



Promotion Pays!



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## "No More Potholes" Campaign a Success in Colorado

The harsh winter weather from late December 2006 through February 2007 in Colorado produced the "perfect storm" for potholes in Colorado's asphalt pavements. The Colorado Ready Mixed Concrete Association (CRMCA) along with the Rocky Mountain Cement Council discussed a marketing campaign to take advantage of this opportunity to promote the use of portland cement concrete pavements as resistant to potholes. We did not bash asphalt, we just promoted concrete.

The Rocky Mountain Cement Council (RMCC) allocated \$20,000 to support the campaign, and the CRMCA contracted with an advertising agency to develop it. The Council purchased ads for 50 Regional Transportation District buses in the downtown Denver and suburban areas and one billboard.

The Council developed a website which allowed people to send letters or emails to the mayor



or city council members of 13 municipalities. ([www.nomorepotholes.com](http://www.nomorepotholes.com)). The letters asked them to consider the long-term durability of concrete streets. The news media picked up on the campaign, as the Council had hoped, and leveraged the publicity with a number of newspaper articles and one live television interview on a morning news show.

The campaign was a success. There were 11,500 hits on the website; 240 letters were sent to the municipalities; the major Denver and Colorado Springs newspapers covered the campaign; and a radio interview (along with the aforementioned TV interview).

Members of the RMCC are following up on the campaign by setting up meetings with cities in the area. A meeting with the city engineer of Longmont was set up by Matt Wood of Ash Grove Cement and included Don Clem, P.E., and Jamie Johnson, P.E., of the RMCC. The Council's message has been well received; they have explained the benefits of concrete's lower life-cycle cost and its price competitiveness on a first-cost basis, especially now with the recent run up in hot mix asphalt prices.

**-Matt Wood**



At left is Joe Rottman, who spearheaded the campaign for the CRMCA. He is the Promotional Engineer for the ready mixed association. On the right is Matt Wood, Sales Representative for Ash Grove Cement, and the catalyst behind the RMCC campaign.

## *Mission*

Provide world class customer service that consistently exceeds expectations at market competitive prices.

## *Sales Department Goals*

Motivate a team of successful people who are dedicated to continued improvement in leadership, innovation, cooperation, communications, and education.



## *Ash Grove Cement Company*

### *"Rules of the Road"*

1. Respectful, open, and honest fair dealing in all business functions.
2. Responsible, candid participation of all employees in the constructive improvement of our business process.
3. Continuous communication throughout the Company to promote the teamwork needed to reach our goals.
4. Active Company participation in the communities we serve to improve the existing and future quality of life.