

# PRESIDENT'S MESSAGE

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## PCI's Long-Range Goals

The long-range goals of the Prestressed Concrete Institute have a significant effect on the Professional Members of the Institute.

For the benefit of nonmember subscribers to the JOURNAL, PCI recently established five long-range goals to be accomplished by 1982. One of these goals is to increase industry sales to \$5 billion. This will require a growth rate of about 20 percent compounded annually from the current volume of almost \$1 billion. Such goals are important to the professional reader of the JOURNAL because they indicate a significant increase in the amount of precast and prestressed architectural and structural concrete to be designed and constructed.

Such an increase in acceptance and use will require additional effort by PCI's technical committee structure to keep up with the profession's need for design aids and simplified design procedures.

As a result, the Professional Member of PCI will find the JOURNAL increasingly valuable for his library of design reference materials.

Another reason why these PCI sales goals are important to the engineer is because the goal for research expenditure is tied to sales. In 1982 when sales reach \$5 billion, PCI expects to have a total industry research expenditure of \$50 million, with \$5 million being directed by PCI's professional staff.

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Such expenditures for research and development are an absolute necessity for proper expansion of our industry. It is the considered judgment of the PCI Board of Directors that if our industry is to grow, we must continue to build a broad-based strong technical foundation. This requires facts obtainable only through a well-managed approach to industry research directed at specific priorities. Your PCI intends to face that challenge.

If you, the reader, are a Professional Member of PCI be prepared for increased technical activity. PCI looks to you for increased input to the committee structure and writings for use in the JOURNAL. If you are not a Professional Member, now is the time for you to join so that your ideas can help shape the course and direction of the precast and prestressed concrete industry.

The major long-range goals of the Institute fall into five categories:

- Marketing
- Research
- Quality
- Standardization
- Management practices

—C. H. Walter, Jr.  
President