

# 19TH ANNUAL WRMCA TECHNICAL WORKSHOP

## FEBRUARY 7-8, 2019 \* KALAHARI RESORT, WI DELLS

### What You Will Learn

Day 1 features Jeff Kortez talking about working with millennials and a panel session on how to keep customers satisfied while increasing profits. A reception and dinner will provide ample opportunity to network. The 37th Annual Concrete Design Awards will be presented following dinner.

Day 2 includes agency updates and Tyler Ley from Oklahoma State University presenting an update on his air study and the tarantula curve.

### Who Is Invited

Concrete contractors, architects, engineers, general contractors, testing lab technicians, WRMCA member producers, and associates. Certificates will be given by request for continuing CEU credits for 7 hours of class time.

### Location & Accommodations

The Kalahari Resort is located at 1305 Kalahari Drive, Wisconsin Dells. Call 877-253-5466 for reservations at the \$114 rate, reference Wisconsin Ready Mixed Concrete Association room block. **NEW!** Online registrations can be made by going to this link - <https://book.passkey.com/e/49812499>

### Cost/Registration

Registration - \$125 special contractor rate and \$175 for WRMCA members. Registration includes lunch, cocktail reception, dinner, breakfast, and presentation materials only.

### Speaker Bios

**Jeff Kortez** didn't become an employee retention speaker, author and expert by accident. His early career spanned 25 years as a human resources professional, trainer, and consultant. He has held leadership roles in companies such as ConAgra, Midas International, SPX, and Regal Ware, Inc. and is a speaker on employee retention.

**Tyler Ley** is a Professor and the Gilbert, Cooper, W&W Chair of Civil and Environmental Engineering at Oklahoma State University. His research focuses on studying the durability and constructability of cement based materials. His research has developed national and state specifications, test methods, and policy changes.

### **February 7, 2019**

11:00 am	Registration
11:30 am	Lunch
12:30-2:00 pm	Making Millennials Great...5 Pillars for Building the Next Generation – Jeff Kortez
2:00-4:30 pm	Hidden Opportunities to Make Your Customers Happy and Increase Profits – Panel <ul style="list-style-type: none"><li>• Admixtures</li><li>• Cure/Seal</li><li>• Fibers</li><li>• Color</li><li>• Cement/Cementitious</li></ul>
5:00 pm	Social Hour
6:30 pm	Dinner & Concrete Design Awards

### **February 8, 2019**

7:45 am	Breakfast
8:30-9:30 am	WisDOT & NRCS Agency Update
9:30-11:30 am	Why Do You Lose Air During Pumping, and Why Does the Air Come Back? Using the Tarantula Curve to Save Money and Improve Performance. – Tyler Ley
11:30 am	Closing Remarks & Workshop Concludes

**WRMCA 19th Annual Technical Seminar**  
**February 7-8, 2019**  
**Kalahari Resort • Wisconsin Dells, WI**

**2019 Registration Fee**

**\*\*If you are a non-member producer and would like to attend, please email [cschwenn@wrmca.com](mailto:cschwenn@wrmca.com) for the non-member rate.**

<u>Attendee</u>	<u>Price</u>
<input type="checkbox"/> WRMCA Member	\$175
<input type="checkbox"/> Contractor	\$125

Company: \_\_\_\_\_

Attendee: \_\_\_\_\_

Attendee: \_\_\_\_\_

Attendee: \_\_\_\_\_

Attendee: \_\_\_\_\_

Attendee: \_\_\_\_\_

**Method of Payment:**

Visa       Mastercard       Check

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Credit Card Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ **TOTAL PAID:** \_\_\_\_\_

Please mail, email or fax your registration form including payment to:

**WRMCA**

**44 East Mifflin Street, Suite 305**

**Madison, WI 53703**

**Email: [cschwenn@wrmca.com](mailto:cschwenn@wrmca.com) or Fax: 608-250-6306**

**\*Please note a 5% processing fee will be applied to all credit card transactions.**

**CONCRETE - How *ideas* GET built**



**Wisconsin  
Ready Mixed  
Concrete  
Association**