

# VRMCA

VIRGINIA READY MIXED CONCRETE ASSOCIATION



## FALL CONVENTION

**OCTOBER 15-17, 2023 • THE GREENBRIER • WHITE SULPHUR SPRINGS, WV**

Deep in the heart of the Allegheny Mountains lies a combination of surreal luxury, timeless hospitality and riveting adventure. For more than two centuries, The Greenbrier has served as a playground for Presidents, Kings and the Hollywood elite. Now it's your turn to take in the overwhelming hospitality and unique experience that is America's Resort.



# ACCOMMODATIONS

Grand fashion is a common thread weaved 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.

A block of rooms has been reserved for the nights of **Sunday, October 15th and Monday, October 16th**. Single rooms are \$464 and double rooms are \$628. These rates include room accommodations, breakfast and dinner at designated restaurants.

**The VRMCA room block will be available until Thursday, September 14th or until the group block is sold-out, whichever comes first.**

Call The Greenbrier directly at 1-877-261-7616 to book your rooms.

## 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 a.m. - 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, 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.



# AGENDA

## SUNDAY, OCTOBER 15

11:00 a.m. - 3:00 p.m. **VRMCA Board of Directors Meeting & Lunch**

3:00 p.m. - 6:00 p.m. Registration Desk Open

6:00 p.m. - 7:30 p.m. **Welcome Reception**  
DINNER ON YOUR OWN - GREENBRIER MEAL PLAN

12:30 p.m.

1:00 p.m.

6:30 p.m.

7:30 p.m.

**Golfer's Lunch & Tournament**  
The Meadows Course: Shotgun Start

**Shooting Clays Lunch & Tournament**  
The Gun Club

**Reception**  
Kate's Mountain Lodge

**VRMCA Dinner Banquet with Live Music by Gillian Smith**  
Kate's Mountain Lodge  
(blue jean casual)

## MONDAY, OCTOBER 16

BREAKFAST ON YOUR OWN - GREENBRIER MEAL PLAN

7:30 a.m. Registration Desk Opens

8:00 a.m. - 8:15 a.m. **Welcome & Opening Statements**

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

9:15 a.m. - 10:15 a.m. **NRMCA Update** Tiffany Reed-Villarreal, Director, Sustainability Codes and Standards

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

10:30 a.m. - 11:30 a.m. **Labor & Employment Law Update** Danielle Pierre, FordHarrison

## TUESDAY, OCTOBER 17

BREAKFAST ON YOUR OWN - GREENBRIER MEAL PLAN

8:30 a.m. - 9:30 a.m. **The Economic Outlook & the Impact for Construction Materials** George Reddin, Managing Director, FMI Capital Advisors, Inc.

9:30 a.m. - 10:30 a.m. **Selena Wilkes** Ret. LPGA Futures Golf Pro, NCAA Div. II All-American Athlete, Entrepreneur, Motivational Speaker

10:30 a.m. - 10:45 a.m. **Golf and Shooting Tournament Winners & 50/50 Raffle Drawing Winners Announced**  
Must be present & have ticket to win

MEETING ADJOURNS

# SPONSORSHIPS



Golf hole sponsorships benefit the VRMCA PAC (Political Action Committee). Sponsorships are available to VRMCA Producer and Supplier members for only **\$150**/each.

Each sponsorship includes a professionally produced golf-themed sign with logo placed directly on golf course. Sign up to be a golf hole sponsor directly on the enclosed registration form.



Please consider becoming a Fall Convention Sponsor for just **\$500**.

The benefits of sponsorship include signage at the meeting, recognition in the newsletter, recognition on the VRMCA website and on all emails sent out pertaining to the event.



# REGISTRATION

REGISTRATION TYPE	PRICE	TOTAL
Member Registration	\$450	
Member's Guest Registration	\$350	
Non-Member Registration	\$595	
Non-Member's Guest Registration	\$495	
Dinner & Cocktails on Monday, October 16th <i>at Kate's Mountain Lodge.</i>	Included in Registration Fee	
Fall Golf Tournament - The Meadows Course (shotgun start at 12:30 pm) <i>Golf registration includes box lunch, range balls, shared cart, continuous beverages and two mulligans.</i>	\$240/pp	
Golf Hole Sponsorship <i>Sponsorships are available to VRMCA Producer and Supplier members only.</i>	\$150	
Shooting Tournament <i>Shooting registration includes 50-shot round sporting clays, ammunition and lunch.</i>	\$240	
VRMCA Fall Convention Sponsorship <i>Includes company name and logo on a large sponsorship sign at the Fall Convention, recognition in the VRMCA newsletter following the convention and on our website.</i>	\$500	

**TOTAL \$**

**Name(s):**

**Company/Organization:**

**Address:**

**City:**  **State:**  **ZIP:**

**Phone:**  **Email:**

**Signed:**  **Date:**

Please mail completed form and check (made payable to VRMCA) to:

**VRMCA Fall Convention 2023**  
**250 West Main Street, Suite 100**  
**Charlottesville, VA 22902**

Full payment must accompany registration. No refunds will be given for registration cancellations after Friday October 6, 2023; substitutions are acceptable. For cancellation or late registration, please call Christina Sandridge at 434-326-9815 or email [christina.sandridge@easterassociates.com](mailto:christina.sandridge@easterassociates.com).