

**Be an active voice in reshaping the concrete industry!**

**Become a member of the Strategic Development Council (SDC).**

**Mission:**

To provide strategic direction for advancement in the concrete industry

**Vision:**

To be the catalyst to optimize the use of concrete to serve societal needs

**Our Purpose**

The SDC provides a place where people from all segments of the concrete industry can gather to discuss innovations, issues, and strategies to advance and improve our industry. One main avenue to accomplishing our purpose is our twice annual Technology Forums. The Forums serve as a place where professionals from member organizations convene at the senior level for a day and a half to discuss strategic issues, hear presentations on research needs, and learn about new technologies and innovations.

**SDC membership creates connection and opportunity for you and your company**

- Get early or exclusive access to results of new technological research results, feasibility studies, market research, and new technologies.
- Connect with like-minded professionals in the concrete industry – those devoted to progress and improvement – together we can make a difference.
- Be part of the decision-making process for advancement of the concrete industry and help to prioritize industry strategies and initiatives.

The SDC is **focused** on the following goals:

- |                |                                                                       |
|----------------|-----------------------------------------------------------------------|
| <b>Goal 1:</b> | <b>Improve the Durability of Concrete</b>                             |
| <b>Goal 2:</b> | <b>Improve Design &amp; Construction Process</b>                      |
| <b>Goal 3:</b> | <b>Improve the Adoption of Innovation</b>                             |
| <b>Goal 4:</b> | <b>Improve Concrete Contractor Productivity &amp; Project Quality</b> |

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The SDC **strives to advance** the industry by:

- Connecting concrete industry leaders to address industry-wide issues and support innovative technologies with a unified voice
- Supporting programs that improve the quality and potential competitiveness of concrete in design and building, and as a building material
- Assisting the concrete community in timely adoption of innovative technologies, best practices, and solutions to industry-wide problems
- Identifying, evaluating, nurturing, and guiding new technologies

### **Members get registration discounts for Technology Forums and access to all available past presentations**

As a member, attend our twice-yearly Technology Forums and you can:

- Develop business relationships and create opportunities for your organization
- Capitalize on the opportunity to learn about new concrete technologies and methods while earning PDHs to help maintain your professional certifications
- Take advantage of the well-rounded viewpoints from many segments of the concrete industry as panel presenters discuss code change strategies, ways to implement new technology, and develop strategies for new initiatives
- Suggest topics or themes for the forums that are important to you
- Share your new technology or strategies for improving the industry
- Get access to industry workshops, not publicized elsewhere. Generally held adjacent to the forums, workshops organizers invite specific stakeholders and SDC members to discuss a common goal, new initiative, or strategies to resolve an issue.

**To join the SDC** as a member, complete the application form ([https://www.acifoundation.org/portals/12/files/pdfs/Member\\_App.pdf](https://www.acifoundation.org/portals/12/files/pdfs/Member_App.pdf)) or contact Tricia G. Ladely ([tricia.ladely@acifoundation.org](mailto:tricia.ladely@acifoundation.org) or 724-601-3075).

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