The Association/Industry Partnership – Facing Future Challenges Together

Theodore L. Neff, P.E.
Executive Director
Post-Tensioning Institute
The Association/ Industry Partnership

Presentation Outline

- Pitfalls of Going It Alone
- Benefits
- Key Areas:
  - Codes & Standards
  - Technical Assistance/ Support
  - Advocacy
  - Business Intelligence & Information
  - Marketing
  - Research
  - Education
  - Business Development
- Keys to Success
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*Pitfalls of Going It Alone*

- **Limited Resources**
  - Time
  - Money
- **Limited Expertise**
- **Cost**
  - Travel (Time & $$)
  - Labor
- **Competing Voices**
  - Industry competitors
  - Competing industries
Going It Alone
Competing Voices
ACI 423 Committee Membership

- Professors: 40%
- Design Consultants: 9%
- Precast Industry: 15%
- PT Industry: 36%
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Pitfalls of Going It Alone

Focus

- Short-term/ Bottom-line
- Reactive instead of Proactive

Higher Risk
Can’t see the forest for the trees
If you want to go fast, go alone. If you want to go far, go with others.

African Proverb
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**Benefits**

- Pool/ Leverage Resources
- Access to Expanded Expertise/ Capabilities
- Savings
  - Time
  - $$$
- Credibility
- Strength in Numbers
- Can have Long-Term, Proactive Focus
- Greater Effectiveness
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Leverage Resources
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Benefits – Proactive Focus

Proactive Focus

Reactive Focus
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*Benefits – the Long View*
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Key Areas

- Codes & Standards
- Technical Assistance/ Support
- Advocacy
- Business Intelligence & Information
- Marketing
- Research
- Education
- Business Development
Uniformity/ Standardization
Quality - Raise the Bar!
Early warning system
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Codes & Standards – Raise the Bar
The Joint PTI/ASBI Task Group

Designers, Contractors, Suppliers, Academia, Owners
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Technical Assistance/ Support

- “How-To” guidance – design and construction
- Technical disputes
- Publications/ Reference materials
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Advocacy

- Government Policy & Regulation
- Technical
- Funding
- Political
- Public
Proposed Regulatory Text for New Reinforcing Steel and Post-Tensioning OSHA Regulations From Industry Stakeholders

I. **Site Access and layout.** The controlling contractor shall ensure that the following is provided and maintained:

1. Adequate access roads into and through the site for the safe delivery and movement of derricks, cranes, trucks, other necessary equipment, and the material to be erected and means and methods for pedestrian and vehicular control. Exception: this requirement does not apply to roads outside of the construction site.

2. A firm, properly graded, drained area, readily accessible to the work with adequate space for the safe storage of “reinforcing and post-tensioning” materials and the safe operation of the “reinforcing contractors” equipment.

3. Adequate exterior platform for landing materials on the floors of multi-tiered buildings.

4. Adequate benching and/or shoring prior to the commencement of reinforcing operations in excavations and/or trenches.
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OSHA Partners

- International Association of Bridge, Structural, Ornamental and Reinforcing Iron Workers
- Ironworker Management Progressive Action Cooperative Trust
- Concrete Reinforcing Steel Institute
- Post Tensioning Institute
- National Association of Reinforcing Steel Contractors
- Western Steel Council
- The Center for Construction Research and Training
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Business Intelligence & Information

- Industry Statistics
- Market Trends
Promotional Presentations
Exhibits
Advertising
Direct Mail
E-Mail
Social Media
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- Issue Resolution
- Innovative Technology
- Market Development
Seminars

Conferences

Student Programs
Networking

Referrals

Image/ Reputation
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**Keys to Success**

**Representation**
- Critical Mass
- All Stakeholders

**Process**
- Consensus
- Legal

**Participation**
- 2-Way
- Communication
- Teamwork
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Keys to Success - Process
If you're not part of the solution, you're part of the problem.

~African Proverb (Unknown African source)
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Keys to Success – 2-Way
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**Keys to Success - Teamwork**

**TEAMWORK**

Overcoming differences to work towards a common goal.
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Strategic choice to make:
Would you like to have a bigger slice of a smaller pie or a smaller slice of a bigger pie?

Win-Win Mindset: by sharing we gain MORE

- Focus your resources on what you do best and partner for the rest
- Enlarge the pie to have enough to go around