



American **Concrete Pipe** Association

Unified Training Agenda

Goal of Training

Professionals to increase their credibility with specifiers in their market, through building more effective relationships.

Importance

With a Unified Effort to share benefits of Concrete Pipe with customers, you will generate increased opportunities for your company to sell products. Joining Forces within your State to “OutWit, OutPlay, OutLast” the competition will guaranty our industry’s future.

The Message

The benefits of concrete pipe and box culverts far exceed any perceived benefits of flexible pipe products. Building effective relationships provide the cornerstone to increasing marketshare.

Call to Action

Every state / region will work on a scorecard that will track your success in accomplishing your 2016 goals



www.concretepipe.org

Schedule

Monday, Nov. 7

- 1:30-5:30 Why be a part of Unified Training (Randy Wahlen)
1:45-2:45 TCPA Tours, Demos, Blitzes (Jeff Hite)
2:45-2:55 Break
2:55-3:10 FHWA Design Summary (Oliver Delery)
3:10-3:40 FHWA Success /Challenges
3:40-3:50 Break
3:50-5:00 PP Marketing Tactics (Stew Waller & Aimee Connerton)
5:00-5:30 Regional Planning Discussion (Jason Hewatt)

Tuesday, Nov 8

- 7:00 Buses leaves Omni, breakfast at Rinker
7:30 Plant Tour Intro Discussion at Rinker (David Matocha)
8:00-11:00 Plant Tours - comparative tests: 3EB, flammability, crush (Ron Reichert)
11:00-1:00 Lunch & Workshops at Plant
1:00-1:30 Travel back to Omni
1:30-2:15 Regional Execution Discussion
2:15-2:30 RCP vs Plastic Fill Height Tables in GA (Jason Hewatt)
2:30-2:40 Break
2:40-3:40 AASHTO Section 12 / Manufacturer’s Technical Manual / Example Problem (Barry Bauer)
3:40-4:40 RCP v Plastic Example (Barry Bauer/David Matocha)
4:40-5:00 Closing Discussion (Randy Wahlen)