

# Wisconsin Ready Mixed Concrete Association 3rd Annual Parking Lot Promotion Academy

January 8, 2010

Western Technical College  
La Crosse, WI

Registration at 7:30 am | Seminar begins at 8:00 am



CONCRETE— How *ideas* GET built

Wisconsin Ready Mixed Concrete Association  
16 N. Carroll St., Suite 925  
Madison, WI 53703

# Parking Lot Promotion Academy

The Parking Lot Promotion Academy is sponsored by the Statewide Promotion Committee of the Wisconsin Ready Mixed Concrete Association.

At the Parking Lot Promotion Academy, regional and national experts will help you better understand and respond profitably to the market forces currently in play. They will address parking lot design and construction issues, provide and train you to use subgrade and pavement analysis tools, discuss ACI 318, ACI 330, and pervious concrete.

Contractor participants will receive parking lot promotion and technical materials, including a copy of *Guide for Design and Construction of Concrete Parking Lots* (as reported by ACI Committee 330); parking lot promotion brochures, a copy of the NRMCA *Concrete Pavement Analysis* (CPA) software, the WRMCA parking lot promotion DVD, and a comprehensive list of other parking lot promotion and technical resources.



Directions to Western Technical College from I-90 East - Take Exit 3 off of I-90 onto US-53. Continue to follow US/53, slight left at 3rd Street N/US-53. Turn left at La Crosse Street and then turn right onto 7th Street N/WI-16. The college will be on the left hand side. Or use this link to get directions from your location - <http://www.westernc.edu/maps/>.

Complete and detach registration form and mail it along with your check to WRMCA, 16 N Carroll Street, Suite 925, Madison, WI 53703. Or to pay by credit card, complete form and fax to 608-250-6306. For questions, please call 1-800-242-6298 or email [cschwenn@wrnca.com](mailto:cschwenn@wrnca.com)

## WRMCA Parking Lot Promotion Academy - January 8, 2010 Registration

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

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

Address: \_\_\_\_\_

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

Producer: \_\_\_\_\_

Contractor: \_\_\_\_\_

Producer: \_\_\_\_\_

Contractor: \_\_\_\_\_

Total # of Registrations: \_\_\_\_\_ x \$50.00

Method of Payment:

Visa  Mastercard  Check

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

Name on Credit Card: \_\_\_\_\_ 3-digit code on back of card: \_\_\_\_\_

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