

For Additional Information

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Congressman Denim on a Cemex Plant Tour



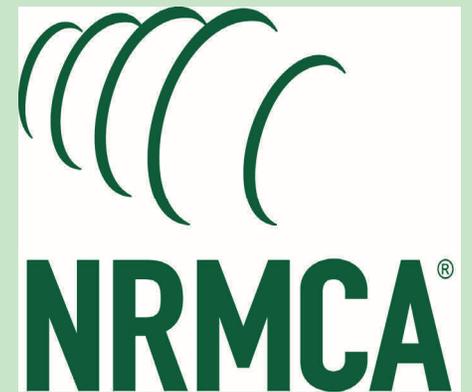
Rep. Steve Latourette and Bob Buescher, R.W. Sidley, Inc.



NATIONAL READY
MIXED CONCRETE
ASSOCIATION

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Plant a Seed: Plan a Plant Tour



NRMCA Board of Directors Challenge You to Plant a Seed and Plan a Plant Tour

Plant a Seed:

Giving a tour is the opportunity to highlight how the ready mixed concrete industry plays a vital part in our nation's prosperity and international competitiveness, and to share how the current economic and regulatory environments impact our unique industry. Participating in a plant tour also provides time for you to interact with government leaders and for them to interact with our industry's most important asset – our employees.



Schedule a Tour:

Send your invitee a formal invitation and then follow up with his/her appointment secretary. Send the invitation well in advance. For Members of Congress/US Senators make sure the tour is scheduled during a time when he/she is expected to be in the district/state. The weeks of Memorial Day or Independence Day, or the month-long August Recess, are good-weather times when legislators will generally be in town. Be flexible and cognizant of busy schedules. Advise the appointment secretary that the invitee should dress in comfortable clothes.

Who to Invite:

- Member of Congress/US Senator
- State Representative/Senator
- Mayor
- City Councilman/woman
- Local Chamber of Commerce
- State Department of Transportation Representative
- State Association Director/Executive

Tips for a Great Tour:

Good Housekeeping: Follow general good housekeeping procedures to impress your legislator and make his/her visit more pleasurable. Make sure you sweep or hose down the yard to control dust, wash truck mixers, and properly dispose of wastes that cannot be recycled or reused.



A plant tour is a concrete way to connect with your legislator away from DC.

Regulatory Compliance: Be certain that your operations are in compliance with federal regulations... especially safety and environmental regulations!

Competent Spokesperson: Ensure that the person giving the tour is personable and knowledgeable about

the company's history, operations and activities.

Toot Your Own Horn: Explain innovative compliance techniques or equipment you have invested in (for example, a mechanical reclaimer for returned concrete.) Point out where you have gone above and beyond what is required. Discuss good safety records, community relations activities, or awards/recognition your company has received. Prepare a written summary of the impact your company had on the district/state (including number of people employed, amount of production, etc.)

Use Examples: When discussing legislative and regulatory issues with your legislator, use specific examples to demonstrate how your operations are affected.

Publicity: Have a photographer take pictures during the tour. Consider inviting local media but be certain to clear any publicity arrangements first with your invitee's press secretary.

Follow-up: Send a thank you letter for visiting your plant. Continue to cultivate your relationship with your invitees by visiting or calling periodically. For political representatives, you could also consider working on his/her next campaign or making a financial contribution to his/her re-election efforts.