

Donna Reuter

CHAIRMAN'S MESSAGE

Shape your future

It is hard to start thinking about the fall when there are still precious days of summer to enjoy. The fact is, October—and with it the PCI Annual Convention and Exhibition and National Bridge Conference—will be here before you know it. This year our event will be held in beautiful Salt Lake City, Utah.

For our 57th convention, the program will once again be full and action packed. There is so much to do and see in such a short time that it is sometimes difficult to decide which events and sessions to attend. The team at PCI works diligently on the schedule to minimize conflicts, but some may be unavoidable. The complete schedule is available at www.pci.org.

With all of the committee meetings, sessions, and social events, sometimes we don't get to spend enough time on the trade show floor. Again, the PCI team is attempting to schedule trade show floor hours around some of the major events. The trade show is a great time to talk to current and future vendors in a very relaxed atmosphere. All of our exhibitors specialize in products and services specific to our industry, so it is time well spent for all involved. Many of us feel like our vendors are our partners, and this is as it should be. Let's not forget to show them our support and thank them for supporting us by stopping by their booths.

The second annual PCI Foundation silent auction will be held during the welcome reception on Saturday evening. The auction team has been working to make this year's auction even better than last year's, if you can believe it. We are going to have some terrific items, including vacation packages, popular electronics, and jewelry. You can support a great cause and do your holiday shopping at the same time. You might even catch a glimpse of Cheri and Blossom; rumor has it that they will be making an appearance. The money raised is used to support student design studios at six universities, the foundation scholarship program, and R&D projects in coordination with the Pankow Foundation.

As in previous years, we have developed the sessions around tracks. This year we will have executive, technical, R&D, sustainability, and marketing tracks. The executive track includes sessions on leadership, managing your business in the current economy, and developing persuasive presentations. There is really something for everyone, and you will be sure to leave the convention armed with great information to help you shape your future as you lead and grow your business in these challenging times.

We will be offering registration discounts for first-time attendees and for anyone who has not experienced a convention during the past five years. It is always great to see old friends and meet some new ones, too. Please join us for a few days of making a difference in our industry and having some fun! 



Donna S. Reuter | 2011 PCI Chairman
Oldcastle Precast Inc. | Selkirk, N.Y.