

PACA AND THE NATIONAL READY MIXED CONCRETE ASSOCIATION PRESENT:

# CONCRETE

# THE RIGHT CHOICE FOR YOUR PROJECT

8:30 AM - NOON

TUESDAY

FEBRUARY 26, 2019

\$45 TO ATTEND

Valley Forge Casino Resort  
1160 1st Avenue  
King of Prussia, PA 19406



# ABOUT THE



BUILDWITHSTRENGTH.COM

SESSION

*Is there any question why CONCRETE is the world's most used construction material? This event promises to address why you should be selecting concrete for your building and pavement project needs. If you're looking for beauty, durability, and sustainability CONCRETE checks all the boxes. We hope you will join us to learn how.*

## MAKING THE BUSINESS CASE FOR BUILDING WITH CONCRETE & INSULATED CONCRETE FORMS

There is a strong case to be made for building multi-family residential and commercial buildings and schools. If a building doesn't last, it wastes a lot of energy, from both a human and a resource perspective, not to mention the economic value. Durability is the ultimate profitability. Builders are realizing that the promise of low first-cost is insufficient for portfolio value generation. From energy efficiency, lower insurance costs and moisture resistance, barriers to a concrete structure increasingly collapse when industry professionals are equipped with the right design tools and knowledge. This presentation will address the various reasons for and benefits of choosing concrete for your next building project.

Gregg Lewis, AIA, LEED AP, is NRMCA's Executive Vice President for strategy in concrete promotion. Based in Salem, VA, he has been a leader in the building industry for over 20 years, addressing issues including cost-effective and sustainable long term solutions for buildings and infrastructure development.

Earlier in his career, Lewis received multiple awards for his design work and business leadership. He has written extensively on sustainability and spearheaded the internationally acclaimed Cradle to Cradle Home Design Competition. As AECOM's engineering project manager and deputy chief of party, he helped lead USAID's post-earthquake healthcare reconstruction effort in Haiti with an emphasis on resilient construction.

Lewis is a registered architect and holds a master of architecture degree from Yale University and an MBA from Wake Forest University.

## CONCRETE'S ROLE IN LEED PROJECTS

Because of its versatility, there are many applications where concrete can be used in a building project, from foundation and superstructure, to sidewalks and parking lots. This education program provides an understanding of ready mixed concrete products direct and indirect contribution towards earning credits for a LEED project. Each LEED category will be reviewed with specific attention to Materials & Resources and credits driving product disclosure and transparency.

- Learning Objective 1: Learn how utilizing life cycle analysis methodology can reduce a concrete building's global warming potential.
- Learning Objective 2: Understand the role of environmental product declarations and life cycle assessment in achieving environmental goals.
- Learning Objective 3: Recognize how concrete can contribute towards LEED v4 project goals pursuing EA, WE, MR and IEQ categories.
- Learning Objective 4: Learn how concrete's thermal mass minimizes a building's operational energy consumption.

James Bogdan is Senior Director, Sustainability Initiatives for the National Ready Mixed Concrete Association (NRMCA). He tracks market sustainability drivers and prepares NRMCA members to meet new requirements in green building standards such as LEED and Green Globes. Sustainability initiatives include product sustainability and transparency, supply chain sustainability and other environmental, social and governance (ESG) practices.

Mr. Bogdan has earned certifications including LEED AP, Qualified Environmental Professional (QEP), and Certified Sustainability/CSR Practitioner.

Mr. Bogdan has a B.S. in Environmental Science from Slippery Rock University, an M.S. in Environmental Management from Duquesne University and completed a MBA Essential certificate program through the University of Pittsburgh.

To register, [\*\*CLICK HERE.\*\*](#)

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by attending this event!**

GREGG LEWIS, NRMCA

JAMES BOGDAN, NRMCA

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