

Region 5 Concrete Seminars

The 2009 educational seminar sponsored by the Northwest (Region Five) members of the Wisconsin Ready Mixed Concrete Association will feature the following:

Back to Basics on Quality Concrete

- “Bottom to Top” review for placement success
- Importance of mix designs
- Finishing, Curing “Do’s”

Business 101

- Defining overhead, the essential step to profitability
- Bidding considerations, clarity for customer and contractor alike

Deicer Study Analysis

- Overview of South Dakota Study
- Overview of products used on roadways
- Potential best methods with minimal damage

Quality Control & Promotion

- Quality Control vs. Supply & Demand
- Promotion via Integrity, Innovation, and Impact

Exhibit Information

You will be provided with a table for your display. Exhibit times include a break in the morning and a break at lunch. Exhibiting will enable you to:

- Educate and interact directly with attendees
- Develop key relationships with attendees
- Provide technical and expert assistance

Wednesday, February 18, 2009

Holiday Inn Express
W10170 Highway 54 E
Black River Falls, WI

Tuesday, March 10, 2009

Comfort Suites
15586 County Road B
Hayward, WI 54843

Time: Registration 8:30 am
Seminar 9:00 am-1:30 pm

Cost: \$50 a booth per seminar

For more information, please contact the WRMCA at 608-250-6304 or cschwenn@wrmca.com.



WRMCA Region 5 Concrete Seminars - February 18 & March 10, 2009 Registration

Company: _____

Attendee: _____

Phone: _____ Fax: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

February 18, Black River Falls _____

March 10, Hayward _____

Total # of Booths: _____ x \$50.00

Method of Payment:

Visa Mastercard Check

Credit Card Number: _____ Expiration Date: _____

Name on Credit Card: _____

TOTAL PAID: _____

Complete and detach registration form and mail it along with your check information 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.