



OPERATION FLATWORK

ARM Promotions Campaign
for ready mix producer members

What is Operation Flatwork?

The goal of Operation Flatwork is to increase the overall amount of flatwork business ARM ready mix producer members get over the next three years. We'll accomplish this by giving you resources to get more municipal street, intersection, roundabout, and parking lot projects turned to concrete so you can bid them.

We're stronger together than any one member is alone! This promotions campaign will combine the know-how and talent of ARM members, the Portland Cement Association and Concrete Paving Association of Minnesota.

Why now?

Because we finally have an answer to the engineers and consultants who told us they didn't know how to write specifications for concrete: The Minnesota Concrete Flatwork Specifications, issued by MnDOT in 2012. Operation Flatwork is grounded in this document.

What's involved?

1) You choose among these measurable outcomes which ARM will track on a group level:

- The number of conversations with contractors and stakeholders about the benefits of concrete.
- The number of projects that were converted to concrete.
- Associated yards for all projects.
- The number of on-the-fence projects that specify concrete that members advocated for.

2) ARM will support you in approaching and identifying prospects.

We're gathering and writing handouts, graphics, case studies and more so you can confidently talk about concrete solutions with local public officials, engineers, contractors and business owners. We'll also share news about potential local projects. Finally, we'll connect you to the technical know-how of other ARM members, PCA, and the Concrete Paving Association, too, if and when you need that backup.

3) ARM will market directly to public officials.

We believe the new flatwork specifications open up municipal markets to us like never before. We'll sponsor trade show booths, advertise in their publications, and meet with stakeholders to promote the benefits of concrete.

LEARN MORE: CALL FRED CORRIGAN AT 952-707-1250

