

Dean Gwin

CHAIRMAN'S MESSAGE

High Performance: Not another construction buzzword

What business buzzwords have you heard lately? Have you been asked to *push the envelope* to create a *paradigm shift*, which will result in a *win-win* outcome that inevitably will *go viral*?

We have a love-hate relationship with buzzwords. It is important to understand the true meaning of words and how these meanings can sometimes get lost—a fate we neither desire nor expect with regard to *high performance*.

In 2013, PCI *hit the ground running* in its execution of the High-Performance Precast campaign. The efforts of this campaign have given us a *competitive edge*. High performance is no buzzword; it is a way of life for our industry.

In the campaign's first year, we have seen an increased awareness of the benefits of precast concrete among decision makers and influencers. The rapid expansion of high-performance structures is apparent in the more than 100 projects submitted for the 2014 PCI Design Awards. Designers are recognizing the high-performance attributes of precast concrete and how our products meet and often exceed the requirements of codes and owners.

Precast concrete is an appealing option for many high-performance projects. However, to keep the true meaning of *high performance* intact, we need to ensure that producers understand PCI's positioning of high-performance precast concrete and its basic definition. High performance will not diminish to a buzzword if we remain unified in our campaign:

- Continue to learn about the High-Performance Precast campaign.
- Encourage your sales team to stay up-to-date by signing up for monthly webinars.
- Visit the members-only section of the PCI website, click on Marketing Resources, and discover all the tools you need to educate your team.
- Read the High Performance Highlights section of *PCI Update*.
- Use the same standard language in describing high-performance precast concrete.

As members of PCI, we are in the business of showing architects and engineers how to design and build precast concrete structures; we offer the best knowledge and tools to do just that.

At last year's convention, I challenged each of you to increase the percentage of times architects, engineers, and owners choose precast concrete. According to the 2013 PCI Marketing Survey, precast concrete sales have grown by about 10%, and the overall sales projection for 2014 is an increase of about 9%. The economy is moving the needle. Let's continue to help move the needle by increasing the number of times precast concrete is chosen. ▮



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