

# ARM Yourself

The Aggregate and Ready Mix Association of Minnesota (ARM) is committed to the aggregate and ready mix industries and making concrete the construction material of choice through promotion and technical and environmental education, interchange and networking, and lobbying.

**PROMOTION.** ARM aims to increase the use of concrete and aggregates by showing the public and industry partners how they're effectively used. Our new Web site showcases projects for business, home, and public use. We use media relations to describe the benefits of concrete and aggregates and the viewpoints of our industry. We share Web content with our members so industry promotion about the benefits of using concrete and aggregates is steady and consistent.

**EDUCATION.** We vigorously strive to keep members and customers informed of the latest industry technologies and developments. ARM sponsors technical certification training in conjunction with the Minnesota Department of Education, Lake Superior College and the American Concrete Institute (ACI). We also have an ACI Concrete Finisher Course and Pervious Concrete Contractor Certification Program. ARM also conducts classroom training and, new in 2010, online webinars to help our members grow their businesses. Finally, we seek out and share environmental news, policies and practices that affect the way our members conduct and promote their businesses.

**ADVOCACY.** ARM works with legislators and regulators, like the Minnesota Pollution Control Agency, to help them understand the concerns of the aggregate and concrete industries. When legislation is pending that may directly or indirectly affect our members, ARM aggressively communicates support or opposition to key legislators.

**INTERCHANGE AND NETWORKING.** ARM collects and shares stories about members and the industry through a new Executive Director blog on our Web site, and through a regular e-newsletter for members and customers. Our annual conference, seminars and committees are opportunities for members to discuss what's working and to solve problems. Member events are designed to connect members to create a solid community of support.



# Member Events

## **ANNUAL CONVENTION/BUILDING EXCELLENCE**

**AWARDS BANQUET.** This is a great opportunity to hear from notable industry experts. Building Excellence Awards recognize projects that involve unique or innovative uses of concrete and aggregate. These awards are then showcased on our Web site to promote member companies and the contractors, architects and owners involved in the projects.

**ANNUAL CONCRETE OPEN GOLF TOURNAMENT.** This is a relaxing, casual and very popular gathering of ARM members and those of the Minnesota Concrete Masonry Association and the Concrete Paving Association.

**REGIONAL MEETINGS.** These are periodically held in various parts of the state to pull together members for presentations and conversations about local and industry issues affecting their businesses. ARM also uses these as an opportunity to talk about what the organization is doing on their behalf.

**LEGISLATIVE BREAKFASTS.** These wintertime gatherings provide a chance for members to meet with key legislators to talk about business and environmental concerns and meet with the ARM lobbyist. The breakfasts also are an opportunity to formulate a legislative plan of action so our collective voice is heard.



**TO BECOME A MEMBER** or to renew your membership, go to our Web site at [www.chooseconcrete.com](http://www.chooseconcrete.com).



**AGGREGATE & READY MIX**  
ASSOCIATION OF MINNESOTA

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