

Carlos D. Cerna

CHAIRMAN'S MESSAGE



The more things change, the more they stay the same


I'm not particularly fond of change. I have my plant processes, procedures, and routines; they work well and I like them the way they are. However, just because I am not a huge fan of change and gently resist it, doesn't mean I don't make changes. One has to evolve, not only to advance and grow, but to survive. I joined the precast concrete industry in 1979 and PCI in 1980. Since that time, our industry has advanced, grown, and certainly changed. The *PCI Design Handbook: Precast/Prestressed Concrete* was about an inch thick. Fast forward to today, in its eighth edition (soon to be ninth), the *PCI Design Handbook* is now more than twice as thick and is regularly accompanied by numerous technical works, papers, and publications all advancing our industry. Thanks to PCI, many times over, volumes of information regarding our industry is readily available and, if so desired, on USB flash drive. Yes, another change! Technology! I can ramble on about the design innovations computer analysis has brought to precast and prestressed concrete, but that is a topic for another day.

How did we get here? A driver of change in our industry is the person who asks, "Can we do this? Why don't we try this?" And my favorite is, "If we did it this way, we could ...". From simple questions like these, our industry has evolved, innovated, and changed. Changing markets, customer demands, competitive pressures, and opportunities constantly raise the bar and, yes, compel us to change and to continually improve our designs, production processes, and products.

Among many advances, we have embraced longer spans, higher concrete strengths, a variety of textures and colors, and a diversity of precast and prestressed concrete applications. Flexibility, expanding aesthetics, high-performance products, and environmental protection all contribute to structures that meet the demands of durability, sustainability, life safety, and energy efficiency. Several excellent examples are evidenced in the recently announced Design Awards.

For all the changes, I rest easy because our industry's basic premise hasn't changed. The precast concrete industry remains a business niche that relies on passionate involvement. It remains a group of dedicated manufacturers, suppliers, design professionals, and educators who set aside the competitive nature of our business to concentrate on the industry's betterment and growth.

Through PCI's national organization, PCI regional chapters, and PCI partners and their disciplined staffs, tireless volunteers, and devoted stakeholders, our industry will continue to change and thrive well into the future. Why?

Because the more things change, the more they stay the same. 



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