

Toscas

PRESIDENT'S MESSAGE

The importance of PCI membership

You are undoubtedly familiar with at least some of the benefits of PCI membership. After all, you have chosen to be a PCI member. Like many PCI members, you may have been initially motivated to join because of one key factor and then recognized other values only after becoming a member.

Perhaps, as a producer, the specification of PCI certification initially drove your interest, and then you saw your plant's operations improve after becoming PCI certified. Maybe, as an engineering professional, you joined a committee in a technical area that interested you and later appreciated the professional contacts and friends you made. Or you might be a supplier who ran ads in PCI publications and tapped an entirely new dimension of visibility when you attended your first PCI event.

PCI membership is not simply a transaction in which you pay a price and receive a benefit. You could approach it that way, but you would be missing a lot of potential value. Instead, membership offers you a relationship that can pay continuing benefits over the long term, particularly if you become involved in institute activities.

There are the obvious benefits. PCI members can buy products, obtain services, and attend events at a discounted price. Beginning this year, member discounts also apply to PCI plant certification fees. It's easy to see how PCI member discounts can save thousands of dollars each year for a company.

PCI also offers excellent access to the markets served by its members. For example, if you're a producer member, *Ascent* magazine can help you reach potential customers by showcasing your projects in articles or providing you advertising space. PCI might even get an article or news item about one of your projects placed in an outside publication. It is here that the power of the PCI brand adds to the credibility of your company.

There are also personal and professional advantages associated with meeting, working, and socializing with your peers. The key here, of course, is participating in PCI events, many of which are open only to PCI members.

Finally, active participation on PCI committees allows PCI members to influence the codes and standards that form the legal, regulatory, and technical environment in which we all

Please send
correspondence to journal@pci.org or Precast/Prestressed
Concrete Institute, c/o PCI
Journal, 200 West Adams Street,
Suite 2100, Chicago, IL 60606.



James G. Toscas, PCI President

operate. The process sometimes takes years of persistent effort, but the advantages, such as changes in building codes, can be huge.

These benefits did not come about by accident; PCI was built by its members, is run by its members, and consists of its members. PCI is not simply another organization within our industry; it is the technical institute for the industry. PCI provides a central forum for sharing and communicating ideas and serves as the custodian of the industry's body of knowledge. PCI gives the industry structure, visibility, influence, and brand identity.

As a PCI member, you can be part of it all. You can take your place at whatever level of involvement you choose, while nonmembers sit on the outside looking in (or not even looking at all). It's open seating. Choose wisely! [▶](#)