

# President's Memo

by Robert F. Mast

## ACI — Service to Members and by Members

I have just returned from the annual convention of ACI in Salt Lake City, Utah, where I was honored to become the president of our Institute. The attendance at the convention was over 1200. The volunteer effort put forth by members in committee work, sessions, and other activities is outstanding, and is the foundation of our Institute. I believe that service — ACI serving its members and its members serving our industry — is the key reason for the existence of ACI.

The term of office of the ACI president is one year. I believe it is inappropriate to try to make sweeping changes in such a short time. Therefore, I will continue and support the many programs begun by my predecessors. But I would like to share with you a few thoughts on the emphasis of activities that will be started during the coming year.

I think of the membership of ACI as being composed of three main groups. One group consists of those who work on committees, write papers, and attend conventions. This group of members gives a great amount of volunteer effort to ACI, and is responsible for the creation of our many publications. I believe this group is being served reasonably well by ACI, and that many of the new programs begun in recent years involve this group of members.

A second group within ACI consists of those who are active at the local level, primarily through our chapters. The chapter program, which began about 35 years ago, has been very successful and now consists of 85 chapters worldwide. The certification programs have also expanded rapidly in the last decade, and have been of great importance in bringing concrete technology to those whose "hands on" efforts are so important to making good concrete. I believe that ACI is serving this group of members reasonably well.

There is a third group of ACI members consisting of those who receive *Concrete International* and one of the technical journals, who make use of ACI publications, and who occasionally attend a chapter meeting, a committee meeting, or a seminar. Probably, the vast majority of our 17,000-plus members are in this category. I believe it is important for the leadership of ACI to ask, "How are we adding value to ACI membership for these members?" One obvious way is to make our publications more useful for the average reader. I will strive to make this happen.

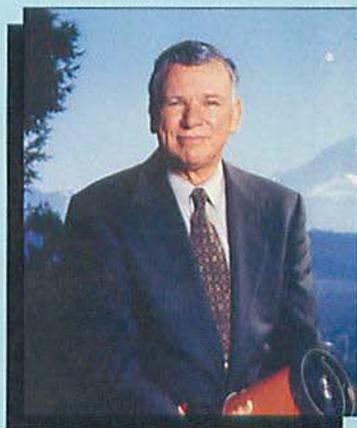
Another way to increase membership worth may be through new tools of electronic communications that will make the knowledge and activities of the Institute more available to the average member. Increasing the meaning of ACI membership to the average member will be my highest priority during my term in office.

Of course, it is important that we add value to the ACI membership for all members of the Institute. How could value be added to your ACI membership? I would like to hear from you. You may write or FAX me at ACI headquarters, or at my business address: BERGER/ABAM Engineers, Inc., 33301 Ninth Avenue South, Federal Way, Wash., 98003; telephone: (206) 431-2300; FAX: (206) 431-2250.

These monthly President's Memos will be done somewhat differently this year. For one thing, I will not write these monthly, but every other month. The others will be written by chairmen of ACI committees, describing their committee activities on behalf of ACI. The memo in the June issue will be written by Jim Cagley, the new chairman of Committee 318, Standard Building Code. If you would like to write one of these memos about your committee activities, please let me know.

The photo on the cover was taken from the deck on the roof of my home. It portrays two of my interests outside of the world of concrete. In the background is Mt. Rainier, a dormant volcano 14,411 feet in height rising from the foreground which is near sea level. I have climbed Mt. Rainier as well as other mountains in the western part of the United States. In the cover photo, I am holding a Celestron 5 in. telescope, a small but powerful instrument. Over the years, I have explored the heavens with similar but larger (8 and 14 in. diameter) telescopes.

In closing, I would like to assure you that my mission is to find out how ACI may better serve all of its members. In my opinion, that is the primary purpose of our Institute.



Robert F. Mast

# President's Memo

## The 2001 Building Code Committee

**EDITOR'S NOTE:** In his initial memo in the May issue, President Robert F. Mast announced that he will author the President's Memo only every other month during his one-year term. The alternate memos, Mast said, will be written at his invitation by various chairmen of Institute committees. This is the first of such invited memos. Its author is James R. Cagley, the chairman-designee of Committee 318 which later this year will begin the drafting of a new Building Code for the cycle to end with its publication in the year 2001. Cagley is a former Board of Direction member and also served on the Technical Activities Committee. He is the principal of a Rockville, Md., consulting firm that bears his name.

**B**y this time next year, all of you should be using the new edition of the ACI Building Code, 318-95. Also, by this time next year, the newly constituted committee ACI 318 will already have been working for a year on the next edition — 318-2001 — which will be the first code of the new century. We will publish an interim code in 1998, but any major revisions will probably occur in the 2001 version.

I have been fortunate to serve on this committee for 22 years and look forward to spending the next six years as chairman. I consider it a great honor that the Institute, through its Technical Activities Committee, has given me this challenge. I am the first consulting structural engineer to have this opportunity in over 20 years.

The committee has already been organized for this new code cycle and includes approximately 40 members representing the many facets of our industry. These Full Voting Members will be assisted by nine of the retiring 318 members who will act as Consulting Members and have agreed to lend their experience and knowledge to the process.

A third category of membership will be composed of a group of Subcommittee Members, each of whom will vote on issues in one of the 10 subcommittees. These members typically have narrower interests that relate to more specific aspects of the code or they are new to the 318 committee process and will probably become full committee members eventually. Five of our new full committee members were subcommittee members during the last cycle.

The fourth category of members is the Liaison Members who primarily provide representation from other countries, although we do have several full members from outside the United States.

The committee has all new subcommittee chairs for each of the 10 subcommittees and approximately 50 percent new membership. We are all excited about the prospects for this new code cycle.

Our goal is to continue the development of the most respected and widely used code of its type in the world and to accomplish this goal in a way that will utilize the best information available from the Institute's technical committees and members.

Normally, major changes in the code are the result of submittals by technical committees of the Institute. The "feeder" committees which generally have input on a regular basis are represented by members on relevant subcommittees.

However, changes to the ACI Building Code can be initiated by anyone. We would hope that any ideas you have will be submitted in a logical, organized manner so that we can easily understand them. As chairman, I promise that we will consider changes proposed from any source and that we will respond to your requests. We want your input.

Following the lead of our president, I look forward to hearing from you and obtaining your input, either through ACI headquarters or at my office:

Cagley & Associates  
6141 Executive Boulevard  
Rockville, Maryland 20852  
Phone: (301) 881-9050  
Fax: (301) 881-1125

I want to assure all of you that I do consider my assignment for the next 6 years to be an honor and a challenge. We plan to utilize E-Mail for the first time in our history and to provide the most open forum possible. If you get a chance to attend our full committee meetings, we will promise to do our best to make you welcome and provide a format that will allow you to understand what is being discussed. After all, the ACI 318 Building Code is a reflection of the state-of-the-art of concrete construction which is determined by the work of all of you through the technical committees of the Institute.

**Jim Cagley**

# President's Memo

by Robert F. Mast

## A Personal Note

**H**aving recently assumed the presidency of ACI, I believe it would be useful to let you know something of my personal background, and my past work in the Institute. My interest in the construction industry began with my father, who was a general contractor doing building construction, and who also had a small architectural practice. I followed in his footsteps through the architecture program at the University of Illinois, graduating in the engineering option in 1957.

After finishing my active duty with the military, I searched from the East Coast to the West Coast for the best job I could find. At that time, my plan was to work at a job in which I could learn a lot, and then move on in about two years, possibly returning to college. In early 1959, I found a small firm in Tacoma, Wash., that consisted of some inspiring individuals doing wonderful things with a new material called prestressed concrete. I took a job with Arthur Anderson who later became president of ACI. Art was my mentor in my early years, and one of the things he advised me to do immediately was to join ACI. I became a partner in Anderson, Birkeland, Anderson, and Mast in 1963. The firm's name was later abbreviated to ABAM, and is now BERGER/ABAM Engineers, Inc. So much for my plan for staying only two years.

During the 1960s, I did engineering design, mostly in concrete. We designed the traditional mix of buildings and bridges, and a number of special structures. The design of which I am most proud is the monorail at Walt Disney World.

I became active in ACI at the national level about 1964. I was on the 318 Building Code Committee during the writing of the 1971 edition of the Code, and I was also chairman of Committee 512 (now 550), Precast Concrete, for a time. I was also active in PCI during the creation of the first *PCI Design Handbook* in 1971. In 1972, I became the president of ABAM. I soon found that I could not fulfill my duties as

president of ABAM and as an active member of ACI and PCI committees. So I resigned my committee memberships and took what amounts to a 10 year leave of absence from participating in ACI at the national level.

In 1983, Jack Breen (University of Texas, Austin, Tex.) and others twisted my arm to rejoin ACI Committee 318. By that time, I could see that my long-range plan of turning the presidency of ABAM over to Alex Popoff was going to work, so I accepted Jack's invitation. Within a few years, I also found myself on Institute committees concerned with planning, responsibility, and construction, and on the Board of Direction. I served on the Technical Activities Committee for six years, and was elected vice president in 1993.

My background is mostly on the technical side of ACI activities, particularly on the structural side. But, I wish to assure you that I support all of the activities of the Institute, not just the technical activities.

Why do I spend so much time on ACI activities? Good question. I would guess that many of you have asked yourselves a similar question. I believe that our technology and our society is founded on the works of many who have gone before us. There is no way that we can directly repay them for what they have given us. But, we can enhance these gifts, and then pass them on. I believe that this is a natural thing to do in order to fulfill one's higher purpose in life.

I have received many congratulations since my installation as ACI president. I am also receiving congratulations for another reason — a lovely woman has accepted my proposal of marriage. We hope to see you at the fall meeting in Montreal.



*Robert F. Mast*

# President's Memo

## A New ACI Window

**EDITOR'S NOTE:** In his initial memo in the May issue, President Robert F. Mast announced that he will author the President's Memo only every other month during his one-year term. The alternate memos, Mast said, will be written at his invitation by selected chairmen of Institute committees.

This is another of such invited memos. Its author is H. S. Lew who chairs the Technical Activities Committee's Technology Transfer Committee (TTTC). Lew is a former Board of Direction member and is chief, Structures Division, National Institute of Standards and Technology, Gaithersburg, Md., and has been with that federal agency for more than 26 years.

**T**o be competitive in a rapidly changing construction market, products that ACI offers to its members must be current and technically sound. More than 120 technical committees of ACI are already working diligently to bring fresh information to Institute members through committee reports and codes and standards. Moreover, a special window has now been established by ACI to facilitate transfer of research results that emerge from research laboratories and exploit new products to help improve quality and productivity of concrete construction. This window is known as the Technology Transfer Committee of the Technical Activities Committee (TTTC).

In the January 1995 issue of *Concrete International*, past president Dean E. Stephan in his memo to the membership stressed the mission and inner workings of the TTTC, so I am not going to repeat the same message. However, I wish to convey several key features of TTTC, and invite ACI members to take full advantage of this committee.

Firstly, TTTC functions as a window through which one can request a code adoption and/or changes in new knowledge based on research and development. If appropriate, TTTC will evaluate the request, report its findings to the Technical Activities Committee (TAC) for approval, and forward a new proposal to the appropriate technical committee — 318, Standard Building Code, for example — for consideration and adoption into the ap-

propriate standard. During the evaluation process, TTTC not only determines the technical merits of the submittal but also develops the content of the submittal into code language to expedite the committee approval process. Currently, two proposals are being evaluated: joinery for moment resisting precast concrete frames, and a new steel reinforcement deformation pattern. Two separate Innovative Task Groups (ITGs) were formed within TTTC for these evaluations. Other ITGs will be created on an "as needed" basis to deal with other topics such as chloride limits and foundation design.

Secondly, TTTC serves as a conduit for introducing new and unexploited concrete technologies that have the potential for substantial impact on design and construction. One way to achieve this is to provide opportunities for individuals to present proven technologies at Institute conventions. We have scheduled a session at the Montreal, Canada, convention in November, and similar meetings have already been authorized by TAC for ACI conventions in 1996 and 1997. At the Montreal convention, papers related to the use of innovative design and construction techniques for segmental bridges in Canada and a new way to transfer shear from flat slabs to columns will be presented. Other items will be added to the Montreal meeting as that convention draws closer.

Thirdly, TTTC is working closely with technical committees to seek out emerging technologies for use by the concrete design and construction communities. When TTTC identifies matured technologies that warrant introduction into code provisions and specification documents, it will form an ITG to work with appropriate technical committees in drafting provisions for code and specification documents.

ACI members are encouraged to use the special windows program for technology transfer. In today's fast-moving world where technology advances at nearly the speed of sound, we cannot afford to delay transferring what we have learned in research laboratories to design offices and job sites. Give us your ideas so that there can really be "progress through knowledge" as quickly as possible.

The ACI "window" for technology transfer is here — please use it!

H. S. Lew

# President's Memo

by Robert F. Mast

## A Strategic Plan for ACI

**A**s you know, the present era is one of rapid change in the ways of doing business. This applies not only to corporations and public and private organizations, but also to professional societies such as ACI. The changes now taking place are often described as the "information revolution" or as the transition to the "information age." The business of ACI is not concrete; it is information. Our members develop knowledge and then ACI collects, processes, and distributes information, and both members and nonmembers make use of these results. Because our primary business is information, we can certainly expect dramatic changes in our operations in the near future.

Of course, ACI has a Long-Range Plan, last revised in 1991, so one might ask: "Why do we need a strategic plan?" Long-range plans are traditionally based on an assumption that past trends will continue, and long-range plans deal with anticipating and managing growth based on past trends. Strategic plans are based on the concept that discontinuities and new trends will occur, and are designed to take advantage of favorable changes, while minimizing the effects of unfavorable changes.

For these and other reasons, the Board of Direction approved the development of a strategic plan, and selected Mel Hensey of Hensey Associates, Cincinnati, Ohio, to act as the facilitator to help ACI develop such a guideline. At the Executive Committee meeting in June, a Strategic Planning Committee consisting of 12 ACI members and two staff persons was appointed.

This committee will meet for three days in December to formulate this plan. The committee consists of key officers and key committee chairmen. The timing of the meeting is such that recommendations can be made available to the Board of Direction in time for the Board sessions during the March 1996 convention in Denver, Colo.

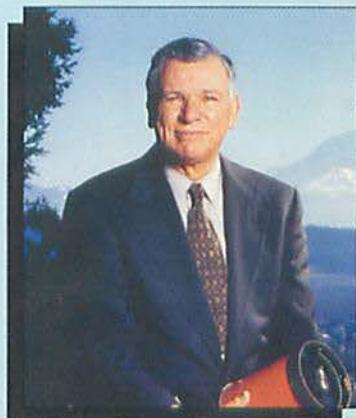
The members of the Strategic Planning Committee will be expected to devote their full attention to the strategic planning process at the three-day meeting, which is being held away from other ACI activities. Additionally, they will be expected to read and digest input information, consisting of:

- Outline of the process,
- Various documents,
- Organization chart,
- Bylaws,
- Committee charges, and
- Results of surveys.

This issue of *Concrete International* contains a simple survey form consisting of three identical (almost) questions. The Strategic Planning Committee would like to know what is important to you, as a member of ACI. Please aid in this effort by responding to these inquiries. If you wish to give additional advice or opinions regarding the Strategic Plan, that is welcome also.

(Note: For *Concrete International* readers residing in the United States, the survey form has been inserted in the front of this issue, between the inside front cover and page 1. For members living outside of the United States, a separate survey form was previously mailed to you. If you have already responded to this survey by letter, a response to the form in this issue of *Concrete International* is not necessary.)

I wish to hear from you regarding your thoughts on the future direction of ACI. I am dedicated to the concept that ACI must be of maximum service and value to *all* of its members.



*Robert F. Mast*

# President's Memo

## TAC—What It Does and How to Use It

**EDITOR'S NOTE:** In his initial memo in the May issue, President Robert F. Mast announced that he will author the President's Memo only every other month during his one-year term. The alternate memos, Mast said, will be written at his invitation by selected chairmen of Institute committees.

This is another of such invited memos. The author for this issue is James K. Wight, chairman of the Technical Activities Committee and a member of the Board of Direction. Wight is also a Professor in the Department of Civil and Environmental Engineering at the University of Michigan, Ann Arbor, Mich.

I want to thank President Mast for the opportunity to address the membership of ACI. As the current chairman of the Technical Activities Committee (TAC), I know that TAC is viewed as an "exclusive club" by many ACI members. Regardless of this impression, TAC's doors are always open for input, and I welcome this opportunity to explain the role of TAC as best I can in this short message.

I think it is fair to say that the services offered by TAC are primarily for the benefit of the various technical committees and thus have less direct impact on individual members. TAC members are normally selected from the ranks of current and former technical committee chairs. As a consequence, they bring experience to the committee work that TAC is responsible for reviewing. TAC does meet on the weekend before the beginning of each ACI convention, and again for three days during the summer. The ACI Board of Direction has established TAC as the final arbiter on all matters concerning technical content in ACI publications. TAC's primary task is to critically review technical documents produced by ACI committees, as well as the technical sessions presented at ACI conventions, and to assure their quality is maintained to Institute standards. TAC also approves the technical content of all ACI Standards before they are referred to the Institute's Standards Board. Moreover, TAC establishes technical committees, selects committee chairs, develops committee mission statements, offers recommendations on numerous ACI award activities, and monitors a host of other matters related to the technical affairs of the Institute.

Your first significant contact with TAC, as a member of a technical committee, will most probably be when your committee develops a document and sends it in for TAC review. That TAC reviews are thorough and tough came early to me as a technical committee chairman. I took those first TAC review comments quite hard, because the reviewers often

questioned the technical adequacy of my committee's report, plus they made our members work hard at improving our document. However, it soon became clear that TAC was performing an essential function, and doing so effectively. It was making sure—as it did with other ACI technical committees—that our document was technically correct and as up to date as possible; that it did not conflict with other ACI documents, and that my committee's output was clearly written. In practice, TAC review groups, consisting of three TAC members and one ACI staff engineer, synthesize all review comments, including those from outside reviewers, so the technical committee involved will have specific information on how to revise its document.

If you have served as a committee officer, you are probably familiar with the role a TAC member fulfills as the TAC contact for your committee. He or she essentially serves as the advisor and liaison between your committee and TAC. This TAC contact can also: assist your committee in preparing documents for TAC review, help you in requesting technical sessions, advise on handling committee ballots, provide guidance on resolving technical disputes within the committee, and help technical committee members move their business forward in a timely fashion. Frequent communication between committee officers and their TAC contact is therefore recommended.

Probably one of the most important functions of TAC is its role as an information resource for all ACI members. If you have questions about joining a committee, getting on the technical program at a convention, dealing with a tough committee chairman, whatever, please don't hesitate to ask for TAC advice. Collectively, TAC members offer a wide range of technical experience. Still, in case TAC cannot provide a direct answer to a question, it should be able to provide a contact to get you started on finding a solution. Also, don't hesitate to let TAC know if you have ideas about how we may be able to improve the quality and productivity of ACI's technical committees.

Our members' names are listed at the front of this publication, the two technical journals, and in the ACI "Committee Roster" booklet. At conventions TAC members wear an identifying ribbon on their name tags. We many times can be found for informal conversation outside session and meeting rooms and other locations at conventions, or during the "Concrete Mixer." These are relaxed opportunities for TAC members, including myself, to discuss new ideas you or your technical committee wish to offer.

The meetings of the various technical committees at ACI conventions are open to all convention attendees. You are welcome to visit these and consider becoming a member of a committee. ACI committees are always seeking new and active members who are interested in improving the technology addressed by the committee in question.

On behalf of all current and former TAC members, permit me to offer you best wishes for an enriching technical experience within ACI at whatever level you desire to participate.

See you in Montreal!

James K. Wight

# President's Memo

## Membership in the Real World

*EDITOR'S NOTE: President Robert F. Mast is currently authoring these President's Memos every other month. The alternate memos, Mast has stated, will be written at his invitation by select chairmen of Institute committees.*

*This is another of the invited messages. The author for this is Jo Coke, chair of the Membership Committee and a former member of the Board of Direction. A Fellow of ACI, she is associated with Fibermesh, a division of Synthetic Industries, Dallas, Tex.*

**T**here is no question that ACI is the world leader in concrete technology. With little commercial and government support except from volunteer members, we have achieved this by constant interaction between ACI and the industry. The history of committees reflects the realization of what members want/need, resulting in volunteer dedication to the practical for real use in daily work. But are we continuing to address the practical, or have we moved away from this goal? The ACI motto, "Progress through Knowledge," emphasizes progress as the end and knowledge as merely the means. In fact, when a new society known as the National Association of Cement Users was formed in 1904 (to become the American Concrete Institute in 1913), the core of its stated objective was "to disseminate information and experience upon and to promote *the best methods to be employed in the various uses of cement...*" Paraphrased, our current mission statement reads: "To organize the efforts of its members...in gathering, correlating and disseminating information for the *improvement* of the design, construction, manufacture, use and maintenance of concrete products and structures..." (Italics mine.)

ACI's members are those most concerned with concrete at its best and highest level. But are we in danger of allowing our head to lose contact with our hands?

The recent recession has been painful, not only for business but for ACI, in terms of member loss. This occurred as we faced the challenges of establishing ourselves even more firmly as *ACI International*. Foreign chapters must continue to grow for us to be truly global in scope and influence. Domestically, we cannot afford to lose touch with our members and their needs on a practical level.

We know that members, quite correctly, want more. But more of what? That is the challenge of the Strategic Planning Committee as outlined by President Mast in his memo in the September issue of *Concrete International*. The survey you were asked to complete early this fall will give us some idea of where you feel we belong, and therefore should direct our efforts. We are also trying to hasten the whole process by means of the Technology Transfer Committee of the Technical Activities Committee, formed to shorten the time period between research and application, and to liaise among technical and code committees.

As you consider the Sponsor-A-Member Program now in progress, remember that we need practical, real world input...from decision makers with departments of transportation and public works...from the contractor, the lab, the producer. Many chapter members come from these fields, but their contribution on a national level is limited or non-existent. In addition, many national members do not participate in local chapter activities. Thus, the umbilical cord is impoverished and fragile, unable to provide a healthy conduit for exchange of information. Chapters need the structure and confidence that come from interaction with nationally active members; the Institute needs workplace relevancy: fresh ideas, local conditions, field concerns from chapter members. In the resulting dialogue lies the true strength of ACI.

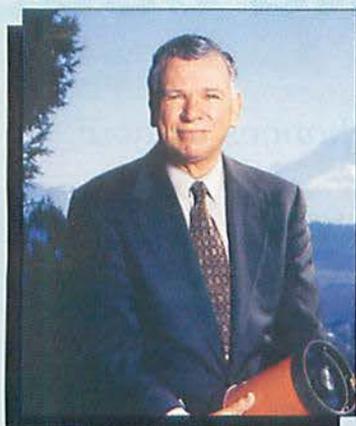
The Membership Committee and staff have exerted special effort this last year in telephoning non-renewing members, attempting to pinpoint reasons for abandonment. We, as individuals, have become concerned and involved in the well-being of the Institute, and we urge you to do so. I ask for your help on a personal level. We are interested in your reasons for belonging to ACI — or for not belonging, if that is your decision. Please reach me at: Fibermesh Division of Synthetic Industries, 12333 Montego Plaza, Dallas, Texas 75230-1721; telephone: (214)392-4020.

Remember that we at ACI are unique in our industry. **Membership costs 42 cents a day, less than most of us spend on coffee or cold drinks daily.** Change inevitably affects our work and workplaces, and it is only through ACI that **everyone** can have a voice. Let us hear yours!

Jo Coke

# President's Memo

by Robert F. Mast



## ACI and You

Construction of ACI's new headquarters building is now entering its final stages. The building has been enclosed with temporary protection panels and propane heaters have been placed in service to provide comfortable working conditions for workers doing inside activities. The

HVAC subcontractor has completed most of the major sheet metal work and has mounted the rooftop control unit. The metal wall studs and insulation of the exterior walls have been completed for about one half of the building. The fire protection sprinkling system is almost completely installed and the curtain wall is now being erected and glazed; the building is taking on a completed appearance. The move into the new building is planned for April following the March convention in Denver. (See pp. 8-9 of this issue for photographs, additional details.)

Why did ACI need to build a new headquarters? Certainly not to build a monument to the Institute. The new headquarters is necessary for the Institute to fulfill its role in the dissemination of concrete information in the 21st Century. The new space is flexible, safe, and secure, and provides an environment suitable for accomplishing our mission.

The cost of our new facility is about \$5.5 million, including land acquisition. This amounts to about \$70 per year per ACI

member over a five-year period. The Board of Direction chose not to finance this construction through a dues increase but through voluntary contributions instead. To date, many companies and individuals have made major contributions to the Capital Campaign. I suggest that it is also the responsibility of many individuals to make smaller contributions.

Why is it your personal responsibility to do something? The technology upon which our livelihood is based results not so much from our own efforts as from the past efforts of those who have created the basis of the technology we use. We cannot directly repay those who have gone before us. We can only pass on to others improved knowledge and technology for use in the future. I believe that the building of the new headquarters is a necessary step in the Institute's accomplishment of that purpose.

Think about supporting ACI with the cost of a couple of nice dinners out per year for each of the next five years. Your modest contributions can and will make a difference. Cut out and mail in the coupon below. I promise that this is the last time you will see a letter or President's Memo requesting a contribution to support the construction of the new headquarters.

Thank you for your thoughtful consideration of this matter.

*Robert F. Mast*



TO BUILD A NEW ACI INTERNATIONAL HEADQUARTERS

I/We subscribe a total of \$ \_\_\_\_\_ Payable over \_\_\_\_\_ years (up to 5 years).

To be paid  Annually  Semi-Annually  Quarterly  Other

In installments of \$ \_\_\_\_\_ Or \_\_\_\_\_

Pledge Date	_____
Pledge Total	\$ _____
Amount Paid	\$ _____
Balance Due	\$ _____

Signature \_\_\_\_\_

First reminder on \_\_\_\_\_ (date)

Name (please print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov. \_\_\_\_\_

Make checks payable to ACI Capital Campaign. Mail to: ACI • P.O. Box 19150 • Detroit, Michigan 48219-0150

# President's Memo

## Progress Through Knowledge

*EDITOR'S NOTE: President Robert F. Mast is currently authoring these President's Memos every other month. The alternate memos, Mast has stated, will be written at his invitation by select chairmen of Institute committees.*

*This is another of the invited messages. The author for this is Luke M. Snell, chairman of the Educational Activities Committee. Snell is also professor, School of Engineering, Department of Construction, Southern Illinois University, Edwardsville, Ill.*

**P**rogress Through Knowledge," the motto of the American Concrete Institute, also serves as a miniature mission statement for the Institute. The task of getting knowledge to the concrete community is a major responsibility of the Educational Activities Committee.

EAC was established in 1970 to oversee the Institute's educational programs. Since its formation, EAC has been involved in numerous, diverse educational programs and activities, including these:

- **Educational seminars:** Slabs on grade, troubleshooting concrete problems, concrete repair, Building Code design — these are only a few of the various specialty topics available for the continuing education of concrete professionals. Two-day classes on basic concrete design concepts are also available for scheduling.
- **Computer development:** As use of the microcomputer was becoming routine, EAC saw the need to develop electronic concrete programs for educational purposes. Several convention sessions and publications (the "Com" series) encouraged members to embrace this new technology. Committee E 705, Educational Computer Activities, now helps to keep the Institute up-to-date in computer technology.
- **The concrete craftsman series:** Launched nearly a decade ago, these highly successful booklets are designed for the craftsman on the job. A wide variety of topics from the basics of concrete to construction of slabs on grade are covered in these "practical" guides.
- **Audio-visual presentations:** Several "how-to" presentations have been developed to illustrate current construction techniques. Finishing concrete and concrete testing procedures are two topics that have been used quite successfully for such presentations. These are excellent training tools for concrete construction firms and local chapters.
- **Student involvement in ACI:** For many years, the Institute

has attempted to attract the next generation of designers and constructors. Students enrolled in civil engineering, architecture, construction technology, and materials science are encouraged to concentrate on concrete as a career choice. Through its Committee E 801, Student Activities, EAC annually sponsors an egg protection device competition, cube testing contest, and special projects to attract student involvement in Institute programs.

These are only a few of the EAC projects either underway or under development. Seminars on the new ACI 318-95 Building Code are being scheduled so that the design community can be made aware of the revised changes in this most important document. More than 50 such seminars are planned.

Metrication, another relatively new concept in concrete design and construction, will also be the topic of a series of seminars during 1996 and beyond. At least ten such seminars are in planning stages in an attempt to assist in the implementation of metrics into the United States.

New training materials, such as a complete package for use by the sponsoring groups of ACI certification programs and a new 6-1/2 hour video on slabs on grade, are under development. The Certification Program, originally under the jurisdiction of EAC, is now a separate activity, but is still an educational function requiring our input. A series of "tool box" brochures are also planned as a handy way for superintendents and project managers to pass along current information to their employees — the people on the job.

A number of existing EAC documents are being revised and new publications on shotcrete, formwork, and other topics are in various stages of development. Educational seminars at Institute conventions, a relatively new concept, have proven their value and will be continued. Sessions on "Non-destructive Testing of Concrete" and "What the Designer Needs to Know about Materials" are scheduled for the Denver, Colo., convention in March. EAC is also heavily involved in ongoing efforts to improve the quality of convention sessions and training of committee chairmen.

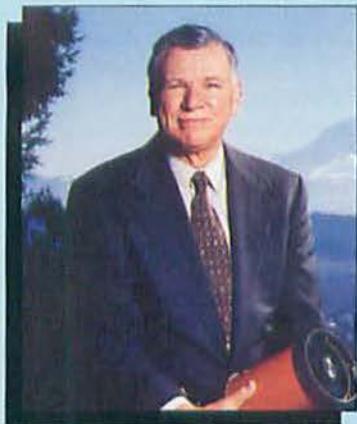
All of this makes it readily apparent that EAC and the Institute's educational programs are viable, progressive endeavors of vital importance. These are busy times and it is expected that this hectic pace will not slacken in the days ahead. Indeed, new programs requiring additional EAC involvement undoubtedly loom on the horizon. The eight committees under EAC jurisdiction are in need of new members to aid in preparing the Institute and its members for the 21st Century. Attainment of the goal of "Progress Through Knowledge" requires just that — progress!

Luke M. Snell

# President's Memo

by Robert F. Mast

## The Members Speak



This is my final President's letter. Traditionally, the final letter summarizes the accomplishments of your Institute over the past year. But I would prefer to look forward, not back. As you know, we have embarked on the development of a new Strategic Plan for ACI. This plan will be pre-

sented to the Board of Direction in March. Thus, it would be premature to describe the plan now, but I will certainly do so during my address at the General Session at the Denver convention.

In order to develop background information for the Strategic Planning Committee, a survey of members was conducted last fall. The results of that survey are the primary subject of this President's letter.

As you recall, the survey questionnaire was printed in the September issue of *Concrete International*. The survey form asked the open-ended questions: "As you think about ACI, present and future, identify one thing that is important to you. How important is it? (1-10) How are we doing on it? (1-10) (1 is the lowest, 10 the highest.) This survey differed from most surveys which typically ask one to rate specific subjects. We wished to find out what subjects are of the most interest to you, without prejudging the issue by listing what might be of most importance to us.

Because of the slowness of mail to and from countries outside the United States, we also sent the survey form in a first-class letter to members outside the United States, asking them to respond to the survey by mail or fax. Apparently, it is much more effective to ask for a response by letter than through a tear-out sheet in a magazine. Approximately 8 percent of the international members responded, whereas approximately 1 percent of the domestic members responded. Of course, this difference in response rate could also be due to a greater level of interest in responding on the part of the international members.

We received a total of 1181 specific answers, including responses to the second and third questions asking for another important thing. A committee consisting of Al Wood from the ACI staff, Mel Hensey (our facilitator for the strategic plan), and me, processed these responses. We first had to sort the responses into categories. After reviewing the responses, we decided on 37 categories, which were grouped under eight major headings. We found that virtually all respondents rated their particular subject highly important. The best measure of importance is given by the percentage of the total responses related to each subject. The table below gives the eight major categories, the percentage of the total responses in each category, and the average performance (How are we doing on it?) rating.

These percentages and performance ratings are shown separately for international (non-U.S.) and domestic (U.S.) members.

The international and domestic responses were generally similar, although the performance rating of the domestic responses was generally about a point lower than that of the international responses. It is apparently that the two categories of publications/codes/standards and technology/research/committees were the categories most important to the membership, accounting for a little over 50 percent of all responses. And, these two categories tended to have the highest performance ratings.

There were a few cases where the international and domestic responses differed significantly. The international mem-

(continued on p. 6)

Category	International		Domestic	
	Percent	Performance	Percent	Performance
Publications, Codes, Standards	32	8.3	34	6.9
Education, Information	11	6.9	14	6.5
International	10	4.6	2	4.5
Electronic Communication	3	5.4	2	3.7
Construction Related	5	6.2	5	5.9
Member Connections and Services	13	7.0	20	5.8
Technology, Research, Committees	22	7.1	19	6.7
Other	5	7.0	3	5.8
Totals	100	7.1	100	6.4

**President's Memo**  
*continued from p. 5*

bers gave more importance to the international subjects, which is understandable. The domestic members gave more importance to member connections/services. This is also understandable because domestic members have more opportunities to use these. One subcategory of interest (not shown in the table) is that of affordability and cost. Six percent of the domestic responses responded with concern about the cost of membership, publications, services, etc., whereas zero percent of the international responses expressed this concern.

What conclusions may be drawn from this survey? The obvious one is to improve in the areas where the membership believes there is considerable room for improvement. But I

believe it is also very important to continue and improve in the areas that the members rank as most important and in which we are now doing well. The Strategic Planning Committee has received much more detailed input than that which I could present in this brief letter. But I thought it would be useful to share these summarized results with you, so that you may draw your own conclusions.

As my term as President of your Institute draws to a close, I would like to express my personal thanks to those of you who have contributed your time and thoughts to furthering the purpose of ACI. You are the backbone of the Institute, and your contributions are what make ACI membership worthwhile. Thank you.

*Robert F. Mast*

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