

INNOVATION | SUSTAINABILITY | IMPLEMENTATION



WASHINGTON AGGREGATES
& CONCRETE ASSOCIATION

9 - 11

NOV

2022

2022 WINTER WORKSHOP

WA Aggregate & Concrete Association's
Premier Educational & Technical Event

Highlights

- Associates Receptions
- Exhibit Opportunity is Back!
- Economist, John Mitchell
- Impact Paper Presented
- Legislative Update
- Manage Industry Supply Chain
- EPDs are Here! Resources to get Yours
- Habitat for Humanity - The Spokane Build
- Northwest Outlook with PCA's Regional Economist, Brian Schmidt

Event Detail

Date and Place : November 9 - 11, 2022
The Historic Davenport
Spokane, WA

[Registration is Open!](#)

2022 WINTER WORKSHOP

NOVEMBER 9 - 11, 2022

EVENT REGISTRATION IS OPEN!
ATTENDEES AND EXHIBITORS



REGISTRATION LEVELS

IN-PERSON:

- MEMBER \$395
- NON-MEMBER \$450
- EXHIBITOR \$495
(INCLUDES 1 IN-PERSON REGISTRATION)

VIRTUAL: \$149

WWW.WASHINGTONCONCRETE.ORG

REGISTER
NOW!



BOOK YOUR ROOM BY 10/19

800.228.9290

Quote # M-O4H0YZ3
or Online

**EVENT & EXHIBITOR
REGISTRATION OPEN**



DON'T FORGET TO
BOOK YOUR ROOM AT THE
HISTORIC DAVENPORT
SPECIAL EVENT RATE
(\$159 + TAX)

2022 WINTER WORKSHOP AGENDA

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9

WEDNESDAY NOVEMBER 9, 2022

- 9:30 AM WASHINGTON AGGREGATES AND CONCRETE ASSOCIATION BOARD MEETING
JOHN REED BOARDROOM
- 10:00 AM EXHIBITOR BOOTH SET-UP
GRAND PENNINGTON AB
- 12:00 PM WACA BOARD LUNCH
JOHN REED BOARDROOM
- 5:30 PM ASSOCIATE'S NETWORKING & WELCOME RECEPTION
GRAND PENNINGTON AB

10

THURSDAY NOVEMBER 10, 2022

- 7:30 AM BREAKFAST
GRAND PENNINGTON BALLROOM AB
- 8:15 AM WELCOME
GRAND PENNINGTON BALLROOM C
- 8:30 AM STRATEGIC PLAN OVERVIEW
GRAND PENNINGTON BALLROOM C
- 9:15 AM MATERIAL SUPPLY CHAIN OUTLOOK - WALLACE MARSHALL, FMI CORPORATION
GRAND PENNINGTON BALLROOM C
- 10:15 AM INDUSTRY IMPACT REPORT UPDATE & SKATE4CONCRETE- CRYSTAL HOWARD, CWC, LLC
GRAND PENNINGTON BALLROOM C
- 11:45 AM LUNCH - MEAL SELECTION ON YOUR NAME BADGE
GRAND PENNINGTON BALLROOM AB
- 12:30 PM KEYNOTE SPEAKER - JOHN MITCHELL, M&H ECONOMIC CONSULTANTS
"MISTAKES, REPLAYS, AND SHOCKS"
GRAND PENNINGTON BALLROOM C
- 1:30 PM CARBON GOALS. YOUR PROJECT HAS CARBON GOALS...NOW WHAT? MATTHEW LEMAY, NRMCA
GRAND PENNINGTON BALLROOM C
- 2:30 PM EPD PROCESS - CHRIS ERICKSON, CLIMATE EARTH
GRAND PENNINGTON BALLROOM C
- 3:15 PM BREAK
GRAND PENNINGTON BALLROOM AB
- 3:35 PM EPDS AND LCA IMPLEMENTATION WORKSHOP - HOSSEIN TAVAKOLI, CLIMATE EARTH
GRAND PENNINGTON BALLROOM C
- 4:20 PM BUY CLEAN AND FEDERAL LEGISLATION ANDREW TYRRELL, NRMCA
GRAND PENNINGTON BALLROOM C
- 5:30 PM RECEPTION AMONG EXHIBITS
GRAND PENNINGTON BALLROOM AB

11

FRIDAY NOVEMBER 11, 2022

- 7:30 AM BREAKFAST
GRAND PENNINGTON BALLROOM AB
- 8:30 AM FRIDAY MORNING KEYNOTE: BRIAN SCHMIDT, PORTLAND CEMENT ASSOCIATION
"NORTHWEST OUTLOOK"
GRAND PENNINGTON BALLROOM C
- 9:30 AM THE SPOKANE BUILD & COMMUNITY PARTNERSHIPS - MICHELLE GIRARDOT, HABITAT FOR HUMANITY, SPOKANE
GRAND PENNINGTON BALLROOM C
- 10:15 AM TOP 5 NATIONAL HONORS IN NRMCA'S MIXER DRIVER CHAMPIONSHIP - WELCOME JASON ERICKSON
GRAND PENNINGTON BALLROOM C
- 10:45 AM 2022 MIDTERM ELECTIONS - TRICK OR TREAT? STEPHEN BUCKNER, MILLENNIA PUBLIC AFFAIRS
GRAND PENNINGTON BALLROOM C
- 11:30 AM BOX LUNCH - CONFERENCE CLOSES
GRAND PENNINGTON BALLROOM AB

2022 WINTER WORKSHOP SPEAKERS

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WALLACE MARSHALL, PARTNER FMI CORPORATION

In his 17 years with FMI, Wallace Marshall has acquired a depth of expertise across a broad spectrum of industry segments. Wallace is enthusiastic about organizational improvement and loves to help contractors get better at business development, succession planning, project controls, project execution, and culture formation. He facilitates FMI industry peer groups for general building contractors, electrical contractors, materials producers, and heavy civil firms.

As the leader of FMI's Construction Materials practice, Wallace has a thorough understanding of the upstream, midstream, and downstream supply chains. He has worked with cement, aggregates, hot-mixed asphalt, ready-mix concrete, concrete products, and precast, as well as a variety of specialty minerals. His knowledge of local materials markets in North America is one of the most extensive in the industry. Wallace is a leader in FMI's market research discipline and an expert in the design of targeted questionnaires and survey instruments.

Presentation: "Outlook and Managing Industry Supply Chain Issues"



CRYSTAL HOWARD, FOUNDER CRYSTAL WATERS CONSULTING LLC



Crystal Howard is the Founder of Crystal Waters Consulting and has over 17 years of experience as a mineral valuation, market, and permitting specialist for the construction aggregates industry. With a Master's Degree from Purdue University, Ms. Howard focused on natural resource economics. With additional mineral valuation training from the Colorado School of Mines, Ms. Howard has become a leader in her mineral valuation and economics field. With expertise in identifying and developing an analytical strategy for reaching an economical solution, Ms. Howard has completed numerous market studies, economic impact reports, and mineral asset valuation models.

Presentation: "Review of the WA Construction Aggregate Economic Study Impact Study" and "Skate4Concrete - a unique approach for recruiting the younger generation and connecting with our local communities."

JOHN MITCHELL, PRESIDENT & OWNER M&H ECONOMIC CONSULTANTS

John is one of the Northwest's most notable economists for over 47 years and a former economics professor at Boise State University. John was Chief Economist of U.S. Bancorp and Western Regional economist for US Bank. He was a member of the OR Council for Economic Education and chaired the Oregon Governor's Technical Advisory Committee on Tax Review. He is a board member of Northwest Bank and serves on the Association of Washington Business's Council of Economic Advisers. John is one of the best at putting together the pieces of economic puzzles and connecting the dots.

Keynote Speaker Presentation: "Mistakes, Replays, and Shocks"



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MATTHEW LEMAY, CODES & SUSTAINABILITY INITIATIVES MANAGER NATIONAL READY MIXED CONCRETE ASSOCIATION

As Manager of Codes and Sustainability Programs for the National Ready Mixed Concrete Association, Matthew supports members. He manages sustainability certification programs including Environmental Product Declarations, Responsible Sourcing, and Material Ingredient Disclosure. He also works with NRMCA's codes and standards team and state affiliate organizations to track state and local legislation and regulations and support state and local advocacy. Matthew is a graduate of DePaul University, where he earned a bachelor's degree in political science and a master's degree in sociology.

Presentation: *Carbon Goals. Your Project has Carbon Goals... Now What?*



CHRIS ERICKSON, CEO CLIMATE EARTH

Chris founded Climate Earth to help businesses innovate and compete in the emerging low-carbon economy. Now focused 100% on the concrete industry, the company created the first on-demand EPD generators for Ready Mix, CMU, and cement. Today, Climate Earth's customers have generated over 40,000 Type III verified EPDs from over 400 plant locations.

Presentation: *"Coming to a Market Near You..Environmental Product Declarations aka EPDs."* The presentation touches on EPD 101 and the EPD development process for your company. EPDs are here, they are what specifiers, customers, and legislators want and our industry has more than any industry in the country; +35k and 2,750 in WA alone. Now is the time to take advantage of the Association's efforts to provide the EPD resources you will need.



HOSSEIN TAVAKOLI, LCA/EPD IMPLEMENTATION MANAGER CLIMATE EARTH

Hossein is an experienced environmental engineer combining his experience as a civil engineer managing construction projects with a Ph.D. in Environmental/ Sustainability Engineering From Michigan Technological University. Hossein's expertise includes life cycle assessment, renewable energy, water resources, air quality, and solid hazardous waste. His construction experience includes supervision and field engineering on a diverse range of commercial construction, concrete bridge, demolition, and roadway projects.

Presentation: *EPDs and LCA Implementation Workshop*



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ANDREW TYRRELL, EXECUTIVE VICE PRESIDENT, GOVERNMENT AFFAIRS, NATIONAL READY MIXED CONCRETE ASSOCIATION

Andrew Tyrrell has been with NRMCA for almost six years and has served as Director before advancing to Executive Vice President, Governmental Affairs. He has many years of experience as a US Congressional staff assistant, campaign manager, and legislative assistant before making the career move to NRMCA. Andrew has a BA, in Public Policy, and an MBA, in Business Administration and Management from The George Washington University School of Business.

Presentation: *Buy Clean and Federal Legislature*



BRIAN SCHMIDT, DIRECTOR OF POLICY ANALYTICS & REGIONAL ECONOMIST, PORTLAND CEMENT ASSOCIATION

Friday morning Keynote Speaker, Brian Schmidt. Mr. Schmidt has been with PCA since 2011. He studied political science and economics at Carthage College, where he obtained his bachelor's degree. He received an MBA from the Lake Forest Graduate School of Management. Brian is responsible for forecasting the Pacific and Mountain regions of the U.S. as well as industry advocacy and policy analysis.

Areas of responsibility: West and Mountain regions, industry advocacy, data, and policy analysis.

Presentation: *Northwest Outlook - A National to Regional forecast. Inflation and interest rates assumptions, and regional outlook for residential, commercial, and public construction.*



MICHELLE GIRARDOT, CEO HABITAT FOR HUMANITY, SPOKANE CHAPTER

Michelle Girardot serves as the chief executive officer of Habitat for Humanity-Spokane. Supporters of Habitat's efforts believe affordable housing plays a critical role in creating strong and stable communities. Habitat for Humanity has worked in the Spokane community for over 30 years and has provided homeownership opportunities for more than 320 Spokane families. Girardot was called to Habitat for Humanity after working in education seeing the need for housing stability in the lives of children. She started as an AmeriCorps Volunteer and quickly adopted Habitat as a lifestyle choice. Girardot is drawn to creative investment and finance strategies to combat economic injustice.

Presentation: *"Habitat for Humanity - The Spokane Build"*

