

# 2026 RAC SUMMIT MEETING

## MARCH 24-25, 2026

THE  
**BEAUTY  
OF  
BLOCK**

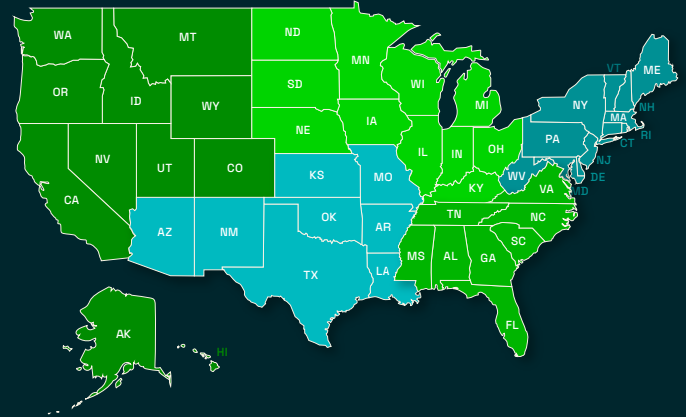
 CONCRETE MASONRY  
CHECKOFF

## FIVE REGIONS. ONE INDUSTRY. ONE VISION.

For the first time, leadership and committee members from all five Regional Advisory Committees are coming together for a national summit designed to accelerate progress across the concrete masonry industry.

All producers are welcome and encouraged to attend. Replacing the five individual regional meetings, this unified event brings every region together for one unified, collaborative event.

*When we come together, we move further — faster.*



THE WESTIN NEW ORLEANS

## YOU'RE INVITED

**2026 RAC SUMMIT: COLLABORATION,  
PLANNING & CROSS-REGIONAL ALIGNMENT**

**MARCH 24-25, 2026 | NEW ORLEANS, LA**

RAC members, National Programs Committee members,  
Board members, and Producers

## SUMMIT GOALS

This summit is designed to sharpen our focus, strengthen alignment and ensure every region is equipped to drive measurable impact. Together, we will:

### **STRENGTHEN PROGRAM KNOWLEDGE**

Know It. Shape It. Share It.

### **ALIGN ON START, STOP AND SCALE DECISIONS**

Scale What Works. Stop What Doesn't.

### **SET A CLEAR VISION FOR THE 6 FOCUS AREAS**

Defined Vision. Aligned Action.

### **INCREASE RAC ALIGNMENT & LEVERAGE**

Aligned Regions. Amplified Results.

## REGISTER TODAY



Scan or click the QR code to reserve your complimentary spot as one of the voices moving the industry forward.

# SUMMIT HIGHLIGHTS

## DAY 1:

### COLLABORATION + PROGRAM ALIGNMENT

- **8:00 AM:** Welcome + summit goals
- **9:00 AM:** Block Design Collective updates + key initiatives
- **10:00 AM:** Research + university partnership presentations
- **10:45 AM:** Break
- **11:00 AM:** National marketing update
- **12:00 PM:** Lunch
- **1:00 PM:** Program roundtables across focus areas
- **3:00 PM:** Task group meetings + strategic planning sessions
- **5:00 PM:** Wrap up + meeting concludes

## DAY 2:

### STRATEGY + REGIONAL ACTION PLANS

- **7:00 AM:** State Association breakfast
- **8:00 AM:** Goals discussion
- **9:00 AM:** Task group presentations + next steps
- **10:00 AM:** Break
- **10:15 AM:** Regional RAC meetings and program approvals
- **11:30 AM:** Lunch
- **12:30 PM:** Resume Regional RAC meetings and program approvals
- **1:30 PM:** Wrap session + priorities moving forward
- **2:00 PM:** Meeting concludes



## ADDITIONAL COLLABORATION AFTER HOURS

Keep the momentum going Tuesday evening at 7:00 PM with a traditional New Orleans crawfish boil. This optional group dinner provides time to continue conversations and connect with peers from across the country.

## DON'T MISS THIS MOMENT

The teamwork that takes place during this summit is what fuels progress, strengthens investment and shapes the future of concrete masonry nationwide.



THE  
**BEAUTY  
OF BLOCK**

**WE ARE THE CHECKOFF, AND  
THE FUTURE IS BUILT TOGETHER.**

 CONCRETE MASONRY  
CHECKOFF

**JOIN US THIS SPRING FOR THE RAC SUMMIT.**