



# NRMCA

# THINK LIKE AN OWNER

## JAN 27-28, 2026



### JASON BADEN, P.E. PRESIDENT

READY MIXED CONCRETE & BUILDING MATERIALS  
DIVISION AT THE GERKEN COMPANIES

Jason Baden, P.E. is Senior Vice President of the Ready Mixed Concrete and Building Materials Division at The Gerken Companies. With over 28 years of experience in civil engineering and construction management, he has held key leadership roles including President of Kuhlman Corp. Jason holds a B.S. in Construction Engineering, an MBA from the University of Toledo, and completed executive training at Columbia Business School. He is known for his focus on operational excellence, innovation, and building high-performing teams that support regional infrastructure growth.

## COST \$995

## EMBASSY SUITES COLUMBUS

2700 CORPORATE EXCHANGE DR., COLUMBUS, OH 43231

### COURSE DESCRIPTION

This business improvement course was designed in response to industry profit trends from 2016 to 2018, during which time, the industry's profits-per-yard tumbled by 31%, as volumes steadily increased and profits and returns decreased. In most years, 25% of concrete producers can expect to lose money. This course is designed to help NRMCA producer members improve performance and build an economically sustainable industry, with a focus on optimizing profits and returns on funds employed. This course covers a range of ways that individual businesses can approach their own independent decisions regarding volume, price, and costs without advocating for any specific approach. Information from the NRMCA annual Performance Benchmarking Survey is used extensively.

### WHO SHOULD ATTEND

Anyone with:

- Responsibility for the P&L and Funds Employed of a ready mixed concrete business.
- An interest in developing stronger business acumen.
- An interest in bettering the RMC industry.
- An interest in growing as an RMC leader.

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