



**Oregon Concrete
& Aggregate**
PRODUCERS ASSOCIATION

Promotion Committee

Mission Statement: It is the mission of the OCAPA Promotion Committee to promote concrete and concrete products to all markets within Oregon.

Purpose: The committee strives to maintain a unified, regionally directed promotion program for the ready mixed concrete industry. The primary objective is to assist the industry in the promotion and extensive uses of ready mixed concrete. To tell the ready mixed concrete story effectively, promote industry groups to work together, show the importance of quality promotion tools and the usefulness of measurement in quantifying the results of promotion efforts.

Structure: Committee Chairman and open to all producing and associate members

Meetings: Meets at the call of the chair

Oregon Concrete & Aggregate Producers Association - 503-588-2430 - www.ocapa.net