President's Message

Specially Funded R & D Program — A Report Card For Industry

Initiated in 1982, Phase I of the PCI Specially Funded Research and Development Program is nearing completion. The management committee is busy developing and outlining a program to ensure that the industry realizes all potential benefits from this research. A top priority for the committee is the dissemination of information which will result in material or labor savings, other cost reductions, and practical applications.

The findings of this research will be released for publication in major construction periodicals. Additionally, ACI, ASCE, CSI and other buildings code authorities will be given the results and encouraged to reflect these findings in future revisions of the building codes.

Furthermore, available R & D funds have enabled an additional project to be developed. The Battelle Memorial Institute has been retained to do a market study and provide guidelines for our industry by which to increase market share by a greater percentage than normal market growth.

We're on the right track. Increasing market share takes foresight and careful planning. This research will help us pinpoint and target our markets more effectively. It can also aid us in developing innovative products and new uses for existing product lines. Our industry's growth depends on the constant evaluation of a growing and changing customer base. As such, investment in R & D is vitally important to ensure product leadership in an intensely competitive industry.

To continue receiving valuable information on our industry, Phase II of the PCI Specially Funded Research and Development Program was launched at the 1985 PCI Convention in Nashville. Early commitments by the Board of Directors have been very encouraging. However, we need the support of the entire PCI membership to ensure success for the projects in this second, three-year program. We need your company's expertise and financial support to make these research projects operational.

The future of our industry depends on all of us. Support the PCI Specially Funded Research and Development Program. If you won't, who will?

Michael R Alter