

PRESIDENT'S MESSAGE

The power to convene

PCI is a member of an organization called the Council of Manufacturing Associations (CMA), part of the National Association of Manufacturers (NAM). The council is made up of chief executives of trade associations in the manufacturing space. Just like members of PCI, I find the ability to meet and share ideas with like-minded colleagues to be extremely valuable and a great resource. (I have been known to refer to CMA as *my* trade association.) At CMA's recent summer conference, one of my colleagues was asked on a panel what her organization was doing about a certain issue. Part of her reply was that they "had the power to convene."

Indeed, one of PCI's most powerful values to its members is the ability to convene, to come together as an industry to develop standards and technical documents; maintain our certification, marketing, and education programs; develop tools and information to help our members' businesses; and speak as one voice for the industry, where necessary, on issues of the day. When a problem or issue is identified, PCI is where the industry comes together to address it.

Take workforce development. Not surprisingly, at the CMA conference workforce issues were top of everyone's mind. Precast is hardly the only sector whose members are struggling to fill positions. In fact, there are currently more than 800,000 unfilled jobs in the manufacturing sector. To help with this chronic shortage, NAM created the Manufacturing Institute with the sole purpose of helping manufacturers find skilled workers. They have a number of programs and resources, and PCI will be working with them in the months ahead to identify those that will best help PCI members. The Manufacturing Institute is also hosting the Workforce Summit "Forging Partnerships" October 18–20 at the Hyatt Regency Cincinnati. As a CMA member, all PCI members are invited to attend. You can find more information at <https://www.the-manufacturinginstitute.org/>.

PCI is also using its power to convene on the workforce issue. The Business Performance Council has created a new Workforce Development Committee. The purpose of the committee is to facilitate connections at national, state, and local levels to grow the talent pool of candidates seeking careers across all areas of the precast and prestressed concrete industry. Its mission is to include representation from each member category committed to finding academic, social, and outreach initiatives to educate both those not yet in and those entering the workforce and to reach and teach those looking for new opportunities.

The committee will have its first meeting on Thursday, September 22, at the 2022 PCI Committee Days in Rosemont, Ill. The committee is just coming together and is still looking for members. Getting involved is the best way to get value out of PCI membership, so if this is a topic important to you, plan to attend Committee Days and the committee's first meeting. [▶](#)



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