

# Dear Dean

## CHAIRMAN'S MESSAGE



# Move the needle

As the incoming chairman of the PCI Board of Directors, I was honored to speak during the opening program at the 2013 PCI Convention and National Bridge Conference in Grapevine, Tex.

The recurring call for action in my convention address was “move the needle.”

Our industry is in the midst of an upward turn, and we need to increase the percentage of times that architects, engineers, and owners choose precast concrete. It is important now more than ever that we get involved in projects early and influence the design of all construction projects in the United States. What could we do as an industry to cause this needle to jump noticeably? Call owners as soon as they close on new property. Visit an architect or engineer the day they are hired. When a design-build company lands a job, call them. We can't wait until precast concrete is coincidentally chosen for new projects.

The PCI Foundation is proof positive of the ways that our membership can work together to move the needle. The PCI Foundation has made great strides in providing for the industry's future success by growing the list of universities integrating precast/prestressed concrete programs into their curricula. For 2014, the PCI Foundation is working with seven universities. An invaluable part of these programs is the interaction between the students and industry. Hands-on plant workshops open the eyes of students, making them more comfortable with using precast concrete as working architects and engineers. The time is now to share the body of knowledge with these young men and women who rely on us for guidance in designing and building precast concrete structures. An increase in contributions to the PCI Foundation would provide the traction we need to launch programs at 50 universities by 2025.

Learn, promote, and incorporate PCI's marketing campaign, Discover High Performance Precast, into your company's sales and marketing activities. This unified message will increase awareness and interest in precast concrete, causing the needle to jump. Visit the members-only section of the newly designed website at <http://www.pci.org> to find the campaign resources and tools you need.

Last, I would like to thank everyone for their support of the PCI/National Precast Concrete Association (NPCA) collaboration, which represents a major milestone for the broader precast concrete industry. The intent of this plan is to capitalize on and leverage the strengths of both PCI and NPCA. Through this collaboration we will unite our efforts to move the needle and gain market share for precast concrete.

Do we want to be seen as a tiny tremor on the scale, or should we strive to influence design with an earthquake-like effect, both noticeable and significant? Let's move the needle. ▮



Dean Gwin | 2014 PCI Chairman  
President/COO | Gate Precast Co.