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## **TACA Launches New Podcast, *TACA Talks*, to Highlight Texas' Dynamic Aggregate, Concrete and Cement Industries**

**AUSTIN, Texas [Jan. 26, 2021]** – The Texas Aggregates & Concrete Association (TACA) today announced the launch of its new podcast, *TACA Talks*, which will highlight industry news, best practices and candid discussions about the aggregate, concrete, cement and other associated industries in Texas.

Co-hosted by Josh Leftwich, President & CEO of TACA, and Rick Kolster, Dean of the Emerging Leaders Academy and Founder of Peak Performance Group, [TACA Talks](#) is hosted on Spreaker but is available on all major podcast outlets, including iTunes/Apple Podcasts, Spotify, iHeart, google, Amazon Music podcast and Castbox, among others.

“I look forward to using *TACA Talks* as yet another tool to connect our members and to help educate other audiences on the important work we do and on how the industry contributes to our high quality of life,” said Leftwich. “The industry is essential to building the state’s infrastructure and there are a lot of stories and issues surrounding this need. We aim to provide a platform to share that news and to have a robust discussion about the successes and challenges.”

Indeed, TACA member companies are working hard to deliver the vast amount of materials that the state requires every day to satisfy its growing population. For example, in just 10 years from now, it is estimated that Texas will need 15-50 million more tons of aggregate, 3-10 million more yards of ready-mix concrete and 1-3 million more tons of cement than it is using today.

“I am thrilled to help TACA with this exciting new endeavor,” said Kolster, who is also producing the show. “The opportunity to connect with both industry professionals and the public on the value and mission of TACA will help change the face of the aggregate, concrete and cement industries in Texas.”

The [first episode](#), which dropped on Jan. 19, focused on Leftwich’s role and responsibilities as TACA’s President & CEO. Additional topics *TACA Talks* will explore include:

- Current and proposed legislation and regulation
- Profiles of company owners and industry leaders
- Texas’ economic development and growth

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- The strategic direction of TACA
- Emerging equipment advances and new technologies

Please visit [TACA Talks](#) for more information.

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### **About TACA**

The Texas Aggregates & Concrete Association (TACA) is the main resource for the aggregate, concrete, cement and other associated industries in Texas. The association represents its member companies by providing industry information to the public, media, policymakers and regulators; advocating for industry issues; ensuring member companies commit to conducting business with integrity, respect, transparency and honest communication; and creating industry training courses and materials that help members effectively manage their businesses. For more information, please visit TACA's [website](#).