



**Wisconsin  
Ready Mixed  
Concrete  
Association**

# Paving Promotion Training WEBINAR

<b>WHAT:</b>	“How to Promote Concrete Parking Lots in Wisconsin” – <b>1 hour WEBINAR</b>
<b>WHO:</b>	<b>WRMCA members &amp; concrete contractors</b>
<b>WHEN:</b>	<b>October 14, 2020</b>
<b>TIME:</b>	Noon - 1:00 pm
<b>COST:</b>	Complimentary



---

## Who should attend this webinar?

- Ready mix sales reps, marketers, managers and owners
- Suppliers to the ready mix industry (cement, admix, aggregates, equipment, etc)
- Concrete contractors interested in increasing their concrete paving business

## Webinar description

- Attendees will learn about tips, methods and tools for converting asphalt parking lot projects to concrete paving.
- Attendees will review examples of Wisconsin parking lot projects that were originally intended to be asphalt, but later converted to concrete. Learn how you can promote concrete parking lots in your market area.

## Presenter

Jason Kruger, BSCE  
Concrete Paving Consultant  
Wisconsin Ready Mixed Concrete Association  
Cell phone: 612-867-2037  
Email: [jkruger@jskrugerconsulting.com](mailto:jkruger@jskrugerconsulting.com)

**Presenter Bio:** Kruger graduated in 1988 with a B.S. in Civil Engineering from Iowa State University, working the last 30+ years as an engineer in the concrete industry doing educational seminars, specification reviews, and related tasks.

## Registration

E-mail WRMCA's Cherish Schwenn at [cschwenn@wormca.com](mailto:cschwenn@wormca.com) to register