

FROM PCI HEADQUARTERS



The National Steering Committee for the Concrete Industry Management program raised more than \$810,000 in gross revenue at its ninth annual live and silent auctions at World of Concrete. Courtesy of CIM.

CIM program holds record-breaking auction at World of Concrete

The National Steering Committee (NSC) for the Concrete Industry Management (CIM) program raised more than \$810,000 in gross revenue at its ninth annual auction, held in January in conjunction with the World of Concrete.

The signature item this year was a Mack Granite Axle Forward concrete truck chassis mounted with a McNeilus 11 yd³ (8.4 m³) Bridgemaster concrete transit mixer donated by Mack Trucks Inc. and McNeilus Co., a division of Oshkosh Truck. The win-

ner of the mixer truck was U.S. Concrete Inc. of Euless, Tex.

In addition to the live auction, a silent auction was also held. This year CIM had record proceeds of more than \$65,000 from the silent auction. Auction items included cement, concrete saws, drills, mixers, vibrators, safety equipment, screeds, fiber transport systems, dust collectors, decorative concrete tools, water meters, pumps, generators, training sessions, reference books, advertisements, laptop computers, sports travel packages, and golf and vacation travel packages.

2014 PCI TITANS CALL FOR NOMINATIONS

PCI is continuing its Titans of the Industry program in 2014. As many as 10 more Titans will be honored at the 2014 PCI Convention and National Bridge Conference as PCI celebrates its 60th anniversary. Nominations for the 2014 Titan award are now open and will be accepted until April 18, 2014. If you would like to nominate a deserving person, send your nomination to PCI President's Office, 200 West Adams St., Suite 2100, Chicago, IL 60606-5230 or email it to presidentsoffice@pci.org.

For more information, visit http://www.pci.org/About_PCI/PCI_Awards_Programs/ or contact Rebecca Coleman at bcoleman@pci.org.

SIDNEY FREEDMAN CRAFTSMANSHIP AWARD CALL FOR ENTRIES

PCI is accepting entries for the third Sidney Freedman Craftsmanship Award. Launched in 2012, the program recognizes PCI-certified plants for excellence in manufacturing and craftsmanship of architectural precast (A1 or CA) and glass-fiber-reinforced concrete (GFRC) structures and individual components. Any kind, size, or type of structure and/or element may be entered.

The Craftsmanship Award program focuses on challenges such as forming, overcoming obstacles to production, finishing, and quality of individual architectural precast/prestressed concrete units and GFRC rather than architectural design.

For more information, visit http://www.pci.org/about_pci/pci_awards_programs/. The deadline for all entries is March 28, 2014. Contact Sid Freedman at sfreedman@pci.org with any questions.

GIVING TO THE PCI FOUNDATION: FORGET ALTRUISM. THINK GOOD BUSINESS!



Jim Voss
PCI Foundation
Treasurer

In the coming months, the PCI Foundation will be resuming its capital campaign. The foundation's goal is to reach \$5 million.

The PCI Foundation was created in 2001 to fill a serious void in the precast/prestressed concrete industry business model. Precious little attention was being given to educating young people coming into the design community about the benefits of designing with precast concrete. How could we as an industry expect design professionals to lean our way if we were not willing to invest the time and treasure to influence them?

It seemed logical to assume that *all* PCI members would support the foundation's efforts to fill this void, but this did not happen. Only 15% to 20% of us supported the effort. Why? It became apparent that although our industry was begun by entrepreneurs, it is now, by a wide margin, run by competent professional managers. Although some of our greatest achievements resulted from actions by those early risk takers, it is the job of today's manager to be risk averse. What is to be done? The answer is to make a case that it is simply *good business* to support the PCI Foundation.

Before the advent of the PCI Foundation, young people graduating from universities had little or no exposure to precast concrete. Now, because of the Precast Studio program, there are more than 400 new people in the architectural/engineering workforce who not only have an understanding of precast concrete but are excited about it. They are beginning to have influence in the design decisions of their firms. In a short time, there will be *thousands* of studio graduates to make that concept a reality. If we want to continue to influence the decision making at architectural and engineering firms, it just makes good business sense to strongly support the people who will soon be making those decisions.

The vehicle for this logical business decision is your PCI Foundation.

The Precast Studio program has been effective and popular in every school in which it has been introduced. Our goal is to have a studio at *all* architectural schools in time. The only reason we can't do more faster is the limitation of funds, but this is easily fixed with the support of all of us. Do the math. For example, if every company in PCI could contribute just one-quarter of 1% of its annual sales, we could far exceed our \$5 million goal in a short time and positively influence our future opportunities for more business. It seems like something we should have always been doing. And the studios are but one of many good ideas that we could be implementing if only we had broader financial support.

So when you are approached for a pledge or donation, make the right *business decision* and contribute! It will pay huge dividends down the road . . . and not too far down the road!

Big Beam rules announced for 2014

The Student Education Committee has finalized the engineering student design competition, informally known as the Big Beam Competition. Visit http://www.pci.org/Education/Student_Education/ for the rules. If you have any questions about the final program please contact Alex Morales at amorales@pci.org.



The Business Performance Council (BPC) would like to highlight the work of the Financial Performance/Risk Management Committee, cochaired by Travis Fox and Patty Peterson. With the mission of the BPC centered on better return on investment, this committee is focused on developing information to improve industry financial data and to minimize PCI members' risk in project contracts.

Financial survey to be distributed with sales declarations

This year's financial survey will be distributed with sales declarations. It will include a financial measures section and a salary and benefits section. It is the hope of the Business Performance Council that the timing of this survey will coincide with annual financial audits so that the data requested will be more readily available.

The response to the 2013 financial survey was lighter than expected. As a result, there were not enough data to provide a breakdown by region. The 2014 survey has been simplified from those of previous years to make it less burdensome to complete. Even so, the BPC thinks that the results will be of great value to the respondents.

The BPC encourages you to participate in the survey this year. More responses will create even more value to those who participate. Again this year, the report of results will only go to those companies that respond. Please watch for it.

Rewording suggested for problematic contract clauses

As customers continue to require subcontractors to bear more financial risk, contracts become more onerous. The Financial Performance/Risk Management Committee has identified a number of contract clauses that can be reworded to reduce project risk to the Producer Member.

Broad or intermediate form indemnification. This type of contract clause requires a PCI member to indemnify, defend, and hold harmless an indemnified party for the indemnified party's negligence. The contractor will try to transfer this risk to the subcontractor except to the extent that the contractor is found solely negligent. The preferred wording provides the indemnification and defense requested, but only to the extent of negligence on the part of the PCI Producer Member. The preferred wording provides for comparative or contributory negligence.

With regard to any and all of the indemnity and/or defense requirements specified in this agreement, Subcontractor agrees only as follows: To the fullest extent permitted by law, Subcontractor shall indemnify and hold harmless the Owner and General Contractor, their agents and employees from and against claims, damages, losses, and expenses, including but not limited to attorney's fees, arising out of or resulting from performance of the Work, provided that such claim, damage, loss, or expense is attributable to bodily injury, sickness, disease, or death, or to injury to or destruction of tangible property (other than to the Work itself) including loss of use resulting therefrom, but only to the extent caused in whole or in part by negligent acts or omissions of the Subcontractor, a Sub-subcontractor, or anyone directly employed by them for the construction of the Work, or anyone for whose acts they may be liable.

Lack of compensation for delays. Most subcontracts contain a clause to the effect that if the subcontractor is delayed in the performance of its work, the subcontractor's "sole and exclusive" remedy shall be an extension of time; that is, the subcontractor shall not receive any compensation except to the extent caused by and paid by the owner if allowed by the owner contract. Although PCI members understand that

BUSINESS PERFORMANCE COUNCIL NEWS



they are not in a position to modify the owner contract, not receiving compensation for delays caused by the contractor or other subcontractors can be costly. The preferred wording allows for monetary compensation as well.

In the event Subcontractor is delayed by or has any other claim for damages and/or an extension of time caused by Contractor or other Subcontractors, Subcontractor will negotiate its compensation and/or extension of time with Contractor. An extension of time may not be Subcontractor's sole remedy for such delays. Subcontractor may, but shall not be required to, make up time for delays not directly caused by Subcontractor (including but not limited to delays caused by inclement weather).

The BPC would like to hear about your needs where industry initiatives could provide solutions. Send your thoughts to Dave Dieter, BPC chair, at ddieter@midstateprecast.com or to staff liaison Roger Becker at rbecker@pci.org. We need your ideas to do our best job and accomplish our mission.



Stephanie Corrigan

Corrigan named new communication manager

Stephanie Corrigan has joined PCI as the new communication manager. In this position, Corrigan will be working with the Business Development team on marketing and communication strategies for PCI. This includes, but is not limited to, public relation efforts, digital communication, advertising, direct mail, events, and all other PCI communications. She will have contact with members at PCI and trade show events, through digital communication, and as the moderator for PCI's webinar series.

Corrigan has worked in nonprofit marketing and communications for more than 10 years. She previously worked with People for the Ethical Treatment of Animals, Wilson Commencement Park, and the YMCA of Greater Rochester. She has a BA from the State University of New York–Geneseo and an MBA from Loyola Marymount University in Los Angeles, Calif.

2014 PCI DESIGN AWARDS CALL FOR ENTRIES



The PCI Design Awards program recognizes design excellence and construction quality using precast concrete. Be a part of the search for excellence and submit your project today.

Visit http://www.pci.org/About_PCI/Awards/PCI_Design_Awards/ for complete information, including this year's categories and submission guidelines, or to make a submission.

Entries are accepted in two primary categories: buildings and transportation structures. In addition to buildings and transportation, there are special awards categories: the Harry H. Edwards Industry Advancement Award, the All–Precast Concrete Solution Award, and the Sustainable Design Award.

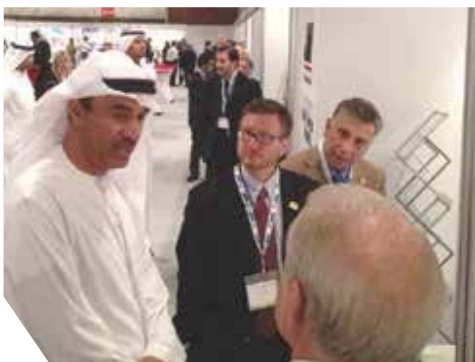
May 19, 2014, is the submission deadline, and winners will be announced in late July.

All winning projects will be showcased in September at the PCI Convention and National Bridge Conference in National Harbor, Md., and will be included in a supplement to PCI Journal and in articles in *Aspire* and *Ascent*.

For more information, contact Brian Miller at (312) 360-3216 or bmillier@pci.org or Jennifer Peters at (312) 583-6780 or jpeters@pci.org.



Ribbon cutting ceremony at the First International PCI Symposium on Precast Concrete, December 3, 2013, Dubai World Trade Center. From left are Eng. Mohamed Al Noori, Director of Corporate Marketing and Relations, Dubai Municipality; His Excellency Hussain Nasser Lootah, Director General, Dubai Municipality; James G. Toscas, President, PCI; Tom Kelley, Chairman, PCI; Maher Tadros, Managing Member, e.construct USA; and Nader Jabar, e.construct FZ LLC. Courtesy Arun Tiwari, e.construct FZ LLC.



Hussain Nasser Lootah, director general of Dubai Municipality; David Jablonsky of JVI; Charles Magnesio of JVI; and James R. Voss of JVI chat during the opening of the exhibits December 3, 2013, at the first International PCI Symposium on Precast Concrete at the Dubai World Trade Center in Dubai, UAE. Courtesy of Dean Frank.

More than 300 attend first PCI International Symposium

PCI, working with Dubai-based engineering firm e.construct FZ LLC, held its first International Symposium December 3–5, 2013, at the Dubai World Trade Center in Dubai, UAE. The symposium attracted more than 300 attendees from the UAE and a variety of other countries.

The event, which included a 30-booth exhibition, was opened with a ribbon-cutting ceremony led by Hussain Nasser Lootah, director general (equivalent to mayor) of Dubai Municipality. Participants said that this was one of the largest gatherings of professionals involved with precast concrete structures ever held in the region.

The program speakers included Tom Kelley, 2013 PCI chairman; Jim Toscas, PCI president; Waseem Dekelbab, National Cooperative Highway Program senior program officer, Larbi Sennour, Consulting Engineers Group president and PCI TAC chair; Ned Cleland of Blue Ridge Design Inc.; and Mary Lou Ralls, Ralls Newman LLC principal.

Topics included sustainability and the technical institute; ultra-high-performance, self-leveling concrete; innovations in precast concrete systems for buildings; innovations in precast concrete systems for bridges; and architectural facade treatments.

The symposium concluded with two concurrent seminars, attracting about 120 attendees, on precast concrete quality control and the structural design of precast concrete using the *PCI Design Handbook: Precast and Prestressed Concrete*.

PCI plans to form an international chapter based in Dubai, the first in its history, by mid-2014. The chapter will serve UAE and the rest of the Middle East, allowing producers, suppliers, engineers, and designers there to share and help build PCI's body of knowledge. In the meantime, e.construct, under the leadership of CEO Nader Jaber and managing member Maher Tadros, has been volunteering its services to organize the symposium and help establish the future chapter.

PCI also plans to expand its quality assurance program internationally by introducing regional versions of its plant,

personnel, and erector certification programs, beginning in UAE. The presence of a PCI chapter in the region will help establish the credibility and value of the PCI quality system in the regional marketplace.

The activities in the UAE represent a pilot program for PCI's international development efforts. Kelley is appointing a special committee, reporting to the PCI Executive Council, to monitor and guide PCI's international expansion.

PCI establishes Norman L. Scott Professional Engineer Award

The Precast/Prestressed Concrete Institute has established the Norman L. Scott Professional Engineer Award in memory of Norm Scott, who died in 2013. The objective of the Norman L. Scott Professional Engineer Award is to recognize engineering professionals who exhibit the personal and professional traits that he exemplified.

In nominating an engineer for this award, the following attributes will be considered:

- He was an avid champion of innovative, practical research and spearheaded the innovation task group process at the American Concrete Institute (ACI) to support development of new and creative technical solutions.
- He enjoyed resolving technical challenges and appreciated the engineer who solved a difficult problem.
- He respected the role of the structural engineer and the professional engineer working hard to complete their assignments.
- He could truly be thought of as the engineer's engineer, insisting on complete and accurate engineering for a client and striving to provide more than the client expected. He felt strongly that to create a successful project required establishing mutual trust and respect for all those involved in the design and construction process.
- He was a great teacher and communicator, and provided inspiration to young engineers. He made them feel as though they could always speak to him, one on one, without being intimidated by his reputation or extensive experience. When he spoke, it could truly be said that all listened.
- He worked with honesty, integrity, and care. His honesty and ethics were sacred to him and would never be compromised.
- He cherished old friendships and was quick to volunteer his help if his peers encountered a difficult problem. Regardless of the circumstances, he spoke calmly, clearly, and without rancor in committee discussions.
- He valued the work of the technical associations and was active throughout his career in both PCI and ACI, chairing and serving on many committees. He served as ACI president in 1983. Although he received numerous awards and accolades, including the PCI Medal of Honor and the FIP (International Federation for Prestressing) Medal, he never took himself too seriously or displayed self-importance.

In addition to his many contributions to the engineering profession, Scott and Joan, his wife of more than 55 years, were also active in their community, particularly in Angel Tree, a program providing a Christmas party and gifts for children and spouses of those in prison.

We rarely meet a person who, by their actions, integrity, and honesty encourages us to be better. Scott was that kind of person.

For more information on the Norman L. Scott Professional Engineer Award, please see the request for nominations on page 22.

PCI, NATIONAL PRECAST CONCRETE ASSOCIATION SIGN MOU



From left, Brent Dezember, NPCA chairman, watches from the podium, while Ty Gable, National Precast Concrete Association president, and James Toscas, PCI president, sign a memorandum of understanding February 13, 2014, at the PCI Winter Conference and The Precast Show in Houston, Tex. Dean Gwin, PCI chairman, is at right.

PCI and the National Precast Concrete Association signed a memorandum of understanding (MOU) February 13, 2014, at the PCI Winter Conference, held in conjunction with The Precast Show in Houston, Tex. The MOU lays the foundation for a strategic partnership that will reduce duplication and increase collaboration in several program areas. The initial areas of collaboration for the two organizations are plant certification and events.

PCI also signed a trade show agreement, making PCI a partner in The Precast Show. PCI will join The Precast Show starting in 2016 by holding the annual PCI Convention and National Bridge Conference in conjunction with the event. The partnership will create the precast concrete industry's largest trade show and will also foster better interaction and collaboration among the various sectors within the industry.

Tolerance Committee to review manual, seeks comments

The Tolerance Committee is working on a comprehensive review of the *PCI Tolerance Manual*, MNL-135. This manual contains all of the tolerances for precast concrete products, erection, and interfaces with other materials. The revisions are expected to align with the eighth edition of the *PCI Design Handbook: Precast and Prestressed Concrete* and will include new product lines such as precast concrete pavements and bridge components.

The updating process is open to all suggested revisions, products not covered, and more. Please contact QualityPrograms@pci.org to provide comments and suggestions for the updated *PCI Tolerance Manual*.



Professor Brad Bell, right, at the University of Texas at Arlington will use the Architecture School's digital fabrication laboratory as a way to explore shapes and molds with the PCI Foundation-sponsored program at the school. Courtesy of Marty McIntyre.



An important part of the PCI Foundation Studios are the student presentations. Olu Lana, a student from the New Jersey Institute of Technology, shares his project with local precasters during the Spring 2014 semester. Courtesy of Matthew Burgermaster.

PCI Foundation's reach expands this spring

During the Spring 2014 semester, the PCI Foundation will have educational projects and Precast Studios at a total of six schools throughout the United States:

- University of Northern Florida School of Engineering
- South Dakota State University School of Architecture and Construction Management
- Rhode Island School of Design School of Architecture
- University of Texas at Arlington School of Architecture
- University of Southern California School of Architecture
- New Jersey Institute of Technology School of Architecture

Each of these programs offers students an opportunity to learn about precast concrete design within the context of their own unique curriculum. A local industry sponsor, such as a precast concrete plant, regional group, or both, allows the students to work directly with the precast concrete industry no matter how the class works. At some schools, the students will deliver laboratory work, create a foundation for research, and prepare for PCI competitions such as the Big Beam. In other schools, the end result will be an actual precast concrete program that students will both design and build.

In South Dakota, students will not only design a project but will build the project for a community that the schools have partnered with.

"We have developed in the curriculum a thread where we partner with small towns each year. As they enter the program, the students are assigned a community and they work with that community in the first, third, and fifth year; they go back to that same community," says Brian Rex, chair of South Dakota State University's School of Architecture.

"It has been an exciting time as we watch the precast educational projects that have been sponsored by the PCI Foundation take hold at such a variety of schools," says Doug Sutton, chair of the PCI Foundation Academic Council. "The only thing holding us back now from having programs in even more universities is raising the funding needed to make it happen. Once that is in place, for the first time our industry will have a variety of new graduates who are ready to take on precast concrete design out of the chute."

The PCI Foundation has been sponsoring school programs since 2007. There have been a total of nine schools that have embraced precast concrete education as part of the curriculum. To learn more about the schools and programs, click on the Programs & Partnerships button at <http://pci-foundation.org/>. To learn how to start a PCI Foundation program in your area, contact Marty McIntyre at (708) 386-3715 or martymci@pci-foundation.org.

Concrete Chefs to raise money for PCI Foundation during Committee Days dinner at JVI



The Concrete Chefs, from left, Richard Taylor, Ted Coons, Nancy Peterson, and Jim Voss, welcome attendees to their dinner last spring at JVI in Lincolnwood, Ill. Courtesy of Marty McIntyre.

Attendees at this year's PCI Committee Days and Membership Conference will have the opportunity to support the PCI Foundation and get a great meal when the Concrete Chefs welcome them. For a \$25 minimum donation to the PCI Foundation, attendees will be able to ride a bus to JVI Headquarters in Lincolnwood, Ill., and have drinks, appetizers, and dinner prepared by the finest chefs in the precast concrete industry. The dinner will take place Thursday, April 24, after the committee meetings.

To attend the dinner, register for the PCI Committee Days and Membership Conference by visiting the PCI website at <http://www.pci.org>.

"The Concrete Chefs dinner is a highlight of PCI Committee Days," says Jim Voss, host of the event and PCI Foundation treasurer. "When we brought it back after a brief hiatus, we decided that it would be a great way to raise some funds for the PCI Foundation while giving the industry attendees a chance to relax and share a great meal."

"It's hard to beat the price," says Tom D'Arcy, chairman of the PCI Foundation, and a concrete chef. "Especially when you know that the funds go to support the work of the PCI Foundation. We are really gaining momentum and excited about what the future of the PCI Foundation means for our industry."

To learn more about the PCI Foundation programs, visit the website at <http://pci-foundation.org>.

PCI Marketing Council sets 2014 plan, creates new committees


The PCI Marketing Council held its strategic meeting at the PCI Winter Conference on February 15, 2014.

"PCI marketing has had an exceptional year, with the full media launch of the Discover High Performance Precast campaign, which made more than 6 million impressions in about seven months" says Jay Cariveau, chair of the Marketing Council. "We also launched the new PCI website that provides more resources and tools for the design community and members."

More detailed information is available in the 2013 Marketing Report, which is posted in the Marketing Resources section at <http://www.pci.org>.

The Marketing Council reviewed its 2014 marketing plan, which will integrate the life-cycle assessment research as well as include efforts toward expanding the use of precast concrete in the energy and industrial markets. The full plan is expected to be finalized by mid-March.

The council also formally created two new committees: the Ascent Advisory Committee, which will oversee and provide editorial review of *Ascent*, and the Website and Electronic Media Committee, which will oversee the new PCI website and social media programs.

If you are interested in joining one of these committees, or any others, contact Brian Miller at bmiller@pci.org. 

PCI Calendar

Events

For the most current information on PCI events, visit <http://www.pci.org/events>. For industry events, visit <http://www.pci.org/news/events>.

PCI Midwest Spring Meeting	April 8–9, 2014
Crowne Plaza Hotel and Suites MSP Airport, Minneapolis, Minn.	
Mid-Atlantic Precast Association Spring Meeting and Baseball Game	April 16, 2014
Camden Yards, Baltimore, Md.	
PCI Committee Days and Membership Conference	April 24–27, 2014
Chicago, Ill.	
PCI Central Region Spring Event	May 13–14, 2014
St. Louis, Mo.	
PCI Project Management Workshop	May 13–16, 2014
Denver, Colo.	
Georgia/Carolinas PCI Annual Meeting	June 19–22, 2014
Sea Pines Resort, Hilton Head Island, S.C.	
PCI Summer Conference June 19–22, 2014	June 19–22, 2014
Whitefish, Mont.	
PCI Convention and National Bridge Conference	September 6–9, 2014
Gaylord National Resort and Convention Center, National Harbor, Md.	
PCI Central Region Fall Event	September 30– October 1, 2014
Florence, Ind.	
Mid-Atlantic Precast Association Fall Event	October 9, 2014
Iron Hill Brewery, West Chester, Pa.	
Mid-Atlantic Precast Association Annual Meeting	December 4, 2014
Philadelphia, Pa.	

PCI personnel training and certification schools

If you have any questions about the Quality Control School schedule or need help completing a registration form, please contact PCI's educational activities director, Alex Morales, at amorales@pci.org or (312) 360-3219. Registration forms are available at www.pci.org/schools.

Level I/II

March 25–27, 2014	Toronto, ON, Canada
May 2014	Nashville, Tenn.
September 2014	Chicago, Ill.
November 2014	Nashville, Tenn.

Level III

May 2014	Nashville, Tenn.
September 2014	Chicago, Ill.
November 2014	Nashville, Tenn.

Certified Field Auditor and Industry Erection Standards School

May 2014	Nashville, Tenn.
November 2014	Nashville, Tenn.

Certified Company Auditor

May 2014	Nashville, Tenn.
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For more information, contact Brian Miller at (312) 360-3216 or bmiller@pci.org or Jennifer Peters at (312) 583-6780 or jpeters@pci.org.

Compiled by K. Michelle Burgess (mburgess@pci.org) and Jennifer Peters (jpeters@pci.org)