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Membership — What We're All About

Committee Days have come and gone but many of the decisions and planned actions will have positive results in our industry for years to come.

The bylaws of the Institute state that we are to stimulate and advance the common interest and general welfare of the industry. Along this theme, Jim Ahtes of the firm James O. Ahtes Inc., our media marketing agency, presented to the Membership Committee an exciting campaign particularly directed to reach out to non-member producer companies and extol the benefits of PCI membership.

In his presentation, Jim correctly pointed out that the strength and vitality of an organization such as ours depends on three major interrelated factors: finances, communication abilities, and membership participation. As the undisputed authority in all matters concerning the design and production of precast/prestressed concrete products, we have a wonderful story to tell about the marketing, quality, design and production help available through PCI membership.

Although we feel good with our estimated 75 to 80 percent share of the total precast/prestressed concrete market, we know there are many good companies that would benefit our organization with their influence and ability to help augment our share of the available construction market.

We believe there is a need for a bona fide, aggressive, proactive membership program. We know the people we

are after, so we can develop target-specific information materials extolling membership benefits. These potential members need to see *Ascent* and the *PCI JOURNAL*, read the various newsletters, be aware of our Design Awards Program, and realize the many marketing and technical efforts that only an organization like PCI, with its professional staff, can accomplish.

I was particularly impressed on my recent trip to the Zone I North meeting to learn that three PCI Producer Members had planned and taken time to visit a well respected architectural producer, using their professional relationship to convey their desire to have this non-member participate with them both locally and at the PCI membership level.

Finally, let me express my thanks to Jim Voss, chairman of the Membership Committee, who has attended each of the seven zone meetings this spring to share his passion and enthusiasm for enhancing membership growth. As our membership and influence in the construction industry continue to grow, we will continue to generate resources and momentum to keep our industry exciting and prosperous.

