



# WRMCA 2023 CONVENTION

Join us at our 2023 Convention featuring timely topics and top notch speakers.

**March 1-2, 2023**

Hilton Appleton Paper Valley

Register Now!

For more information  
[www.wrmca.com](http://www.wrmca.com)



**Wally Adamchik**

FireStarter Speaking



**Michelle Wilson**  
PCA

# WISCONSIN READY MIXED CONCRETE ASSOCIATION 2023 CONVENTION

The 2023 Annual WRMCA Convention will feature sessions on workforce culture, managing rising costs, the future of cement, cyber liability, ready mix operations, the Concrete Industry Management program, and legislative update. We're Partners Receptions will be held on both evenings allowing quality networking time with industry partners.

You won't want to miss the 41st Annual Concrete Design Awards celebration that will be held on Thursday, March 2nd during dinner. 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.

The convention will be held at the newly renovated Hilton Appleton Paper Valley, 333 West College Avenue, which features onsite restaurants including the Harvest Kitchen, the Clubhouse Sports Grill and Bar, the Market grab and go pantry, Starbucks, and the legendary Vince Lombardi's Steakhouse serving dinner.

Convenient location just steps away from restaurants and entertainment spots in downtown Appleton. For more information on Appleton, go to <https://www.foxcities.org/>.

**Hotel reservations:** Reservations at the \$149 rate can be made by going to <https://hil.tn/5co3zy> or by calling Hilton Central Reservations at 800-774-1500, be sure to reference the WRMCA room block. The reservation deadline is **Wednesday, February 1st**. Hotel information can be found at <https://www.hilton.com/en/hotels/atwpvhh-hilton-appleton-paper-valley/>.

**Fees: WRMCA Member Registration \$375, Guest Registration \$225, 1-Day Registration \$275**  
Registration includes breakfast, lunch, dinner and two receptions.

**Cancellations:** To cancel your convention registration, notify WRMCA no later than **Wednesday, February 22nd**. Cancellations and no shows after this date are nonrefundable due to fees already incurred by the association. Substitutions are welcome.

**Sponsorship:** The contributions of our sponsors help to enhance the overall success and quality of our event. Your support will increase your company's visibility among our members. Sponsorship includes signage and acknowledgment at the convention, and recognition on WRMCA website. Please email logo to [cschwenn@wrmca.com](mailto:cschwenn@wrmca.com). Sponsorships available include Breakfast, Lunch, Dinner, and Keynote Speaker.

**Speakers:** To learn more about the speakers, visit <https://wrmca.com/event/wrmca-annual-convention-4/>.

# AGENDA

## Wednesday, March 1st

- |              |   |
|--------------|---|
| 12:45-1:15pm | Registration  |
| 1:30-3:00pm  | We Never Did It That Way: “Construction Culture for the 21 <sup>st</sup> Century” –<br>Wally Adamchik, FireStarter Speaking |
| 3:00-3:15pm  | Break   |
| 3:15-4:00pm  | Managing Rising Costs – Mark Federle, Marquette University  |
| 4:00-4:30pm  | Board & Award Recognition   |
| 5:00-6:00pm  | We’re Partners Reception  |

## Thursday, March 2nd

- |                 |  |
|-----------------|--|
| 8:00-8:45am     | Breakfast/Registration   |
| 9:00-10:00am    | Think Like An Owner – Andrew Tyrell, NRMCA                     |
| 10:00-10:15am   | Break  |
| 10:15-11:15am   | The Future of Cement - Michelle Wilson, PCA                    |
| 11:15am-12:15pm | Workforce Past, Present, Future – Dennis Winters, WI DWD       |
| 12:15-1:15pm    | Lunch  |
| 1:15-1:45pm     | Concrete Industry Management Update – Tim Hostettler, SDSU     |
| 1:45-2:15pm     | Cyber Liability – Matt Thomson & Brad Winchester, M3 Insurance |
| 2:15-2:45pm     | Break  |
| 2:45-3:30pm     | Ready Mix Driver Rodeo - Panel                                 |
| 3:30-4:00pm     | Legislative Update – Peter Kammer, WRMCA                       |
| 4:00-4:30pm     | Legislative Guest  |
| 5:00-6:00pm     | We’re Partners Reception                                       |
| 6:00pm          | Dinner & Awards  |

# REGISTRATION

**WRMCA Registration:** Complete the form and send with payment to **WRMCA** - 44 East Mifflin Street, Suite 305, Madison, WI 53703, or email [cschwenn@thekammergroup.com](mailto:cschwenn@thekammergroup.com).

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Company/Attendee Name	Breakfast Sponsor \$250	Lunch Sponsor \$250	Dinner Sponsor \$250	Keynote Speaker Sponsor \$250	WRMCA Member \$375	Guest \$225	1 Day \$275 Please indicate which day.
<b>TOTALS</b>							

**SUBTOTAL** \$ \_\_\_\_\_

**Add 4% for credit card payment** \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

**Method of Payment:**

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