

PCI is many things to many people

There has been a recent conversation among some PCI members about PCI: Are we a technical institute or a trade association? I believe the answer is an unequivocal BOTH! These need not be, nor are they, mutually exclusive. Members participate in PCI for many different reasons, and we hope that they find value in all of those reasons.

PCI's strategic plan reflects the institute's ability to create that value. Our mission as a technical institute is firmly rooted as the foundation of our activities by identifying our first goal of maintaining and advancing our industry's body of knowledge. Many of our members see the value in PCI by fully participating in the technical committee work that makes up this aspect of the institute.

Our second goal is to maintain our valuable certification programs for plants, erectors, and personnel. Many members who participate in PCI see the value and credibility that comes from being PCI certified and helping to make those programs the best they can be. This is the value of PCI as a technical institute.

Many other members also see PCI in the sense of a trade association. These members see the value of our strategic goal of growing the precast concrete market through education and outreach programs to current design professionals and owners, as well as future decision makers, through our many programs aimed at university students. Participating in the development and delivery of these activities is the value they take away from PCI. Still other members find value in the other traditional trade association functions PCI provides, such as networking with peers and customers, helping to grow their businesses through the activities of the Business Performance Council or government advocacy efforts.

Whatever value you receive through participating in PCI, I urge all PCI members to take the time to look through the 2024 annual report on the PCI website when it becomes available in early 2025 to see all the value we are delivering to PCI members.

We are eager to continue our work together in 2025. To help in that effort, I am excited to welcome two new members to the PCI team. Thomas Ketron is a long-time veteran of the precast concrete industry who joined the staff in the fall as our new director of sustainability. Thomas will oversee all PCI activities in this area, including the Environmental Protection Agency grant for developing environmental product declarations. Amy Trygestad joined PCI as our new vice president of technical activities in December. Amy is a structural engineer who comes to PCI with many years of experience and leadership in the concrete industry. We're glad to have them on the team.

I hope to see you at the PCI Convention and The Precast Show in Indianapolis in February! [📍](#)



Bob Risser, PE
PCI President and CEO