

WRMCA SCOOP

2nd Quarter • June 2026 • www.wrmca.com • info@wirmca.com

2026 WRMCA Mixer Driver Championship

The Wisconsin Ready Mixed Concrete Association is hosting our 3rd Annual Mixer Driver Championship on Saturday, August 1st at the Timber Rattlers Stadium in Appleton, WI. This event will allow WRMCA member drivers to show off their skills to family and friends.

Drivers will compete in a driver course, course challenges, and pre-trip inspection. Prizes will be given out for 1st, 2nd, & 3rd place. Medallions will be given out for completing select challenges. The winner will compete at the NRMCA National Mixer Driver Championship.

WRMCA member companies that are sending drivers to the competition include:

Advanced Concrete, BARD Materials, Carew Concrete & Supply, County Ready Mix, Jackson Concrete, MCC, Inc., Peters Concrete, Riv/Crete Ready Mix, Schmitz Ready Mix, and Wingra Redi-Mix.

Thank you to our Sponsors for supporting this year's Mixer Driver Championship!



[Click here to register to attend the event.](#) The cost is \$20 per person and the deadline is **Monday, July 13th**. We appreciate your support in making our 2026 Mixer Driver Championship a huge success! Please contact Cherish at cschwenn@wirmca.com with questions.

ASSOCIATION NEWS

Member Spotlight: Welcoming Our Newest Members

AIcrete is an AI-driven technology company helping concrete and aggregate producers streamline quality control and operations management. Its flagship platform, AIcreteOS, is a scalable, cloud-native solution combining AI mix optimization, real-time ticket monitoring, testing automation, workflow management, submittals, EPD estimates, and operations insights. AIcrete also offers AggSense, a sensor system delivering continuous, real-time, calibration-less aggregate gradation monitoring with high accuracy. Together, these tools help producers improve material consistency and operate with greater speed, precision, and confidence.

Aring Equipment Company, Inc. has been serving the construction and aggregate production industries since 1939. What was once a 4 employee organization has grown to 80 with branch offices in Butler (Milwaukee), De Forest (Madison), Green Bay and Eau Claire. For over 75 years, they've been supplying contractors and municipalities, among others, with quality and dependable equipment. Their extensive line of equipment includes everything from wheel loaders, excavators, compactors, pavers and skid steers to a diverse line of aggregate equipment that includes crushers, screens, conveyors and wash plants.

Compass Insurance Group is a locally owned independent insurance agency committed to helping Wisconsin businesses protect what they've built by providing customized commercial insurance and risk management solutions through a network of top-rated carriers. They understand the unique risks facing the ready-mix concrete industry and pride ourselves on delivering responsive local service and trusted advice that helps businesses build with confidence.

HaulHub Technologies develops an enterprise-scale platform for state transportation agencies to manage road construction and operations. The platform includes modules for e-Ticketing, inspections, daily reporting, CAD file integration, digital speed limits, and work zone data. It organizes this information into a single system that agencies use to oversee projects and maintain an up-to-date digital record of the road network.

INTERRA is an industry leading provider of Engineering, Inspection, and Testing services delivered in support of construction, development, environmental, and geotechnical projects in a wide variety of end-user markets throughout the Midwest.

Marsh McLennan Agency, a business of **Marsh** (NYSE: MRSH), is a leading provider of business insurance, employee health & benefits, retirement & wealth, and private client insurance solutions across the US and Canada. Marsh is a global leader in risk, reinsurance and capital, people and investments, and management consulting, advising clients in 130 countries. With annual revenue of over \$24 billion and more than 90,000 colleagues, Marsh helps build the confidence to thrive through the power of perspective.

Sky Systemz is a fintech company based in Lexington, KY, combining Silicon Valley innovation with the personalized service of a family-owned business. They help businesses in the construction industry grow, save, and scale – with powerful financial technology and hands-on support designed around their needs.

ASSOCIATION NEWS

Call for Nominations: 2026 Delivery Professional of the Year

The WRMCA OES Committee is proud to recognize outstanding ready mixed concrete delivery professionals through the annual Ready Mixed Concrete Delivery Professional of the Year Award. This award honors the dedicated drivers who play a vital role in the success of their companies and the ready mixed concrete industry. It recognizes individuals who demonstrate exceptional career achievement, safety, professionalism, competence, customer service, and commitment to their communities.

[Click here to view the nomination form.](#) The submission deadline **Friday, July 24th**.

Concrete Design Awards Sponsorship

The Wisconsin Ready Mixed Concrete Association invites you to sponsor the 45th Annual Concrete Design Awards.

Thank you to **ACI Wisconsin, ADVANCE, A Terex Brand, Amrize, Carew Concrete & Supply, Euclid Chemical, Graymont, Mapei, Master Builders Solutions, MCC, Inc., Oshkosh Corporation, Premiere Concrete Admixtures, Schmitz Ready Mix, and St. Marys Cement** for their sponsorship and support.

A \$250 sponsorship includes recognition at the Concrete Design Awards Dinner, on the WRMCA website, social media channels, and in association newsletters.

Sponsoring the awards is a great way to increase your company's visibility, build brand recognition, and demonstrate your support for excellence in concrete design and construction.

We hope you'll consider partnering with us as a sponsor of this premier industry event. Thank you for your support!

[Click here to sign up.](#)

2027 Save the Dates

Technical Workshop

January 28–29, 2027

Kalahari Resort – Wisconsin Dells, Wisconsin

OES Workshop

February 18–19, 2027

Kalahari Resort – Wisconsin Dells, Wisconsin

WRMCA Events

ACI Certification Classes – Thank You Hosts, Instructors, & Examiners

The Wisconsin Ready Mixed Concrete Association sincerely thanks the companies and individuals who helped make our 2026 ACI certification classes a success. We appreciate the dedication of our hosts, chief examiners, instructors, and volunteer examiners for providing valuable education and certification opportunities to concrete professionals across Wisconsin.

Congratulations to Justin Hoffman for winning the prize drawing for examiners — an Amazon gift card!

ACI Grade I Field Testing Technician Classes

February 11 – Schmitz Ready Mix, 20 Students

Thank you to **Chief Examiner Greg Schmidt** and volunteer examiners **Andy Davis, Andrea Breen, Jeff Madsen, Matt Scriven, Karl Castello, Tom Barnes, and Greg Moss** for their time and expertise.

March 12 – Northern Lakes Concrete, 25 Students

Thank you to **Chief Examiner Greg Schmidt** and volunteer examiners **Justin Hoffman, Taylor Cooper, and Timothy Fox** of Northern Lakes Concrete, along with **Paul Dahl** of Peters Concrete, for their support.

April 2 – MCC, 21 Students

Thank you to **Chief Examiner Greg Schmidt** and volunteer examiners **Paul Dahl, Cael Large, Matt Scriven, Tim Hendrickson, Nick Porter, and Jesse Strebelinski.**

May 7 – Carew Concrete, 31 Students

Thank you to **Chief Examiner Greg Schmidt** and volunteer examiners **Dave Allemana, Andrea Breen, Nicole Carlson, Carl Persenico, Tim Hendrickson, Paul Mathe, Nick Porter, Matt Scriven, and Jesse Strebelinski.**

June 4 – Carew Concrete, 28 Students

We appreciate Carew Concrete for once again serving as host and thank **Chief Examiner Greg Schmidt** along with volunteer examiners **Zach Kaup, John Kesler, Patrick Lowery, Paul Mathe, Kyle Neuville, Nick Porter, Matt Scriven, and Jesse Strebelinski.**

ACI Strength Testing Technician Class

March 10 – Intertek PSI, 19 Students

A special thank you to **Greg Schmidt** for serving as instructor and to volunteer examiners **Michael Malone, Lyndsey Werner, Daniel Sherman, Chuck Gresser, Ken Larsen, and Karl Castello** for assisting with the certification process.

ACI Concrete Flatwork Classes

Thank you to **John Lee** for teaching the February 24th class at Cemstone Ready Mix in River Falls. Thank you to Cemstone Ready Mix for hosting the class. There were 16 students in attendance.

Thank you to **Tom Geary** for teaching the March 12th class in Wausau. There were 15 students in attendance.



Wisconsin
Ready Mixed
Concrete
Association



— WRMCA — READY-MIX EMPLOYEE *Appreciation* • WEEK 2026 •



JULY 27TH – JULY 31ST

WRMCA's OES committee is proud to announce that July 27th - July 31st will be Ready-Mix Employee Appreciation Week! We know that our members' operations are only as strong as the individuals who support them – this is why we want to take this week to truly show our appreciation for the Ready-Mix Professionals.

DAILY DRAWING!

\$50

Kwik Trip
GIFT CARD



During the week, we will announce daily winners of **\$50 Kwik Trip gift cards**. Winners will be chosen from the following categories:



OFFICE/
ADMIN



QUALITY
CONTROL



DELIVERY
DRIVER



MAINTENANCE



DISPATCH



SCAN TO PARTICIPATE!

Simply have your employees submit their response by **July 26th**.



LEGISLATIVE UPDATE

Focus Shifts to Elections and Next Legislative Session

Written by Peter Kammer, WRMCA Governmental Affairs

As the fourth of July comes and goes, the 2026 state elections and the upcoming 2027-28 Legislative Session become a priority for WRMCA. Members are stepping up by inviting candidates to tour plants, attending fundraisers, and contributing to the WRMCA conduit and PAC.

Every election year and new legislative session brings decisions that affect our industry. Transportation funding, environmental regulations, workforce shortages, permitting, taxes, energy policy, and infrastructure investment all influence whether our businesses can grow, compete, and provide good-paying jobs. Those decisions are made by elected officials who are trying to balance countless competing interests. It is our responsibility to ensure they understand ours.

Political engagement is not about buying influence or expecting special treatment. It is about building trust. When we attend a fundraiser, we can begin a conversation. When we make a campaign contribution, we demonstrate that we are invested in the future leadership of our state. When we sit down with candidates and legislators, we share practical experience that no policy paper can provide.

Those conversations matter.

Many legislators have never stepped inside a ready mixed concrete plant. They may not understand how a delay in permitting can halt a construction season, how transportation investments support thousands of Wisconsin jobs, or how workforce shortages affect producers in every region of the state. Unless we tell our story, they may never hear it.

The relationships we build today often become invaluable years later. A candidate we meet at a local event may become a committee chair. A freshman legislator may one day lead a caucus or serve in statewide office. Trust cannot be built overnight. It is earned through consistent, respectful engagement over time.

One of WRMCA's greatest strengths has always been our credibility. Lawmakers know that when they call us, they will receive honest information, thoughtful analysis, and practical solutions. That reputation exists because generations of members have invested their time, their energy, and yes, their financial support in the democratic process.

Our advocacy is also bipartisan. Concrete is not a Republican issue or a Democratic issue. Every community depends on safe infrastructure, economic development, and strong construction industries. We work with policymakers of every political philosophy because our mission is to advance the ready mixed concrete industry—not a political party.

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LEGISLATIVE UPDATE

WRMCA encourages every member to become involved. Attend a legislative reception. Invite your elected officials to tour your facility. Participate in WRMCA advocacy events. Support candidates who understand the importance of infrastructure, manufacturing, and economic growth. Every conversation strengthens our voice.

The future of our industry will not be determined solely by the quality of the concrete we produce. It will also be shaped by the quality of the relationships we build with those elected to serve Wisconsin.

Our competitors are engaged. Other industries are engaged. The organizations that seek to influence public policy are engaged every day.

We must be as well.

Together, we can ensure that Wisconsin's ready mixed concrete industry remains respected, competitive, and well represented—not only on construction sites across the state, but also in the halls where decisions are made. That investment in civic engagement is one of the most important foundations we can build for the generations of members who will follow us.

We thank those members who have hosted plant tours or are planning upcoming tours as well as members contributing to the WRMCA PAC and Conduit. We also thank those attending political fundraisers and events. We encourage those contemplating getting involved in these activities to do so now.

Host a Plant Tour for Your Legislators

A plant tour is one of the most effective ways to educate legislators about the ready mixed concrete industry and the important role your operation plays in the local economy and infrastructure. Inviting elected officials to your facility helps build relationships and provides them with firsthand insight into our industry.

[Click here to learn more about hosting a plant tour.](#) If you have questions or would like assistance planning or coordinating a tour, please contact Cherish at **cschwenn@wirmca.com**.

Save-the-Date: WRMCA's Conduit/PAC Clay Shoot

Mark your calendars for WRMCA's Conduit/PAC Clay Shoot! Join fellow members and industry partners for a day of networking, friendly competition, and support of WRMCA's legislative advocacy efforts.

Date: Friday, October 9, 2026

Location: Wild Wings Sportsman's Club, N865 Hwy W, Campbellsport, WI 53010

Cost: \$125 per individual or \$500 per team (4 shooters per team)

Registration details and sponsorship opportunities will be available soon.

2026 Golf Outing

The 26th Annual Golf Outing was held on Thursday, June 18 at Trappers Turn in Wisconsin Dells.

Congratulations to our **1st Place Team** — Chad Bonlender, Chris Cardinal, Benton Deanovich, and Matt Johnson!

Second-place honors go to Dale Karls, Gary Lehner, Rowan Lehner, and Ryan Olson.

A sincere thank you to Oshkosh Corporation for sponsoring the **Drink Tickets**.

Thank you to our **Lunch Sponsors**: Aring Equipment, Brooks Tractor, Chryso, and Sika.

Thank you to our **Dinner Sponsors**: Advance, A Terex Brand; Premiere Concrete Admixtures; Roland Machinery; and Schmitz Ready Mix.

Special thanks to Roland Machinery for the generous donations.

Thank you to our **Tee Sponsors**: Advanced Concrete, Amrize, Aring Equipment, Brooks Tractor, Buzzi Unicem USA, Chryso, Command Alkon, County Ready Mix, Croell, Doral, Euclid Chemical, GeoTest, Hausmann Group, Insight FS, Mapei, Master Builders, MCC, Oshkosh Corporation, Penetron, Premiere Concrete Admixtures, River City Ready Mix, Riv/Crete Ready Mix, Roland Machinery, Schmitz Ready Mix, Sika Corporation, Skyway Slag Cement, Stuart Tank, St Marys Cement, The Kammer Group, Truck Country, Wingra Redi-Mix, WI Cement Company, and Zignego Ready Mix.

Thank you to our **Volunteers**: Alex Cripe, Sara Fedderly, and Rick Ross of Oshkosh Corporation, Alex Berghoff of Terex, Cael Large and Dan Large of FRC/QCS, Tony Dupay and Mark Nowak of Quikrete, Lucas Weichel and Lily Below of Wingra Redi-Mix, Billy Haas of Sika Corporation, Jon Ward, and Doug Morgan of Insight FS.

Finally, thank you to all of our golfers, sponsors, volunteers, donors, and supporters. Your generosity and participation made this year's WRMCA Scholarship Golf Outing a tremendous success. Together, your support helps provide valuable scholarship opportunities for the next generation of industry professionals.

We look forward to seeing you at next year's outing!



2026 Golf Outing



2026 Golf Outing



WRMCA SPONSORED WEBINARS

Specifications & Best Practices for Polishing Concrete

Date/Time: Wednesday, July 8, Noon

Presenter: Matt Hansen, National Business Development Manager, Euclid Chemical

Description: This presentation will provide an overview of the key specifications, construction practices, and material considerations necessary for successful polished concrete installations. Presented by Matt Hansen, National Business Development Manager for Euclid Chemical, the session will focus on the importance of early coordination between designers, concrete producers, contractors, and polishing professionals to achieve consistent appearance, durability, and long-term performance.

Topics will include concrete mix design considerations, floor flatness and finishing requirements, curing methods, jointing, densification, polishing processes, and common causes of defects or inconsistent finishes. The discussion will also review specification language, owner expectations, and practical field best practices that can significantly influence the quality and aesthetics of polished concrete floors.

Attendees will gain a better understanding of how proper planning, construction practices, and product selection contribute to successful polished concrete projects in commercial, industrial, and architectural applications.

[Click here to register.](#)

AI Integration: Tools, Risks, and Opportunities

Date/Time: Wednesday, August 19, Noon

Presenters: Emily Emanuelsen and Drew Burns (AOE)

Description: Artificial Intelligence (AI) is reshaping the architecture, engineering and construction landscape, but you don't need to be a tech wizard to harness its power. This session serves as a comprehensive primer, demystifying AI beyond the buzzwords and technical jargon.

We will explore practical, non-technical applications that can streamline your marketing, communications, and administrative workflows today. From drafting emails and generating content to navigating the complex landscape of deepfakes and data privacy, attendees will gain a balanced view of the opportunities and risks. Join us to discover how AI can become a valuable extension of your team, helping you focus more on delivering exceptional concrete solutions and less on repetitive tasks.

[Click here to register.](#)



EVENTS CALENDAR

WRMCA & Industry Events

Date	Event	Organization
July 15	Mixer Driver Championship Committee Meeting	WRMCA
July 23	Board Meeting	WRMCA
August 1	Mixer Driver Championship	WRMCA
August 14	Operations, Environmental & Safety Committee Meeting	WRMCA
August 19	Webinar: AI Integration: Tools, Risks, and Opportunities	WRMCA
September 9	Webinar: Jointing Best Practices - Do's and Dont's	WRMCA
September 24	Board Meeting	WRMCA
September 29	North Central Region Committee Meeting	WRMCA
October 9	Clay Shoot	WRMCA
October 11-14	Concrete Convention	ACI
October 13	Technical Committee Meeting	WRMCA
October 15-18	ConcreteWorks	NRMCA
October 21	Webinar: Concrete Repair	WRMCA
November 5	Board Meeting	WRMCA
November 11	Webinar: Low Compressive Strength Test Results	WRMCA
November 20	Concrete Design Award Entry Deadline	WRMCA
December 3	Pheasant Hunt	WRMCA
January 18-21	World of Concrete	WOC
January 28-29	Technical Workshop	WRMCA
February 11-12	Annual Conference	WCPA
February 18-19	Operations, Environmental & Safety	WRMCA
February 28-March 2	Annual Convention	WRMCA
March 7-10	Annual Convention	NRMCA