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PCI Repositions, Rejuvenates and Reinvents This Fall

As PCI celebrates its 50th anniversary this year, its leaders are taking a close look at the entire organization. Our goal is to ensure that PCI remains a vital, dynamic organization that continues to move the industry forward during the next 50 years. That effort, focused on the "Three Rs" — **Repositioning, Rejuvenating, and Reinventing** — is now beginning to bear fruit.

The **Repositioning** of PCI begins with a comprehensive market research and branding program that will become apparent in the coming months. That initiative began with Market Plans earlier this year and will continue into 2005. The initial activities focus on assessing PCI's current image in the marketplace and gathering comments and data from others in the industry about how we can position the organization to better reach its core markets. The group then will create an all-encompassing initiative that will keep PCI at the forefront of thinking by design professionals nationwide. To facilitate this work, PCI has established a Brand Steering Committee that is working with the Warren McKenna Design Group.

The **Rejuvenating** of PCI is exemplified by another exciting new program, Leadership PCI. It is an industry leadership development program created to cultivate strong leaders for your own organizations, for PCI, and for the industry as a whole. It was designed to sharpen participants' skills and abilities by providing management training, industry association experience, and networking opportunities that are vital to successful leadership.

Beginning this year, a class of about 20 individuals will be selected annually from applications submitted by PCI member organizations. Class members will be recognized at the PCI convention, during which they will take part in program initiation, committee meetings and other activities. During the following year, they will help develop activities and participate in leadership programs. There is no fee for application or participation, and this program will help hone the skills of key personnel in your business that will aid the company and the industry for many years to come.

I firmly believe that the key to successful leadership today lies not in authority, but in one's ability to influence through setting an example of service. Through this experience, our next generation of leaders will discover opportunities for success.

PCI is also examining ways to create a closer relationship with our regional marketing organizations known as Allied Organization Members (AOMs). Our President, Jim Toscas, is working with the nine Regional Marketing Directors (RMDs) to restructure their relationship with PCI. Our goal is to ensure their marketing programs relate closely to PCI's national initiatives while ensuring sufficient resources for both.

Similarly, PCI is talking with its international partners about potential cooperative programs that will allow us to present a unified voice throughout North America. By combining our resources and focusing on key programs of interest to us all, we can multiply our efforts and spread the word about the advantages of precast/prestressed concrete.

We are examining ways to enhance the effectiveness of PCI's Education Foundation. A joint task force of Technical-Marketing-Research & Development (TMRD) and the Research & Development and Student Education Committees is considering new proposals, including one in which the Foundation becomes a separately chartered subsidiary that oversees the Institute's research and development activities as well as educational programs. In this way, the Foundation can position itself to secure additional funding from outside organizations that focus their support only on research and education applications.

These are PCI's principal initiatives designed to **Reinvent** the organization and ensure PCI continues to provide the most effective and powerful support it can to its members, the design community, and the entire construction team.

If you have comments or an interest in helping to direct any of these initiatives, please contact Marketing Director Brian Goodmiller at PCI (312/786-0300). I urge you to participate in any way you can, as these programs will have far-reaching implications for PCI and the precast and construction industries in general. With your help, PCI will succeed in its effort to reposition, rejuvenate and reinvent itself so it continues its strong leadership position for the next 50 years!

A handwritten signature in dark ink, appearing to read "F. Heldenfels IV".