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Thank You – For a Great Year!

By any measurement, the year 2000 was a very good year. In fact, it was an extraordinary year! For starters, the PCI/FHWA/*fib* International Symposium on High Performance Concrete, which was held in conjunction with our 46th Annual Convention was certainly the year's highlight re-affirming (with an attendance of 1500 from over 40 countries) the fact that PCI is on the cutting edge of technology with its research, products and services. The joint sponsorship, with the Federal Highway Administration and the Fédération Internationale du Béton, provided us with the unique opportunity to partner with our valued customers and international colleagues.

Shortly after I assumed the chairmanship, the PCI Board of Directors approved a new PCI Strategic Plan aimed at continuing the successful programs my predecessors had carried out in this post. As I pointed out then, the new Strategic Plan focused our attention on PCI rather than outside entities. The feeling was that if we strengthen PCI and bolster the Institute internally, we would naturally benefit our industry as a whole.

While we worked to implement that new plan and its six major objectives, I stated that I wanted to focus on three major areas that I considered essential to the continued professional advancement of our industry in its role as the leader in construction technology.

- My first major objective was to improve our efforts in the educational arena. Indeed, our convention theme and programs of "Reaching Out to the Next Generation" personified this concept. We took a major step with the new Precast Concrete Educational Foundation. Through the efforts of this independent organization, we hope to improve our relationship with the educational community, both by encouraging teachers to create curricula dealing with precast/prestressed concrete and by giving students the knowledge of our industry that will lead them to consider us as a career choice. Further, the continued efforts of our Student Education Committee, chaired by Al Ericson, and that of our PCI staff, assures the reaching out will continue.

- The second objective was the implementation of our tactical marketing plan. That goal has been met beyond our expectations. Working with our PCI Marketing Plans Committee Chairman Mike Quinlan, we have developed a wide-

ranging marketing strategy. Mike and his committee of very professional marketing people have created a myriad of programs, extraordinary advertising, created a dynamic new web site, market driven CDs, and placed numerous articles in a variety of publications.

- The third objective focused on the development of our professional member programs. Don Rath and his Professional Membership Committee have created an excellent membership recruiting kit that helps position PCI an organization for those looking to enhance their professional career and help our industry. As I have often emphasized, we need to continually recognize and reinforce the contributions made to our industry by our Professional and Associate members. We all know how important these highly competent partners are to our continued growth as an industry.

For our producer members, we have added a new Field Certification Program, extending our influence beyond our plants and into the arena where our products are erected. Under this Field Certification Program, we developed an in-depth system to assure that erectors follow established procedures in the field. At the same time, we strengthened our in-plant certification process by changing and updating our product groupings to reflect more closely what our members do and by creating quality systems manuals that are plant specific.

As I depart the chair, I do so with the secure knowledge that we will continue to move forward on the paths we have taken over the past 12 months. Both my immediate successor as Chairman, Saul Shenkman of Unistress Corporation, and his successor, Ron Schlerf of Central Pre-Mix Prestress, have committed themselves to continuing and expanding on the strides we have made this year. I leave the post of Chairman in very good hands.

Thank you for the privilege of serving you. I assure you that I have not completed my service to PCI and this industry. I will continue to work with you as we move forward together!

Bill Whitcher