VISITS | PROMOTIONAL, CONVERSION, TECHNICAL

As requested, or as targeted by our staff, we arrange visits every week with Owners, Members and Designers to support their consideration of Concrete

Often, we initiate visits to introduce a new Concrete technology to generate new revenues for our industry. Almost as often, we are asked by an Owner or Member to visit a specific project under consideration, to provide advice or to address a problem that has arisen or that might arise due to design considerations.

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Our invitations by Concrete Council member firms to visit with their Customers has been the key to converting hundreds of thousands of square yards, or entire structures, to Concrete construction.

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DESIGN ASSISTANCE PROGRAM (DAP)

Utilizing our local, inhouse resources and experts, as well as our entire stable of national expertise and systems, we can and have conducted design reviews to produce recommendations on construction issues, joining patterns, structural equivalents, lifecycle estimates and even comprehensive cost estimates for pavements or structural projects. This program has been used by us and our member firms to convert projects to Concrete construction and pavement.

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These design reports often include lifecycle savings estimates and sometimes even financing options and savings inclusive of bond payments in the case of public agencies. Our proposed “revenue bond” model illustrates how public agencies can monetize future maintenance cost savings to fund bond payments and return surplus funds back to general operations . . . or to taxpayers.

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ENGINEERING EXPERTISE BEST PRACTICES

Our Staff Engineer has provided hours of consultations and thousands of dollars of value in visits with Members, Owners, Public Agencies and others in need of expertise or in a position to choose Concrete.

That expertise has helped to solve, or prevent, substantial problems and further enhances the reputation of the Concrete Council as a source of expertise.

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Our national partners (ACI, ACPA, CP Tech Center, NRMCA, PCA and others) bring additional expertise, credibility and standing to these issues and our partnership with them has proven to be very valuable over the years.

As a nonprofit, educational organization, we are in a unique position to deliver these services with expertise and credibility.

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ADA EXPERTISE

Our Staff Engineer is a certified ADA expert and his credentials, knowledge and innovative approach to ADA compliance can help solve many ADA issues in new, creative (and often less expensive) ways and avoid unseen or unintentional ADA violations.

We can also assess ADA issues as they might relate to potential issues around access, flow, ease of accessibility, drainage and related matters and provide alternative solutions that might allow and support conversion of a project to Concrete.

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Some of our ADA design recommendations have both solved tricky problems for Owners and also increased the use of Concrete on projects.

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SPEAKER BUREAU FOR OWNER GROUPS

We regularly pursue and schedule presentations and programs with a wide variety of Owner groups, Developers, Building Managers, School officials, City and County executives including Parks, Public Works, Emergency Services and Design groups including building envelope, design-build, specification and other specialty associations and organizations.

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These presentations provide information, insight and a favorable view of how Concrete can have a far lower cost of ownership and immediately increase value for both private and public owners.

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DISPUTE CONSULTATION WITH AND FOR OWNERS

Sometimes there is a problem with Concrete, either the material or the placement . . . but often there is NOT!

More often, there is an issue with testing procedures and practices or other concerns that may not actually affect the strength and durability of the Concrete over its useful life.

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When this happens, our local and national engineering expertise and resources are available to member firms for consultation with them, review of findings and recommendations. If necessary, we can review those findings and recommendations with the Owner or other project stakeholders to avoid expensive tear-out and replacement if it is not appropriate or necessary. This service has already saved hundreds of thousands of dollars for member firms.

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TRUSTED ADVISOR FOR AGENCIES, OWNERS AND DESIGNERS

With budgets squeezed for inhouse engineering expertise, we are often called in to visit with public agencies, designers and owners to provide a second opinion or to solve a problem. Those visits strengthen the credibility of the Concrete Council as a “Trusted Advisor” and helps substantially with the promotion of Concrete construction.

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In addition, because of our professional affiliations and ongoing exchange of technology and ideas with national leaders in Concrete, we are often far more current in our knowledge and understanding of new materials, mixes, design solutions and other value-added information than existing inhouse staff.

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PUBLIC RELATIONS | SOCIAL MEDIA

With our inhouse Public Relations colleagues, the Concrete Council maintains a regular presence in the local trade and general media, with occasional features in regional or national publications.

Along with providing information about upcoming seminars and events, these PR activities highlight significant or innovative projects or feature “serial users” of Concrete construction, such as public agency facilities or operating executives.

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In addition, these efforts are directed at reinforcing the Concrete “brand” of a premium, bright, durable and sustainable building material alternative with a lower cost of ownership than other methods.

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ADVOCACY FOR CONCRETE WITH PUBLIC AGENCIES

On a regular basis, we have a seat at the table of local and state agencies to advocate for Concrete in general (as a default material or at least an alternate bid) with data-driven demonstrations of the lifecycle value of Concrete, and the resulting savings to taxpayers.

We are also available to address agencies on an ad hoc basis as requested by member firms or as new opportunities (or potential concerns) are identified.

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Our primary philosophy for Concrete promotion is to identify owners with the greatest Lifetime Customer Value (based on potential volume of Concrete that could be used) and to “change the default” material selected to Concrete.

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NETWORKING WITH OWNER GROUPS

Representatives of the Concrete Council regularly participate in and provide programming for relevant industry and adjacent groups, to establish and develop relationships, understand emerging issues in those sectors and provide useful feedback, information and technical support and assistance as appropriate.

This tradition of ongoing interaction has generated invitations for individual visits about specific projects to consider Concrete construction. Many of those, in turn, have progressed to the specification of Concrete alternates or the exclusive specification of Concrete, providing millions of dollars of new revenues for our industry.

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EMERGING LEADER DEVELOPMENT

The Concrete Council is supportive of developing a new generation of managers and leaders, as industry veterans retire and new, energetic staff evolve to take their places.

We are available to support the development of these new managers with informed technical information and support as well as with frameworks for consideration of emerging business trends, new materials and construction practices, through our THINK, BETTER! Training Program.

Our interest is always focused on Quality Concrete and we have a massive incentive to provide whatever support we can through our local office and in connection with our national connections and world-class experts.

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MEMBER FIRM TRAINING, PDH CREDITS

All member firm employees are eligible for discounts on Concrete Council seminars and events, many of which provide required PDH credits, along with invaluable information, technical specifications and real-world examples of recent projects utilizing Concrete construction.

In addition to our industry-wide seminars, we are always available to come to member firm offices to give Inhouse Presentations to member firm employees or to employees of member firm customers. Our work with member customers has produced successful conversion of projects to Concrete, providing major new revenues for that firm and for all adjacent providers in the Concrete supply chain.

We generally far exceed 3,000 contact hours of training and education each year, providing training, education, networking and promotion to our industry, customers and prospects.

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MEMBER FIRM CONSULTING | COACHING SERVICES

Experienced consulting staff in the Concrete Council offices and our partners are available for periodic consultation and coaching with member firm executives.

Based on decades of consulting experience, our executive consulting partners can deliver observations and findings on value creation models, long-term strategy, potential revenue enhancement opportunities and transactional analysis.

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We also have some availability for periodic individual executive coaching exchanges about the issues outlined above along with insights about supervision, adding value, key metrics, systems and reporting, thinking and seeing more deeply and other useful insights.

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MEMBER FIRM MARKETING, PR, SOCIAL MEDIA ASSESSMENT

Our inhouse communications and marketing arm, Black Twig, will perform a high-level initial marketing and communications overview and evaluation for member firms.

The review will include observations and recommendations around specific communications channels along with observations about branding and messaging.

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Black Twig is also available to provide further services at special pricing based on the findings and observations indicated in the initial review. Specific services include messaging, content creation, social media and website management as well as traditional public relations services.

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SPECIAL SEMINARS FOR ENGINEERS, OWNERS, PUBLIC AGENCIES

- **Annual Concrete Pavements Seminar**

This seminar attracts nearly 200 public agency staff and consultants

- **Annual Professional Engineers' Seminar**

Attracts 100 registered engineers to learn about various aspects of and new developments in concrete construction and specification . . . and earn continuing education credits

- **Annual Quality Concrete Awards**

Competition and awards ceremony to highlight and recognize innovation and quality in concrete

- **Member subscribers receive registration fee discounts**

All member firm personnel are eligible for discounted registration fees for these events

- **Sponsorships for Seminars and Events**

All member firms are eligible to be considered for available event sponsorships (Past sponsors retain their right of first refusal)

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Concrete Council Dues Structure

CLASSIFICATION	DUES
Cement	\$ 45,000
Ready Mix	
Level 1 (above 500k cubic yards)	\$ 25,000
Level 2 (150-499k cubic yards)	\$ 10,000
Level 3 (below 150k cubic yards)	\$ 5,000
Concrete Subcontractors (Pavers, Flatwork, Structural, Tiltup)	
Level 1 (above \$25 million revenue)	\$ 10,000
Level 2 (below \$25 million revenue)	\$ 5,000
General Contractors	\$ 5,000
Flyash	\$ 6,750
Aggregate	\$ 5,000
Admix	\$ 2,000
ICF Blocks	\$ 2,000
Concrete Suppliers	\$ 1,000
Associates	\$ 500

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Concrete Council . . . Concrete Just Feels Good!

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"The speed of construction and higher returns from our Concrete office tower made our investors very happy!"

"The profits from our new ICF hotels are up substantially because of lower operating costs... Every Year!!!"

"Our school Concrete parking lot overlay is so bright and safe, and clean! No more rain puddles and no more tar tracked in."

"The shorter story heights from structural Concrete gave our clients another full floor to rent and more revenues."

"who knew that you could make Concrete TiltUp panels look like THAT?!"

"Our condo built with Insulating Concrete Forms (ICF) is so quiet and comfortable and safe . . . Its' fireproof!!!"

"We monetized the savings from Concrete overlays to finance our parking lot renovations and saved millions!"

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