PLAYBOOK:
BUILDING GRASSROOTS RELATIONSHIPS IN YOUR LOCAL AREA
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MISSION
Gaining trust of grassroots specifiers and influencers through two-way communications focused on providing the resources and education about the benefits of RCP.

SCOPE
Provide tools and resources for our members to convey this message, utilizing our partners in industry to assist messaging while forming the right coalitions to be successful.
EXECUTIVE SUMMARY

Welcome to building grassroots relationships that starts with you. So why are we having this conversation? The short answer is to strengthen the future of our industry by proactively influencing state and local government decisions that affect concrete pipe producers and/or the market for concrete pipe. These decisions might be made by legislators, other elected officials, agencies, engineers or subject matter experts within the bureaucracy; all of these people can be important to us at one time or another and it is prudent to forge a working relationship with them. But the relationship must be two-way. And it is ideal if we can develop the relationships before we need to ask them for something.

This guide is suitable for one individual member or a group of members. Thus, several tools have been developed to assist you as well as provide Best Practices you can copy or modify to fit your needs. Remember, each Region and/or Government entity has their own individual “nuances” so it is highly likely there will need to be some “strategic” modifications to meet your specific needs – and that is perfectly OK! There are also Industry resources that want to help too. Examples of Best Practices, Economic Impact Templates and many other useful tools have been listed at the Members Only website under Grassroots/Legislative Library. In addition, a Power Point Presentation was developed that includes background and testimonials about the grassroots process. Please take advantage of all the listed resources and add to those as you see fit.

If you look around, you will probably see that you already have some valuable relationships within your sphere of influence. Those are great building blocks if you decide they are the right relationships. If not, that is ok because this guide will assist you in unleashing your potential.
THE PROCESS

Let us begin by listing our top 3-5 concerns facing our local association/producers. Once we have identified those items, we can start the grassroots process or re-access where we are. I think we can agree that our needs can change very rapidly. So, the faster we get the grassroots strategy moving the easier it will be to proactively face any challenges on the horizon.

The second step would be to complete the first tool on pages 5-7 labeled Relationship Outreach Plan Exercise or ROPE. It is also included at the Members Only website under Grassroots/Legislative Library. This document allows you to capture the initial overarching individual targets you want to start with, or add to, for local issues you identified above. It also outlines a thoughtful step by step process challenging you to focus on the real strategy as you select your targets. Understanding how your target group is organized is key. For example, some DOTs have locally elected board members that you can interface with. Others do not. So, as you consider your targets please keep that in mind.

When you have completed the ROPE, you might want to share with a colleague at your company or within a local association where you are a member. As you can see the number of targets can be daunting. But remember, start small and think big. You can also work this as a group exercise with the folks mentioned above. Regardless you have completed step two.

The third step or exercise is on page X called the Target Individual Exercise (TIE) to establish and prioritize your initial contact list. It can be found at the Member Only website under Grassroots/Legislative Library. You will notice it is a 3-step process. First you name the individual target, then identify which individuals within the regions are the most capable of interfacing with the stakeholders identified above. The last step is to prioritize the value of the target to validate the selection.

So, whether it is a group or just one person the fun begins. You start the process of developing your two-way relationships selecting the following Best Practices and Resources for
Toolkits. Most of the resources to begin your journey will be found on the ACPA Members Only Website under “Grass Roots”. Or you find them through their links listed on page X of this document.

Finally, for you or your team to manage your contacts, follow ups, etc. a specific SmartSheet has been established called **Grassroots Visits**. Not only does it have space to capture any target individual contacts, it also has the plant and state officials listed for your convenience and ability to update, notate visits or contacts. You are now ready to get started!!!
THE TEAM
The following are available to help you get started:

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