

Promotion Page

Volume 1



Brian Engel demonstrates a hardened Flowable Fill block to attendees at the Arapahoe Presentation.



Ernie Peterson discusses Flowable Fill during lunch in Ogallala

On March fifth, sixth and seventh Flowable Fill presentations/demonstrations were held in six different locations. The locations included Lexington and Arapahoe on the 5th, Cozad and Broken Bow on the 6th and North Platte and Ogallala on the 7th. The presentations were sponsored by Paulsen, Inc. However, other NC&AA members will see the benefits of the educational programs. This is due to the fact that city and county officials from outside the traditional service areas of Paulsen, Inc. were also invited. This was done with the idea of educating as many people as we could in three days.

Over 180 invitations were sent out and follow-up calls were made. This resulted in over 120 attendees at the presentations. The key to making the whole effort work was the local promotion accomplished by the ready mix supplier. The free breakfasts and lunches also helped to bring in the decision makers that we were targeting.

The program consisted of a Power Point slide presentation, real world examples from Brian Engel, Kevin Piper and Tim Hegeholz, then we finished with a 12 minute video from the NRMCA. Due to weather considerations, the decision was made to make up Flowable Fill "Blocks" ahead of time, then transport them to the presentation locations. This proved to be a good decision as contractors and public officials had the chance to poke at the blocks with a screwdriver, and/or dig with a shovel. The most beneficial aspect was the time spent around the blocks, answering questions and discussing the different uses for Flowable Fill. Call Ernie Peterson at 402-325-8414 to schedule a presentation for your company!

Promotion Works...in Nebraska

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