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**TACA Releases New App Allowing Unprecedented
Interaction with its Member Companies**

AUSTIN, Texas [Nov. 17, 2020] – The Texas Aggregates & Concrete Association (TACA), which represents member companies in the aggregate, concrete, cement and other associated industries in Texas, has launched an app for iOS and Android mobile devices. The new TACA app allows a more advanced communications experience for its more than 225 member companies.

“TACA is enhancing the way its members interact with the association,” said Josh Leftwich, TACA president & CEO, “making communications easier, more accessible and highly interactive.” As far as timing, Leftwich said that the COVID-19 pandemic accentuated the need for a higher level of technology.

“We had always planned to introduce an app to the membership, but the COVID-19 pandemic made it even more vital that we are able to communicate with our membership in real time,” said Leftwich. TACA’s new app features include:

- Calendar of Events with Add to My Calendar features
- Instant notifications on events and membership renewal
- Membership directory
- Committee and board meetings and communications
- Emerging Leaders Academy enrollment and communication
- Social media channels
- TACPAC and other contribution options
- Advocacy information

TACA launched the new membership app during its TACPAC Golf Tournament in San Antonio on Nov. 12. The app can be downloaded on the iTunes Store and the Google Play Store at <https://bit.ly/35ins4z>.

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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](#).