



President's Message

THE CHALLENGING '70's

The precast and prestressed concrete industry enters the '70's with opportunities and challenges beyond our imagination. I believe the '70's will be a decade of innovation and technological breakthrough, both in design and construction.

Your officers, directors, division leaders, committees and staff are diligently at work on new programs and projects, designed to serve the public and the industry, and to advance the state of the art.

Recognizing the importance of design, PCI is now working intensively on the preparation of a new Design Handbook, and also initiated its first design seminar. Both projects will be beneficial to professional and active members.

Because of my interest in design, I intend to include a practical design item with each future "President's Message." Watch for next issue's treatment of camber in simple span prestressed concrete beams.

—Arthur R. Anderson