

Dean Gwin

## CHAIRMAN'S MESSAGE



# Building market share

Wouldn't it be helpful if we could predict the future of the construction industry? We see tantalizing glimmers of improvement, yet the pace of economic recovery remains sluggish. Will 2014 be the year of real recovery for the precast concrete industry?

2013 ended with a few positive notes. The commercial real estate market is positioned to improve across a wide range of property types. The Dodge Momentum Index continued to show steady improvement, with a 32% increase in December 2013 over the same month in 2012. The AIA Architecture Billings Index marked increases in design activity in 14 of the past 17 months. In addition, if Congress will act on President Obama's State of the Union charge to move rapidly on major infrastructure legislation, this sector will get a much-needed shot in the arm. Let's keep our fingers crossed.

As construction spending gradually increases, we need to undertake a full-court press to massively increase the percentage of times precast concrete is chosen. PCI's arsenal has an array of competitive advantages to help us move the needle:

- The Discover High Performance Precast campaign that was launched last year has already made more than 6 million impressions.
- High-performance precast concrete inherently offers a better solution to designers and owners than steel or cast-in-place concrete.
- New building codes create opportunities for precast concrete's versatility, efficiency, and resilience.
- PCI Foundation Studios help architecture graduates enter the workforce with increased knowledge of and excitement about precast concrete.
- Increased use of BIM and prefabrication encourages greater use of precast concrete.
- PCI Research and Development continues to demonstrate that precast concrete can meet a multitude of design challenges.
- The PCI and National Precast Concrete Association partnership will eliminate confusion in the marketplace, with the ultimate goal of increasing future precast concrete sales.
- PCI is becoming a standards development organization through the American National Standards Institute and an accrediting organization through the International Accreditation Service.
- The Energy and Industrial Market Assessment outlines lucrative opportunities in a large market sector in which precast concrete has a very small presence so far.



Dean Gwin | 2014 PCI Chairman  
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PCI members are more powerful as a united industry than as individual companies. 