



# ARE YOU WORTH FOLLOWING?

## ANNUAL CONFERENCE

MICHIGAN CONCRETE ASSOCIATION

### FEBRUARY 22-23, 2023

DELTA HOTELS MARRIOTT KALAMAZOO  
CONFERENCE CENTER - KALAMAZOO, MI

2747 S 11th St, Kalamazoo, MI 49009

**REGISTER NOW!**

[www.miconcrete.org/2023conference](http://www.miconcrete.org/2023conference)



**RYAN BLANCK**  
Keynote Speaker



**NEW!! MCA AFTER PARTY**

Dinner/Drinks  
Axe Throwing & Bowling  
at REVEL & ROLL

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# KEYNOTE

## RYAN BLANCK



Ryan works with sports teams and businesses at the highest levels (NFL, NCAA, massive brands, etc.). And, it's important for you to know, the material he teaches is relevant to any leader in any organization – regardless of your size, geographic location, tenure, or industry.

Ryan is an expert facilitator with a gift for bringing out the best in people. Currently, he is the performance coach for high-capacity leaders around the world. He delivers life-altering coaching and experiences in partnership with the National Football League (NFL), within championship-winning football programs like the Philadelphia Eagles, Dallas Cowboys, Baltimore Ravens, and Clemson University to Minnesota Vikings, New York Jets, Detroit Lions, Cleveland Browns, and Western Michigan University, and the iconic entertainment industry agency William Morris Endeavor. To date, Ryan has coached club executives and their senior leadership teams from over half of the NFL and the league itself.

“I’ve participated in a number of programs and that was, by far, the best one I’ve ever attended. The information is extremely relevant, the lessons are memorable and practical to any organization, and Ryan connected with us better than we’ve ever experienced or could imagine.

His lessons are applicable everywhere from the boardroom to the field, to the kitchen table; his teaching is extremely practical and simple to understand and implement. The takeaway here is you will leave his program feeling inspired, and you’ll be armed with tangible, tactical practices you can put to use immediately – which for any organization is very powerful. This is a key difference that separates Ryan from most speakers, especially technical academics. He’s a hands-on teacher, and his talks come with much more than just a keynote.

The short story is Ryan's program, which is best described as a large group coaching session, and is the foundation of how they grow their client's culture as the company scales. It's called the **Psychology of Leadership: Are You Worth Following?** and it's all about getting teams to communicate their needs and become solutions-focused; he teaches what it means (the mindset) and what it takes (the how; their Guiding Principles) to be a leader worth following. It's a heady subject, and when you hear how he does it, things get very real very fast. It's unforgettable.

# CONFERENCE

# AGENDA

## WEDNESDAY, FEBRUARY 22, 2023

7:30am to 8:30am	REGISTRATION
8:30am to 10:00am	KEYNOTE RYAN BLANCK
10:00am to 10:15am	BREAK
10:15am to 11:00am	BREAKOUT SESSION 1 <ul style="list-style-type: none"><li>• Ryan Blanck Bonus A</li><li>• Legal Issues Part A</li><li>• JMF Approvals</li></ul>
11:00am to 11:15am	BREAK
11:15am to 12:00pm	BREAKOUT SESSION 2 <ul style="list-style-type: none"><li>• Ryan Blanck Bonus B</li><li>• Legal Issues Part B</li><li>• QC &amp; Bridge Night Pours</li></ul>
12:00pm to 1:00pm	LUNCH
1:00pm to 2:30pm	GENERAL SESSION MDOT Update / NRMCA Update
2:30pm to 2:45pm	BREAK
2:45pm to 3:30pm	BREAKOUT SESSION 3 <ul style="list-style-type: none"><li>• NRMCA - Creating EPD's</li><li>• Thin Concrete Pavements with Fibers</li></ul>
3:30pm to 3:45pm	BREAK
3:45pm to 4:30pm	BREAKOUT SESSION 4 <ul style="list-style-type: none"><li>• NRMCA - Mixer Rollover Prevention</li><li>• Paving Smooth</li></ul>
4:30pm to 5:30pm	EXHIBITOR RECEPTION
6:00pm to 10:00pm	DINNER, DRINKS & AFTER PARTY AT REVEL & ROLL

## THURSDAY, FEBRUARY 23, 2023

7:30am to 9:30am	ANNUAL MEETING BREAKFAST Political/Regulatory Update
9:30am to 9:45am	BREAK
9:45am to 10:45am	BREAKOUT SESSION 5 <ul style="list-style-type: none"><li>• Improving Mental Health</li><li>• Engineering Ethics</li><li>• Building an In-house CDL program</li></ul>
10:45am to 11:00am	BREAK
11:00am to 12:00pm	BREAKOUT SESSION 6 <ul style="list-style-type: none"><li>• Hiring &amp; Retaining Employees</li><li>• Passing Silica Inspections</li><li>• Emerging Technologies</li></ul>
12:00pm to 2:00pm	AWARDS LUNCHEON

### MCA ANNUAL AWARDS PROGRAM

The 2023 MCA Awards Luncheon will be held on Thursday, February 23, 2023, from noon until 2:00 pm concluding the conference.

**NOTE: You must be registered to attend if not attending the full conference.**



# REGISTRATION INFORMATION

## CONFERENCE ATTENDEE & EXHIBITOR REGISTRATION:

[www.miconcrete.org/2023conference](http://www.miconcrete.org/2023conference)

## CONFERENCE LOCATION & HOTEL INFORMATION

Delta Hotels Marriott Kalamazoo Conference Center  
2747 S 11th St, Kalamazoo, MI 49009

## HOTEL RESERVATIONS - **ROOM BLOCK CUTOFF IS FEB 2, 2023**

Click the link on the main conference website to book online or call the hotel directly at (269) 375-6000 and mention the MCA Annual Conference.



## **NEW!! WEDNESDAY NIGHT MCA AFTER PARTY!! AT REVEL & ROLL**

**JOIN US FOR DINNER, DRINKS, AXE  
TROWING, BOWLING, and MORE!!**

**ADDRESS:** 4500 Stadium Dr.  
Kalamazoo, MI 49008

**TIME:** 6:00 pm - 10:00 pm  
Shuttles will begin running at 5:45 pm and  
will run every 15 minutes until 10:15 pm!

[www.revelandrollwest.com](http://www.revelandrollwest.com)

