

**RMSCA Committee Report  
Event Planning Committee**

**Committee Meeting:**

Date: Wednesday, December 11, 2025

Time: 4:00 – 5:00 p.m.

Venue: Zoom

**Attendees:**

Jay Karst, Chair/Puma Steel

Ben Farrow Vice Chair/LPR

Maddison Anderson, Co-Chair/United Rentals

Deb Scifo, Executive Director/RMSCA

**Summary of Meeting:**

Discussion focused on the value of Events Committee, budget overview, organizational steps, committee member recruitment and committee organization to include roles and responsibilities, meeting dates, times and locations.

RMSCA communication with the membership on the work of each committee to include monthly updates via email newsletter and a webpage dedicated to RMSCA Committees.

Discussion on the committee purpose, objectives and strategies and facilitate committee member recruitment.

**Budget:**

Reviewed RMSCA Events Budget. No submitted expenditures to date.

**Action Items:**

Deb

- set up webpage, and email communication template January 15, 2026
- follow up with Jay after the holiday January 15, 2026

Jay

- Host first in-person meeting of committee members February 15, 2026

**Next Meeting: TBD**

## **RMSCA Events Committee – Purpose, Objectives, and Strategies**

### **Purpose**

To energize and grow the Rocky Mountain steel construction community by delivering standout events that deepen member connection, elevate industry visibility, and drive the continued growth of RMSCA.

### **Objectives**

- Boost member participation and enthusiasm across all RMSCA events.
- Expand outreach to current and prospective members to strengthen the association's network.
- Amplify RMSCA's presence through dynamic, consistent media and marketing efforts.

### **Strategies**

- Build a proactive outreach program that engages members through direct communication, industry partners, and targeted networking.
- Streamline event enrollment and use timely, compelling reminders to maximize turnout.
- Execute a sharp, unified media and marketing strategy across social platforms, email campaigns, and industry publications to highlight events and showcase RMSCA's value.
- Track engagement and attendance metrics to refine event offerings and continually raise the bar!