



**Count on Concrete**

*The Kentucky Ready Mixed Concrete Association*

**PRESENTS**  
**Concrete Products from an Owner's**  
**Perspective**

**About the Program**

Course Description: This one day program is applicable to anyone involved in or serving the ready-mix concrete industry. It features a comprehensive analysis of the operations of a successful ready-mix concrete business that emphasizes an understanding of two of the financial tools, the balance sheet and income statement, with which businesses are managed. It also defines contribution margin and break even analysis, how the two are tied to one another, and the effects of fluctuating prices and costs. We will also identify the critical business drivers and key performance indicators, and project revenue potential to attain adequate return on the investment made by companies.

**About the Speaker**

*Dan Cook of Roebuck Consulting Group will be leading this interactive program. Dan is being brought back after speaking at the KRMCA Winter Convention where he really turned heads with his business program. Roebuck Consulting has worked with the following associations in our industry:* Alabama Concrete Industries Association, National Precast Concrete Association, America Concrete Paving Association, Nebraska Ready Mix Association, Arkansas Ready Mixed Concrete Association, Northern New England Ready Mix Association, Atlantic Provinces Ready Mixed Concrete Association, Ohio Concrete Masonry Association, British Columbia Ready Mixed Association, Ready Mixed Concrete Association of Ontario, Carolinas Ready Mixed Concrete Association, Sierra Nevada Concrete Association, Florida Concrete and Products Association, Southern California Ready Mixed Concrete, Michigan Concrete Association, Texas Aggregate & Concrete Association, National Concrete Masonry Association, Virginia Ready Mixed Concrete Association, National Ready Mixed Concrete Association, and the Washington Aggregate & Concrete Association, plus many private companies in our industry.  
*This program will benefit all of those involved in the ready mixed industry.*

**Where:** Country Inn and Suites, Louisville Airport  
2850 Crittenden Drive  
Louisville, KY 40209      Tel: 502 753-5555

**When:** March 19, 2009 11:00 am till 5:00 pm – *we are starting later in the morning to allow KRMCA Members time to get to the program.*

**Cost:** \$50.00 for KRMCA Members, \$100.00 for non members

**(Over)**

# Concrete Products from an Owner's Perspective

March 19, 2009 11:00 AM to 5:00 PM

Country Inn and Suites, Louisville Airport  
Louisville, KY

## Registration Form

**Name**

**Company & e-mail address**

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_____	_____
_____	_____
_____	_____

*Registration is on a first come, first serve basis. Classroom maximum of 50 participants. Deadline for registration is **March 6, 2009**.*

*Mail check and registration to: KRMCA, 1 HMB Circle, Frankfort, KY 40601*

*Or Fax registration form to: (502) 695-9499*

*Or call Diana Deters at (502) 695-1535*