

# Growing the industry

Over the years, precast/prestressed concrete has become an incredible building material for both transportation and building structures. Advancements continue to be made in many areas but most notably in the structural integrity, aesthetics, and jobsite efficiency precast concrete can offer. As obvious as these benefits may be to those of us in the industry, it is a competitive world. With this, we must find more effective ways to not only educate the marketplace but also play defense against other building systems who are actively lobbying to influence legislation and building codes in their favor. As we do this, however, we need to ensure PCI retains its effectiveness as a world-class technical institute.

At the March board meeting, we will be asking the PCI Board of Directors to vote on a measure that would eliminate zones and zone-representative board positions. These vacant board positions would then be filled by representatives from each of the PCI chapters, thereby providing a structured means of communicating between the local groups and PCI national. Producers in the few areas with no PCI chapter will continue to be represented by at-large board positions. PCI will maintain its primary focus on technical excellence and PCI staff will disseminate research findings, white papers, and other information to the respective regional affiliates for conversion to marketable materials. In addition, PCI marketing staff will facilitate communication and collaboration of promotion and education resources among the regional affiliates.

Construction by its nature tends to be a regional business, so it stands to reason that regional affiliates would have more in-depth knowledge of specific factors affecting our member companies. In addition, this industry tends to be heavily fragmented and has had less collaboration on broad industry objectives than some of the building systems we compete against. Hopefully, we can implement a structure and process that will allow us to combine resources and efficiently attack the market goals we are aligned on while continuing to grow the reputation of PCI as a technical institute.

I encourage each of you to reach out to your regional affiliate to be heard on specific issues you see as beneficial to your organization. 



**Dan Juntunen**

2017 PCI Chairman

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