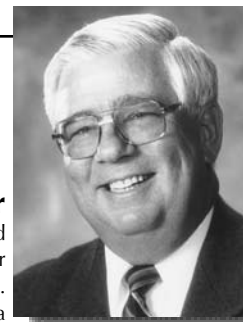


William E. Whitcher

Executive Vice President and
General Manager
Coreslab Structures (Miami) Inc.
Medley, Florida



Proposed PCI Education Foundation

When I assumed the PCI chairmanship a year ago, I expressed both concern and hope that we could address a major interest of mine, namely, reaching out today to America's youth that will enrich and enhance our industry tomorrow.

Earlier this year, as I outlined my goals for my tenure as Chairman of PCI, I placed a special emphasis on our need to bring students into the mainstream of the precast/prestressed concrete industry. We have now taken a significant step toward the achievement of that goal in the planned establishment of the PCI Education Foundation.

Spurred on by our Associate Member Jim Voss of JVI, Inc., the new foundation will focus on several goals, all aimed at making students become more aware of the advantages that precast/prestressed concrete offers in the design and construction of a wide variety of structures.

First, the foundation seeks to influence educators so that they create and promote courses in the curricula of their respective engineering schools emphasizing precast concrete. Far too often, our industry gets only cursory attention from educators, many who have little or no knowledge of our products and instead focus their educational efforts on competing materials.

A second goal is to encourage and nurture student participation in our industry. Our hope is that this endeavor will lead them to consider positions within the precast concrete industry after they complete their schooling.

A third goal will be to support and subsidize selected areas in the education arena to stimulate the study and enthusiastic acceptance of precast concrete as a material to be considered in their future professional careers.

The new foundation will in no way conflict with present PCI educational activities. We seek instead to enhance efforts that are already in place and work within the Institute. It remains my sincere hope that the PCI Student Education Committee continues its high level of positive activity within the educational community.

Chairman Al Ericson, working with his Student Education Committee, has produced a new \$25,000 Engineering Competition called the Big Beam Contest, co-sponsored by Sika Corporation. Student teams will be encouraged to work with local

precasters to build and test a prestressed concrete beam. Our RMDs will be involved and prizes will be awarded regionally and nationally. In addition, Al has been working with our PCI Marketing Department in producing a Career Paths Brochure now in the development stages. He and his committee are taking this initial draft design and are tweaking it to meet the needs of the student, the committee and PCI.

Professor Norm Lach, from Southern Illinois University, is starting a PCI Student Chapter and the Board at their recent meeting voted to amend the PCI Bylaws to allow this membership category. Other important education outreach programs include educational subsidies of free Design Handbooks, Hollow-Core Slab, Bridge Design and Architectural manuals being distributed to students taking courses in architectural and prestressed concrete.

Currently, there is a joint education project with our Georgia/Carolina region where PCI is planning to hold a PCI Educator/Practitioner Conference next summer at the University of North Carolina.

Also, Professor Eric Steinberg has a student team from Ohio University working with PCI staff to build an image bank, i.e., a library of photos and other artwork taken from Ascent, the PCI JOURNAL and the PCI headquarters library for use by Regional Marketing directors and members.

Finally, our PCI Marketing and Student Education committees have created a business card-sized CD ROM. In this small 30-meg. CD, a fully animated and musically scored presentation offers students an overview of the excitement of the precast/prestressed industry. It will be distributed nationwide along with the new Career Paths brochure.

It is gratifying to witness how the PCI committees and staff have responded to our goal of reaching out to the youth of America that will enrich our industry. To all who have participated, I offer my sincere thanks and a hearty...Well Done!

Bill Whitcher