

Greg Force

## CHAIRMAN'S MESSAGE

# The power of collaboration

Over the past 26 years that I've been involved with PCI, I've been genuinely amazed by the willingness of so many individuals to give of their time and talents to create, nurture, and promote a system for building structures. I have been privileged to work alongside people who are indeed titans of the industry and countless others also deserving recognition who have demonstrated a passion for this work that continues to inspire.

The strength of this institute is most definitely in the experience, dedication, and perspiration of so many volunteers. Its technical knowledge and focus are what make it so much more than a mere trade organization. We have a strong institute and are financially sound thanks to prudent management. We have an extremely strong and capable staff to help drive the industry forward. We must not forget, however, that the heights we might reach and things we might achieve will be the culmination of the work of the collective whole.

In his latest book, *The Third Alternative*, Stephen Covey writes about the power of seeing beyond our selfish interests to the amplified results from synergistic collaboration. This, to me, sums up PCI at its best. Our opportunities lie in continuing to make our voices heard, listening to what others have to offer, and working together to keep precast/prestressed concrete in the vanguard of construction materials.

I attended a seminar recently about getting people fired up about formulating goals. Here are some thoughts along those lines for your consideration as related to PCI involvement:

- Those of us on the downhill side of our careers, think about the importance of the legacy we can leave behind.
- Those who have the majority of their careers ahead, make an impact to benefit the global society by being on the cutting edge of technology, by pushing the envelope, and by coming up with the means and methods to design and construct structures that offer solutions to tough problems.
- Finally, business leaders, get involved and help shape the future of your industry.

We need to emphasize further establishing PCI as the preeminent authority on matters related to precast/prestressed concrete, and we need to start thinking with a global perspective. Leveraging our technical brain trust for this and to affect the codes is paramount. We must challenge ourselves to provide products and services so indisputably reliable that PCI plant certification precludes consideration of any other alternatives, and we must further expand our consideration of quality assurance by extending the effort to the field. We should be able to ensure that the completed structure meets our design intent and standards through competent inspections.

It is an honor and a privilege to serve in the position of chairman. I don't take it lightly, and I know I have big shoes to fill. I am thankful for the opportunity to try to make a positive difference. With the combined talents and efforts of this membership, I am confident of our ability to do so. ▮



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