

# Wisconsin Ready Mixed Concrete Association's 62nd Annual Convention

March 7-8, 2012

InterContinental Hotel, Milwaukee



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



**Wisconsin  
Ready Mixed  
Concrete  
Association**

# ACCOMMODATIONS

## InterContinental

139 E Kilbourn Avenue

Milwaukee, WI 53202

Reservations - 414-935-5943

Online Reservations -

[www.ichotelsgroup.com/intercontinental/en/gb/dates-preferences/MKEWI?groupCode=RMC](http://www.ichotelsgroup.com/intercontinental/en/gb/dates-preferences/MKEWI?groupCode=RMC)

## Room Rate

\$135 plus taxes & fees

Please mention WRMCA to get the discounted rate.

Cutoff Date for WRMCA rates is **February 7, 2012**.

The Intercontinental provides the total city experience. Located in the heart of Milwaukee, the Intercontinental is located along the Riverwalk near restaurants and theatre districts. To view the hotel, go to <http://www.intercontinentalmilwaukee.com/index.asp>.

## Directions

From all Directions (I-94 E/W and I-43 N/S) Exit McKinley. East on McKinley to Water Street. Turn right onto Water Street. South on Water Street Avenue. Entrances located on both Kilbourn and Water Street. Hotel is on the corner of Kilbourn and Water.

## Milwaukee

Conveniently located along Milwaukee's Riverwalk, the InterContinental Milwaukee is easy walking distance to many dining and shopping options and is directly connected to the historic Pabst Theatre. Take time to visit the beautiful Milwaukee Art Museum and take in the views of Lake Michigan. Shop in the trendy Third Ward area or visit the Shoppes at Grand Avenue Mall. Milwaukee is well-known for its rich arts and theatre venues.

The InterContinental is a hub of the vivacious cultural and entertainment community. For more information on things to do in Milwaukee, see the [Milwaukee Attractions](#) page.

## Exhibitor Information

Associate companies are invited to exhibit during the convention. Exhibit time is scheduled on March 7th from 2:30-3:00 p.m. and on March 8th from 7:30-8:30 a.m., 11:45-12:45 p.m. and 2:15-2:45 p.m. Companies may set up their booths the morning of March 7th. Exhibitor registration includes a skirted table, chair, and electricity if requested.

## Conference

The 62nd Annual WRMCA Convention will include sessions on Industry Update, Legislative Issues, MIT Sustainability, Operations, Environmental, and Safety and an Executive Roundtable. Our special speaker guest will be former Green Bay Packer LeRoy Butler on Thursday afternoon. A conduit reception with LeRoy Butler for contributors who have given \$100 or more will take place prior to his presentation.

You won't want to miss the 31st Annual Concrete Design Awards that will be held on Friday, March 9th at the Harley-Davidson Museum®. Architects, Contractors, Engineers, Owners, and WRMCA Member Ready Mixed Producers will be recognized for their unique and outstanding use of ready-mixed concrete. The registration fee to attend the awards is included in the full registration price.

# CONVENTION SCHEDULE

## Wednesday, March 7

- 1:00 - 1:30 p.m. Registration
- 1:45 p.m. Welcome
- 2:00 - 2:30 p.m. Legislative Welcome
- 2:30-3:00 p.m. Expo Break
- 3:00 - 4:00 p.m. Industry Update - Ray McVeigh, PCA Great Lakes
- 5:00 - 6:00 p.m. We're Partners Reception



## Thursday, March 8

- 7:30 - 8:30 a.m. Expo Breakfast/Registration
- 8:30 - 9:30 a.m. Legislative Update - Peter Kammer, The Kammer Group
- 9:30 - 9:45 a.m. Break
- 9:45 - 10:15 a.m. OES Update - Mitch Mariotti, VCNA Prairie, Inc.
- 10:15 - 11:45 a.m. Annual Meeting
- 11:45 - 12:45 p.m. Expo Lunch
- 12:45 - 2:15 p.m. MIT Sustainability - Julie Garbini, NRMCA
- 2:15 - 2:45 p.m. Expo Break
- 2:45 - 4:00 p.m. Executive Roundtable - Jason Kruger, J.S. Kruger Consulting, Inc.
- 4:00-4:30 p.m. Conduit Reception - LeRoy Butler  
\*Open to contributors who have given at least \$100 in the past year.
- 4:30 - 5:30 p.m. Keynote Presentation - LeRoy Butler
- 5:30 p.m. - 6:00 p.m. We're Partners Reception
- 6:00 p.m. Dinner (Convention Adjourns)



# REGISTRATION

**Dates:** Wednesday, March 7 - Thursday, March 8, 2012

**Location:** InterContinental  
139 E Kilbourn Avenue  
Milwaukee, WI 53202  
Reservations - Call 414-935-5943 or go to the reservation web site - [www.ichotelsgroup.com/intercontinental/en/gb/dates-preferences/MKEWI?groupCode=RMC](http://www.ichotelsgroup.com/intercontinental/en/gb/dates-preferences/MKEWI?groupCode=RMC)

**Reservations:** The room block will be held for WRMCA members until **February 7, 2012**. Please mention that you are with the WRMCA to receive the special room rate of \$135/night plus taxes and fees.

**Registration:** Complete the form below with your check and mail to: 44 E. Mifflin Street, Ste. 305, Madison, WI 53703 or fax with credit card information to 608-250-6306. For questions, please call Cherish at 608-250-6304 or email [cschwenn@wrnca.com](mailto:cschwenn@wrnca.com).

**Cancellation:** Convention registration refunds are available only through February 29, 2012 for a full refund. Cancellations must be made in writing through the WRMCA office. No refunds will be given after February 29, 2012.

<b>Company &amp; Attendee Name</b>	<b>Full Registration WRMCA Member</b>	<b>Single Day Meals &amp; sessions</b>	<b>Guest Meals, reception, sessions, &amp; Concrete Design Awards</b>	<b>Exhibit Booth</b> <small>*must be registered for convention to exhibit</small>	<b>Past President Registration</b> <small>Thursday Only</small>	<b>Concrete Design Awards Only</b>
<b>Note: Full registration includes meals, reception, sessions &amp; Concrete Design Awards.</b>	<b>\$350</b>	Please indicate which day. <b>\$225</b>	<b>\$150</b>	<b>\$80</b> no electrical <b>\$135</b> electrical	<b>\$100</b>	<b>\$60</b>
<b>TOTALS</b>						

**Method of Payment:**

Visa     
  Mastercard     
  Amex     
  Check

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

Signature: \_\_\_\_\_ **TOTAL PAID:** \_\_\_\_\_

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

Email : \_\_\_\_\_ Phone: \_\_\_\_\_