

# WISCONSIN READY MIXED CONCRETE ASSOCIATION 2025 CONVENTION



The 2025 Annual WRMCA Convention will feature sessions on leadership skills, economic update, the future of SCM's, AI, government affairs updates, workforce development, and concrete parking lot promotion. We're Partners Receptions will be held on both evenings allowing quality networking time with industry partners.

The convention will be held at the Trade Hotel, 420 W Juneau Avenue, Milwaukee.

Inspired by the city's pioneering past and a local culture that is forever moving forward, The Trade, an Autograph Collection Hotel by Marriott pays homage to the hardworking history and modern spirit of today's Milwaukee. As the official hotel of Deer District, it is located in the bustling heart of downtown, adjacent to Fiserv Forum.

Situated courtside in Cream City's dynamic hub of sports, culture, and entertainment, the hotel offers 207 luxurious rooms and suites plus destination dining with a rooftop restaurant and lounge boasting stunning city views. The Trade's Mark is a time-honored custom of goodwill and local pride. The coin can be used as a special currency for our 5pm toast at Craft or keep it as a memento of your stay. Merging modern convenience with timeless luxury is an experience unlike anything else in the city.

**Hotel reservations:** Reservations at the WRMCA \$215 rate (plus taxes & fees) can be made online [here](#). The reservation deadline is **Friday, February 7th**. Hotel information can be found [here](#).

**Fees:** WRMCA Member Registration \$425, Guest Registration \$325, 1-Day Registration \$300  
Registration includes breakfast, lunch, dinner, and two receptions.

**Cancellations:** To cancel your convention registration, please notify WRMCA no later than **Wednesday, February 19th**. Cancellations and no shows after this date are nonrefundable due to fees already incurred by the association. Substitutions are welcome.

**Sponsorship:** The contributions of our sponsors help to enhance the overall success and quality of our event. Your support will increase your company's visibility among our members.

Sponsorship includes signage and acknowledgment at the convention, and recognition on the WRMCA website. Please email logo to [cschwenn@wirmca.com](mailto:cschwenn@wirmca.com). Sponsorships are available for Breakfast, Lunch, and Dinner at \$350 each.

# AGENDA

## Wednesday, February 26th

5:00-6:00 pm We're Partners Reception

6:00-8:00 pm Dinner

## Thursday, February 27th

8:00-9:00 am Registration

9:00-10:00 am **Leadership Today** – Jessica Kemp, BARD Materials

10:00-11:00 am **Economic Update** – George Reddin, FMI

11:00-11:15 am Break

11:15-Noon **The Future of SCM's in Concrete** – Rusty Owings, Holcim

Noon-1:00 pm Lunch

1:00-2:00 pm **AI in an Ever-Changing World** – Ben Rabchuk, Command Alkon

2:00-3:00 pm **Government Affairs Update** – Andrew Tyrell, NRMCA

3:00-3:15 pm Break

3:15-3:45 pm **WRMCA Legislative Update** – Peter Kammer, The Kammer Group

3:45-4:00 pm Award Recognition

4:00-6:00 pm We're Partners Reception

## Friday, February 28th

8:00-8:45 am Breakfast

9:00-10:00 am **Workforce Development: Strategies for All Ages and Stages** – Amy Numbers, AOE

10:00-11:00 am **Concrete Parking Lot Promotion** – Jason Kruger, WRMCA

11:00 am Adjourn