It is with gratitude to you, our donors and partners, that we reflect on the Foundation’s 2023 accomplishments. We implemented a new name, and a new strategic direction that is outward facing as an industry. We’ve made tremendous progress in accomplishing the societal goals of decarbonization, advancing resilient and affordable communities, and the building of world-class, sustainable infrastructure with concrete. Our industry is pulling together like never before toward these goals, and the Concrete Advancement Foundation is proud to play our part in funding the research, workforce recruitment and education, and tools to accomplish them. We thank you for your support of our work, and we wish you and your families all the best for the holiday season.

**MIT Concrete Sustainability Hub Update** – The MIT Concrete Sustainability Hub’s research and tools have continued to be pivotal in demonstrating that concrete is the solution to many of society’s biggest challenges. Their research is helping the industry and country to advance toward carbon neutrality with resilient, safe, durable and affordable concrete construction. Learn more about the MIT CSHub’s current research agenda and latest activities at [https://cshub.mit.edu/](https://cshub.mit.edu/).

**Skate4Concrete Program Takes Off** – Unveiled in spring of this year, the Skate4Concrete program is a targeted recruitment strategy, connecting members of the skateboard community to concrete supply and concrete construction communities. Since its release, Skate4Concrete has taken off with many state associations getting teachers to implement the high school certification in their classrooms, and others holding highly successful community
relations events. Companies are using the videos and media kit to highlight job openings and the opportunities for careers in concrete. Find out more at skate4concrete.com and look for a best practices manual in 2024.

**Transforming the Role of the Concrete Delivery Professional Executive Summary Now Available** – This MIT-led research project is aimed at changing the way the industry recruits and retains concrete delivery professionals, as well as increasing productivity, by making data-driven decisions and leveraging new technologies. Get the Executive Summary of early findings [here](skate4concrete.com) and look for a full research report in 2024.

**Revamped Concrete Delivery Professional Certification Released This Year** – The completely revamped Concrete Delivery Professional (CDP) Certification program, funded by the Concrete Advancement Foundation, was unveiled earlier this year by the National Ready Mixed Concrete Association (NRMCA). The new, completely on-line certification program includes an interactive “gamification” format to appeal toward younger drivers. More information on the certification may be found [here](skate4concrete.com).

**Walk for Wellness Breaks Records** – The Foundation continued to hold its popular fundraising event – the annual Walk for Wellness – at NRMCA's ConcreteWorks and the National Mixer Driver Championship with record-breaking results! One hundred walkers and eighteen sponsors combined to help us raise $17,000, a record on all three fronts! Thank you to our sponsors: Tee-Shirt sponsors: Chryso-GCP and Heidelberg Materials; Microfiber Cloth sponsor: Master Builders Solutions; Sport-Pak sponsor: Chryso-GCP; Registration sponsors: Holcim and Mack Trucks; General sponsors: AlCrete, Astec, Chaney Enterprises, Euclid Chemical, Fritz-Pak Admixtures, IMI, King's Material, Revolution Concrete Mixers, Sika, Stephens Mfg., Sysdyne, and Terex Advance; and our individual sponsor: Alan Sparkman.

**Mack-Con-Tech Mixer Truck Auction** – Many thanks again to Mack Trucks and Con-Tech Manufacturing for donating to the Concrete Advancement Foundation 25% of proceeds from a mixer truck auction this fall. The auction generated a gift of $77,500 to the Foundation, as one of four charities designated by the companies to benefit.
Grant Opportunities Available to the Concrete Industry – As the Foundation has explored both public and private grant opportunities, it has become clear that several grants available may be attainable by companies in the broader concrete construction community. For more information, please contact Foundation Julia Garbini.

Coming Down the Pike – Look for the following releases in the next three to six months:

- Transforming the Role of the Concrete Delivery Professional, full report;
- Building Insurance Study;
- Rebar Spacing Report; and
- Comparison of ICF v. Convention Construction Study.

The projects detailed above are only possible due to the generosity of you – our donors. Our name change did not change our non-profit status and contributions remain tax-deductible. Donations may be made from a secure link on our Donate page where you can also find our Corporate and Individual Donor Lists. We appreciate your continued support! The Concrete Advancement Foundation’s Federal Tax ID is 52-1680963.

This email was sent to jlefevre@concreteadvancement.org. Click here to unsubscribe.