Donn C. Thompson, AIA, LEED AP BD+C, is the Senior Director, Building Innovations for the National Ready Mixed Concrete Association (NRMCA). Based northwest of Chicago, he supports NRMCA's Build with Strength program, demonstrating the first cost and long-term ownership advantages of ready mixed concrete building systems throughout eight Midwest states. A licensed architect and LEED accredited, Donn has over 40 years of practical experience in design and construction, and for the last 22 years has worked in a variety of technical, promotional, and sales positions in the cement, concrete, and insulating concrete form industries.