

VRMCA

VIRGINIA READY MIXED CONCRETE ASSOCIATION



FALL CONVENTION

OCTOBER 15-17, 2023

THE GREENBRIER

WHITE SULPHUR SPRINGS, WV

SPONSORS

WELCOME BACK TO THE GREENBRIER!



We are incredibly happy to be back together again for the Virginia Ready Mixed Concrete Association 2023 Fall Convention!

Over the next couple days our schedule is filled with presentations from Frazier Fulton & Julia Brewster with Commonwealth PR who alongside Todd Martineau, our Marketing & Promotions Chair who will share the current exciting marketing & promotions initiatives! Tiffany Reed-Villarreal, Director of Sustainability Codes and Standards will present an NRMCA update, and George Reddin with FMI Capital Advisors with an Economic Outlook. On Tuesday morning we will be joined by Brendan Horgan, Counsel with FordHarrison who will provide members with a labor & employment law update and our keynote speaker Selena Wilkes, Retired LPGA Futures Golf Pro, NCAA Division II All-American Athlete now entrepreneur. You will not want to miss out on hearing her inspirational story!

We look forward to seeing you all at our Welcome Reception Sunday evening. As with years past, we have our annual golf and shooting tournaments on Monday afternoon. And it wouldn't be the Fall Convention without our reception and dinner on Monday evening at Kate's Mountain Lodge. We'll be treated to live music from the Gillian Smith; while her music background is classically trained and in theatre work, she found a new love for country music in 2019. Expect to be amazed from what you hear from this talented country entertainer! A perfect addition to our fun, Fall night with colleagues and friends!

Keep in mind that dinner Monday night is blue jean casual and it's October in the mountains so it could be a bit chilly up there, be sure to come prepared!

Please do not forget to buy your tickets for the 50/50 raffle! Tickets will be for sale at the registration desk - one ticket for \$5 and 5 tickets for \$20 - throughout the convention up until Tuesday morning. Drawing will take place on Tuesday morning at the conclusion of the Convention. You MUST be present to win and have your ticket. Proceeds will support the VRMCA PAC (Political Action Committee).

We hope you enjoy the convention this year, take lots of great ideas back to your colleagues, and make connections throughout this industry. Our three days together should be a great celebration of the work we are continuing to do around the Commonwealth!

Thank you again for attending the VRMCA 2023 Fall Convention. Together, let's Build Virginia Strong!

Jeff Slagle
VRMCA President

THANK YOU

AGENDA

SUNDAY, OCTOBER 15

11:00 a.m. - 3:00 p.m.

VRMCA Board of Directors Meeting & Lunch
Fillmore/Van Buren Room

3:00 p.m. - 6:00 p.m.

Registration Desk Open
Upper Lobby Alcove

6:00 p.m. - 7:30 p.m.

Welcome Reception
Chesapeake Bay Room

DINNER ON YOUR OWN
GREENBRIER MEAL PLAN

MONDAY, OCTOBER 16

BREAKFAST ON YOUR OWN -GREENBRIER MEAL PLAN

7:30 a.m.

Registration Desk Open
Eisenhower ABC

8:00 a.m. - 8:15 a.m.

Welcome & Opening Statements
Eisenhower ABC

8:15 a.m. - 9:15 a.m.

VRMCA Marketing Initiatives Update
Todd Martineau, Vulcan Materials,
Marketing & Promotions Chair; Frazier Fulton &
Julia Brewster, Commonwealth PR
Upper Lobby Alcove

9:15 a.m. - 10:15 a.m.

NRMCA Update
Tiffany Reed-Villarreal, Director, Sustainability
Codes and Standards, National Ready Mixed
Concrete Association
Eisenhower ABC

10:15 a.m. - 10:30 a.m.

Refreshment Break

10:30 a.m. - 11:30 a.m.

**Economic Outlook & the Impact
for Construction Materials**
George Reddin, FMI Capital Advisors
Eisenhower ABC

12:30 p.m.

Golfer's Lunch & Tournament
The Meadows Course — Shotgun Start

1:00 p.m.

Shooting Clays Lunch & Tournament
The Gun Club

6:30 p.m.

Reception
Kate's Mountain Lodge with live music by
Gillian Smith

7:30 p.m.

VRMCA Dinner Banquet
Kate's Mountain Lodge (blue jean casual)

TUESDAY, OCTOBER 17

BREAKFAST ON YOUR OWN -GREENBRIER MEAL PLAN

8:30 a.m. - 9:30 a.m.

Labor & Law Update
Brendan Horgan, FordHarrison
Eisenhower ABC

9:30 a.m. - 10:30 a.m.

Selena Wilkes
Ret. LPGA Futures Golf Pro, NCAA Div. 11
All-American Athlete, Entrepreneur,
Motivational Speaker
Eisenhower ABC

10:30 a.m. - 10:45 a.m.

**Golf and Shooting Tournament Winners &
50/50 Raffle Drawing Winner Announced**
Must be present & have ticket to win

MEETING ADJOURNS

MEET THE SPEAKERS



Brendan Horgan, Counsel, FordHarrison

Brendan is a labor and employment attorney in the Richmond, Virginia office of the firm Ford Harrison, LLP. He provides advice and counsel to employers of all sizes in various industries, including representing Virginia universities and staffing, manufacturing, healthcare, and construction companies. His practice includes advising on difficult employment issues regarding anti-discrimination laws (Title VII, ADA, ADEA, Virginia Human Rights Act), wage and hour laws (FLSA, Virginia Wage Payment Act), workplace safety standards (OSHA and VOSH), and trade secrets/restrictive covenant disputes. Brendan also regularly presents workplace training, conducts complex workplace investigations, and drafts employment policies and contracts for his clients.

Brendan is also an experienced litigator. He regularly represents clients before state and federal courts, as well as administrative agencies on both the state and federal level. Prior to joining FordHarrison, Brendan gained extensive civil litigation experience with large national firms. Earlier in his legal career, Brendan served on active duty as a Judge Advocate, assigned as both a Trial Counsel (Prosecutor) and Defense Counsel. With U.S. Navy, Brendan has litigated more than twenty courts-martial and fifty administrative hearings. Brendan currently serves as a Lieutenant Commander in the U.S. Navy Reserve.



Tiffany Reed-Villarreal, Director, Sustainability Codes and Standards, NRMCA

Based in Texas, Ms. Reed-Villarreal supports NRMCA members and state affiliates in sustainability codes and standards advocacy for the ready-mixed concrete industry.

Tiffany earned her Bachelor of Science in Civil Engineering from the University of Texas at Austin. She holds over 15 years' experience in structural engineering and consultancy and has been involved in codes and standards development, sustainable infrastructure advocacy, and government relations/engagement. She has worked as a consultant with local distributors, manufacturers, and civil engineering firms on business strategies, social media marketing, strategic public relations, and advocacy for the ready-mix, concrete

pipe and precast industry.

Tiffany was awarded Civil Engineering Advocate of the Year by the American Society of Civil Engineers (ASCE) and continues to serve ASCE as the Governor for Region 6 and as voting member for the ASCE Committee on Sustainability. Tiffany also holds current positions in ASTM International, ASHRAE, Institute for Sustainable Infrastructure (ISI), Associated General Contractors of America (AGC), and the Texas State Transportation Innovation Council (TxSTIC,) which is organized by the Federal Highway Administration (FHWA) and the Texas Department of Transportation (TxDOT).

MEET THE SPEAKERS



**George Reddin, Managing Director,
FMI Capital Advisors**

George Reddin brings deep experience and expertise to construction materials companies (aggregate, hot-mix asphalt, ready-mixed concrete and concrete product producers) and road-building contractors. His specialties are mergers and acquisitions and financial advisory services.

His thorough familiarity with the industry and strong network of contacts enables him to assist clients in planning their exit strategies. George maps out business continuation plans for clients, including management succession and ownership transfer considerations. This process often involves internal transactions between family members or key employees. He possesses a clear understanding of the need for confidentiality and the desire of

many owners to provide an opportunity for the company to continue.

George also knows the buy side, assisting in all stages of buyouts and mergers. He establishes the best acquisition criteria, screens and analyzes candidates, and facilitates purchase negotiations.

He is a member of the National Asphalt Pavement Association, National Ready Mixed Concrete Association, National Stone Sand & Gravel Association, and the National Precast Concrete Association.



**Selena Wilkes, Entrepreneur &
Motivational Speaker**

Selena Wilkes graduated from Williamsport, Maryland, leading the school to state titles in volleyball and basketball.

Continuing her athletic career at Catawba College in North Carolina, she was named Division II All-America in volleyball. She then played professional golf for six years on the LPGA Futures Tour. She is still active in sports and an avid bicyclist.

After Selena obtained her Master's degree and returned home, she launched a very diversified and successful career as an entrepreneur.

Selena and her sister Lettie operate Elmwood Farm Bed and Breakfast in Williamsport, MD., which also hosts holiday parties, weddings, executive retreats, and other events—large and small. Selena also runs Mattress by Appointment of Western Maryland and a location in New York, in addition to several other business ventures.

Selena continues to be an inspiration to athletes, business owners, employees, volunteers, philanthropists, influencers, and change makers. She has been recognized for her accomplishments in both her personal and professional life, and her drive for excellence and passion to make a positive impact in this world is what drives every decision she makes. Her greatest reward, however, is the strong interpersonal relationships she builds along the way.

ACCOMMODATIONS



Grand fashion is a common thread woven throughout the resort. From the colorful lobby that welcomes you in to the over 800 individually decorated guest rooms, unique only begins to describe the memorable experience that is The Greenbrier.

Culinary Delight - Dining at The Greenbrier

The Greenbrier dining experience offers unique restaurants, cafés and lounges that each demonstrate superlative standards in the culinary arts. Whether you're looking for a light afternoon snack or a leisurely luxury dining experience, there's something for every taste at The Greenbrier.

VRMCA Convention attendees are on the Modified American Meal Plan, which means that both breakfast and dinner are included for all attendees with the overnight room rates.

For breakfast, dine a la carte or enjoy a full buffet in the Main Dining Room daily from 7 - 11 a.m. or choose to dine in the luxury of your own room with room service.

Following a welcome reception, dinner will be on your own on Sunday night, October 15th. Choose from the Main Dining Room, Sam Snead's at the Golf Club, the Forum or In-Fusion. An additional surcharge will be applied to dinner at Prime-44 West. Dinner reservations are strongly suggested for all restaurants at The Greenbrier and can be made by phoning 1-800-453-4858. A group dinner will be provided for all convention attendees on Monday night at Kate's Mountain Lodge. Casual attire recommended.

Dress Code for most areas of the property is Resort Casual: collared sports shirts, golf shirts, golf or tennis sweaters, shirts or blouses, slacks, walking shorts/Bermuda shorts, golf and/or tennis shorts and shoes. Denim is allowed and appropriate for some recreational activities but is not permitted for dinner in any restaurant or in the Casino Club after 7:00 p.m. Jackets are suggested for men and dresses or evening suits for women for dining. In the Main Dining room, men are required to wear a tie and jacket. After 7:00 p.m., a sport coat is required in the Casino Club.

ATTRACTIONS

Activities for Everyone

At The Greenbrier, your greatest challenge may be trying to decide what to do first. For the non-golfers, The Greenbrier offers 6,500 acres of opportunity for adventure. With more than 30 stores and boutiques located around the property, shopping can be an adventure all its own.

High-roller thrills mix with high-class style in The Greenbrier's new Casino Club, an 80,000 square foot gaming playground! Try your luck at one of 37 table games including Blackjack, Craps, Roulette and Three-Card Poker or take a spin at one of the 320 state-of-the-art slot machines.

Explore the outdoors and go horseback riding, whitewater rafting, fly-fishing, hiking, mountain biking or skeet and clay shooting.

The Fall Shooting Tournament is Monday, October 16th at the Gun Club beginning at 1 p.m. Transportation from the lobby to the Gun Club will be provided beginning at 12:15 p.m.

The shooting registration fee of \$240 includes 50-shot round sporting clay, ammunition and a boxed lunch. Cash prizes awarded for first & second place!

Relax, Rejuvenate, Restore at The Greenbrier Spa

More than 200 years ago, people traveled to The Greenbrier to partake in its healing waters. Rich sulphur spring water, minerals, oils and other gifts of nature indigenous to the area comprise the essence of The Greenbrier spa experience, which has been honored with awards from some of the world's most discriminating judges.

To view available treatments for both men and women and/or to make a spa appointment, call 1-800-453-4858 or visit The Greenbrier Spa website at <http://www.greenbrier.com/spa/treatments.aspx>.

Tee-Off at The Greenbrier

The hallowed fairways and greens of The Greenbrier Resort have played host to the true legends of the sport. As golf professional emeritus of the sport, Sam Snead played a major role in the shaping of the three championship courses that hold the distinction of hosting the 1979 International Ryder Cup and the 1994 Solheim Cup matches. The Greenbrier's courses have hosted some of the most famous players in the game including Ben Hogan, Sam Snead, Jack Nicklaus and Tom Watson.

The Fall Golf Tournament is Monday, October 16th at the Meadows Course. Shotgun start at 12:30 p.m. SHARP! Players should plan to arrive at 12:00 p.m. to get in practice shots, get set up and prepare to tee off. The golf registration fee of \$240 includes box lunch, range balls, shared cart, continuous beverages and two Mulligans per player.



50/50 RAFFLE

1 TICKET FOR \$5 / 5 TICKETS FOR \$20

Help raise funds that will support the VRMCA Political Action Committee!

How it works:

- Buy your 50/50 raffle tickets: 1 ticket for \$5 or 5 tickets for \$20
- Bring your raffle tickets with you to the General Session Tuesday morning
- If your ticket is drawn you win 50% of the money collected! (The other 50% gets donated to the VRMCA PAC.)

What could be easier? Tickets will be on sale until Tuesday morning, and the drawing will take place on Tuesday morning during the General Session. You must have your raffle ticket with you in order to win.

ATTENDEES

Allied Concrete

Ted Knight
Rob Watkins

Argos US

Tim Albany

Blanchet Concrete Pumping

Jerry Rambo

Boxley Ready Mix

Joseph Pinkard
Keith Bullock
Larry Bullock

Chandler Concrete

Carrie Kuhn
George Kuhn
Angela Queen
Bret Queen
Kevin Smith

Chaney Enterprises

Jeff Slagle

Commercial Ready-Mix Products

Dan Osborne

Commonwealth PR

Frazier Fulton
Julia Brewster

Elizabeth River Concrete

Jay Trefry

FMI Capital Advisors

George Reddin

FordHarrison

Brendan Horgan

Heidelberg Materials

Tommy Adkins
Joe Bartley
Jeremy Betts
Marc Granahan
Dan Schaffer

Lakeside Ready Mix

April Vandyke
Bryton Vandyke
Jenna Vandyke
Rusty Vandyke

Luck Stone

Charlie Bartocci
Allen Beasley
Mark Kelpo
Bobby Mizelle
John Rodal
Anthony Venafro
Liz Venafro

Lynchburg Ready Mix

Robert O'Brian

Martin Marietta

Caroline Cahill
Lansing Price

Master Builders Solutions

Bob Beres
Mike Covington
Scott Keeven
Matthew Knights

Miller & Long Co.

Jim Martinoski

NRMCA

Tiffany Reed-Villarreal

Oldcastle

Jim Strotmeyer

Roanoke Cement

Bill Alexander
Diane Alexander
Don Ingrassano
Sandy Ingrassano
Sarah Kane
John Lockett
Michael Zito

Rockydale Quarries

Jennifer Caldwell
Frank Caldwell IV
Eddie Gupton
Missy Gupton

S.B. Cox Ready Mix

Matt Erwin
Morgan Nelson
Scotch Nelson
Genevieve Walker

SEFA Group

Jack Bell
Yianna Bell
Kerry Burke
Nancy Burke
Maureen Wahl
Tom Wahl, P.E.

Sika Corporation

Amy Harling

Swope & Associates

Steve Brenner
Derek Imperial
Brad Meyers

Tatum's Hauling, Inc.

Billy Tatum
Dennis Tatum

Titan America

Kevin Baird
Meredith Cook
Fred Lusby
Daniel Mitschele
Louis Petrillo
James Wallis

Tour de Force

Selena Wilkes

VRMCA

Doug Easter
Laura Lake
Bill Murrill
Hessam Nabavi
Christina Sandridge
Jonathan Williams

Vulcan Materials

Teck Chua
Tyler Johnson
Mike Kavka
Todd Martineau
David Novitzki
Jordan Wiegand

BUILD VIRGINIA STRONG.

FOLLOW US ON SOCIAL MEDIA.



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