

# 23RD ANNUAL WRMCA TECHNICAL WORKSHOP

January 18-19, 2024  
Kalahari Resort, Wisconsin Dells



Hotel reservation deadline:  
December 18th

## TOPICS

- Environmental Product Declarations
- Concrete Today
- Relationship Building
- Supplemental Cementitious Materials
- WisDOT Spec Updates

## WHO IS INVITED?

Concrete contractors, architects, engineers, general contractors, testing lab technicians, WRMCA member producers and associates.

## HOTEL RESERVATION

Kalahari Resort  
1305 Kalahari Drive, Wisconsin Dells  
The room rate is \$159 + taxes.  
Online reservations can be made at  
<https://book.passkey.com/e/50688972>.

## REGISTRATION

\$125 special contractor rate and \$175 for WRMCA members which includes meals and materials. Students can attend at no cost.

To cancel your registration, notify WRMCA one week prior to the start of the event.

Cancellations and no shows after this date are nonrefundable due to fees already incurred by the association. Substitutions are always welcome.

## SPEAKERS

- Matthew Lemay, NRMCA
- Larry Sutter
- Rusty Owings, Holcim
- Betsy Rozelle, Rozelle Communication, LLC
- WisDOT

# SCHEDULE

## Thursday, January 18th

- 11:15am Registration
- Noon Lunch
- 1:00pm The Latest on EPD's - Matthew Lemay, NRMCA
- 2:00pm Break
- 2:15pm It's Not Your Dad's Concrete - Rusty Owings, Holcim
- 3:15pm Break
- 3:30pm Roundtable
- 5:00pm We're Partners Reception
- 6:00pm Dinner & Concrete Design Awards Presentation

## Friday, January 19th

- 7:45am Breakfast
- 8:30am Future of Supplemental Cementitious Materials - Larry Sutter
- 9:30am Break
- 9:45am "Building Your Bottom Line by Building Affinity." - Betsy Rozelle, Rozelle Communication, LLC
- 10:45am Break
- 11:00am WisDOT Update & 2024 Specification Changes - WisDOT
- Noon Closing Remarks and Adjournment



**Wisconsin  
Ready Mixed  
Concrete  
Association**

**Register now!**

[WWW.WIRMCA.COM](http://WWW.WIRMCA.COM)

# WRMCA 23rd Annual Technical Seminar

January 18-19, 2024

Kalahari Resort • Wisconsin Dells, WI

## 2024 Registration Fees

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

<u>Attendee</u>	<u>Price</u>
WRMCA Member	\$175
Contractor	\$125
Student	Free

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

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

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

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

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

### Method of Payment:

Amex     Visa     Mastercard     Check

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

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

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

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

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

**WRMCA**

**44 East Mifflin Street, Suite 305**

**Madison, WI 53703 Email: [cschwenn@wirmca.com](mailto:cschwenn@wirmca.com)**

**\*Please note a 4% processing fee will be applied to all credit card transactions.**

CONCRETE - How *ideas* GET built



**Wisconsin  
Ready Mixed  
Concrete  
Association**