

Mason Hardaway Lampton

## CHAIRMAN'S MESSAGE

# A new journey for PCI

I've only been chairman of PCI for a few months, but much has happened in this short span of time. At the recent board meeting, we discussed several far-reaching goals that we believe will help grow our size, revenue, and influence across the industry. I am excited to share them with you.

The first—and most exciting—goal is for PCI to develop more precast concrete standards. By taking the lead in developing our own standards, we ensure that people who understand precast/prestressed concrete are writing the requirements for our industry. Our industry must be fairly represented by the International Code Council's *International Building Code* (IBC) and by people who understand PCI's body of knowledge. This is an important step for PCI, and we encourage members to join committees and talk with board members about how to contribute to this important new role for the organization.

Being more politically active is another goal. In April, I joined several PCI members for a cement and concrete D.C. fly-in. We talked with representatives across Capitol Hill about the precast/prestressed concrete industry. Along with educating them about our work, we talked candidly about the proposed \$1.5 trillion infrastructure bill. It was a powerful experience, and I would like to encourage our members to join the next one. PCI has never invested much time or effort in lobbying. I hope we can educate members on the benefits of participating in government affairs and the positive effect it can have on our businesses.

Marketing and promotion is another important area of focus. The executive committee is exploring several new avenues to more actively market our work and industry. These include hosting new educational events, workshops, and seminars that will educate architects, engineers, and owners about our products. We are also looking at new revenue models to ensure that the burden of expense in developing new programs is not shouldered by the producers' dues payments alone. These new revenue streams will likely include fees for individual events and workshops. For some PCI programs, ideas such as a pay-as-you-go pricing structure can help producers choose their own priorities and inform PCI what members actually value.

PCI has a legacy of being an active organization in which loyal members support each other and invest time and effort for our mutual gain. Whether you want to write standards, teach a workshop, or come to Washington to lobby on the industry's behalf, there are opportunities for every single PCI member. I look forward to hearing your feedback on these ideas and working with you to help shape this journey for PCI. [J](#)



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