

Mason Hardaway Lampton

CHAIRMAN'S MESSAGE



A new model for local chapters

The PCI strategic plan adopted in 2018 cites growing the precast, prestressed concrete market as a key strategic goal for the institute. The plan identifies a network of highly effective local promotion organizations as an essential strategy in achieving that goal. Recently, the relationship between PCI and the regional associations has been the subject of much debate due to its importance in achieving the goals of PCI and the local organizations. I would like to clarify here the evolution of this issue and my vision for moving forward together.

In 2017 when the board of directors was reorganized, PCI eliminated zone representatives and identified producer member representatives of the local organizations in the areas that have them. The beneficial dialogue among these new board members quickly revealed some significantly different terms between each local organization and PCI.

During budget meetings this past spring, it also became clear that local organizations were using administrative support from PCI at widely different levels, so this needed to be addressed in the contracts between PCI national and the chapters and regional associations as well.

In response, the board created a Chapter Agreements Task Group to draft a consistent document for all organizations to replace the existing contracts and use member resources as efficiently as possible. The task group is chaired by PCI's secretary-treasurer, J. Seroky and initially included seven producer board members representing the local organizations (selected by the current producer member representatives); Keith Wallis, PCI vice chairman; and Kim Wacker, Marketing Council chair (due to the local groups' essential role in growing the precast concrete market). After the task group's initial meeting, it was expanded to include all of the regional producer representatives on the PCI board. Neither national nor local PCI staff serve on the committee.

The committee met initially in Dallas, Tex., in August 2018 and has held conference calls several times since. In working through the documents, the task group came up with a good initial proposal for the board to review. A major component of the PCI strategic plan, and thus of the initial proposal, is for our regional associations to be effective boots-on-the-ground marketing representatives for our products. Because each chapter and regional association receives funds from PCI national that are intended to support local marketing efforts, the committee wants to institute best practices to make sure that these funds are appropriately deployed.

In our discussions, we realized that there are a variety of special situations. The Pacific Northwest does not have a regional association, Arizona is not covered by a group, and the Texas association (PCMA) is a PCI partner that includes members that are not members of PCI national.

The board discussed at length a proposal regarding the chapter agreements at its meeting in October 2018. Actions were only taken regarding certain administrative and accounting functions, but no actions were taken on these other issues. The task group continues to discuss a variety of options. The plan is to bring recommendations for the board to consider at our meeting this winter at the 2019 PCI Convention in Louisville, Ky. We remain committed to the goal of growing the precast concrete market through the shared goal of making the local affiliates the most effective organizations they can be. **J**



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