

# President's memo



## ACI — A Name Change?

**T**he American Concrete Institute — does this name accurately reflect the activities, the composition of, the chartered purposes of the organization of which you and I are members?

This question has been posed on occasion over the years and perhaps this may be the time to again look into the pros and cons of a name change for the Institute. At the outset, it should be emphasized that no decisions have been made. My own position is neutral and I fully intend to remain that way until the membership has had an opportunity to voice an opinion. The Board of Direction has not been asked to consider any change. Thus, the matter is open for discussion without preconceived opinions or decisions on the part of ACI officials.

In raising this question, I fully realize that this is perhaps a controversial matter, possibly not the best way for a new ACI president to begin his term in office or to write his initial "President's Memo." Why bring this up, then? Simply put — I believe that this is as good a time as any, that the issue should be faced now.

Change the name to what? One suggestion is that of the International Concrete Institute, a name that might more accurately reflect the composition of our membership and our activities. While ACI has been somewhat international in character for many years, I believe that we may be at a point where the Institute's position is limited in scope due solely to the name.

Over the years, there have been other suggestions relating to the expansion of the name to include other phases of the concrete industry. One such proposition cropped up recently at a meeting attended by several ACI officials and members with those associated with the masonry and clay brick industry. I don't want to go into detail about this now simply because the talks are strictly in the exploratory stages, but there is a chance for ACI to move into this area and possibly enlarge its membership. However, we would have to agree to perform some services for the masonry and clay brick people and alter the name to reflect their participation. Thus, the American (or International) Concrete and Masonry Association is another suggestion received recently.

There are some drawbacks to a name change, of course. Anytime an organization alters its name it tends to lose some recognition and acceptance, at least for a time. ACI has developed national (U.S.) standards which are used to some degree worldwide but how would a name change affect U.S. acceptance of these standards? The Institute is headquartered in a "midwest" American city as opposed to an "international" city such as New York or Paris. (Or is this an advantage?) There are also financial considerations — for example, the added cost of postage overseas.

Keep in mind that a name change would be nothing new for this organization which began life in 1905 as the National Association of Cement Users. It operated under this tag for eight years when NACU was dissolved and ACI created in hopes of obtaining additional "stature." Would another name change create more "stature" — not necessarily in the U.S. but abroad? Can ACI's expertise in standards writing be expanded to be of greater help to masonry and other areas? Also, remember that our charter calls on the Institute to "further engineering education and scientific investigation and scientific research" relating to concrete and that nowhere in the charter or by-laws is there any restriction by geographical boundaries.

Do you, the member, have any other suggestions? Or would you prefer just leaving the name as it is? Why not let us know what you think? You are invited to express your opinions on this subject. You may be assured that no decisions will be made until ample opportunity for discussion has passed. I have a feeling that I'm going to be deluged by mail and phone calls but really I'm looking forward to hearing from you.

I'm honored to be chosen as president of the Institute and will certainly do my best to live up to the challenges and expectations. Thank you and, now, send us your postcards and letters.

# President's memo



## The Student and ACI

One of the most noteworthy accomplishments of the American Concrete Institute in recent years has been its increase in membership. All of us should be extremely pleased at the fact that during 1980 our membership increased by 983, the largest increase since 1956. As of the close of 1980, total membership was 15,222, the highest it has been since 1975. If all goes well, we have reason to expect that ACI membership by the end of this year will come close to or even exceed the 1974 total of 16,126, the highest in the Institute's history. In my opinion, all these statistics are further proof that ACI is a viable, dynamic organization with a promising future, albeit a future with challenge.

Not to be overlooked, however, is the fact that a significant portion of this membership increase can be traced directly to our student category. During 1980, student membership climbed by 382 and at the end of the year it stood at 1,281. The total number of student members plus junior members is 2,080, or 14 percent of the total ACI membership. An important statistic, in my opinion, and certainly an indication that we should pay closer attention to our young members and their needs.

At the annual convention in Dallas, student registration exceeded 50, one of the highest in recent years. A cube breaking contest, held for the first time and staged with little advance publicity, proved to be one of the big features of the convention and there is great hope that this contest, aimed basically at engineering students, will become a permanent feature and a major attraction at future conventions. Plans are being made for a similar contest to be held at the meeting in Atlanta next January.

The Dallas convention was also significant for one other matter involving our student membership. For the first time, there was local financial backing for students to attend an ACI convention. Surely, an indication of how others look upon ACI and our activities, don't you think? In one case, a graduate student at the University of Kansas received the support of the Kansas chapter to attend the convention and that chapter reportedly is formulating guidelines to make this a permanent program. In the second case, a group of students from Southern Illinois University made the trip to Dallas courtesy of the construction industry in the Edwardsville, Ill., area. The students, members of the student chapter of the Associated General Contractors of America, received financial support for the trip from the Southern Illinois Builder's Association, the Ralph Korte Co., and the R. W. Boeker Construction Co. Our Kansas chapter, the Illinois association, and the two construction companies are certainly deserving of our praise for their endeavors.

All this, I believe, merely emphasizes the need for us to continue and expand our programs relating to students. In my initial memo, I referred to the importance of ACI's international activities and noted that possibly the key to the Institute's future growth lies abroad, not here in this nation. While I still am of this opinion, perhaps this statement should be modified somewhat since it could well be that the key to our development is a combination of age and geography.

Do you have any ideas along this line? Let us hear them!

A handwritten signature in dark ink, appearing to read "J. H. ...". The signature is fluid and cursive, written in a professional style.

# President's memo



## Getting Your Money's Worth!

In these inflationary times, it is important — indeed mandatory — that we all receive full value for our expended dollars. Basically, we need to ensure that each dime is wisely spent, accounted for, and returns a dividend which accurately demonstrates the expenditure was proper and reasonable.

Under such conditions it is understandable that all of us from time to time question the advisability of memberships in associations, clubs, and societies which we belong to. What are we receiving from these memberships? Are we getting our money's worth?

My answer, based on nearly 20 years of membership with ACI and other associations of a similar nature, is an unqualified yes. Let's look at things in a proper prospective. And I hope you will do likewise if you are currently questioning the wisdom of continuing your ACI membership.

When you purchase a newspaper in your city, what are you buying? Pages of printed material which, for the most part, will be obsolete and probably discarded the following day? When you buy life insurance, what do you get? Only a copy of the policy? Of course not! When you buy a newspaper what you really receive is information, news of the day, entertainment. When you buy insurance, you buy security and protection. When you buy eyeglasses you do not really buy a material thing to be worn. You are really purchasing an intangible item — improved vision. The list could go on and on, but the point is that we often purchase items which yield only long-term immaterial results — things like security, health, information.

So it is with membership in a professional association. When you subscribe to ACI membership yearly, you are not really buying membership since you only receive a piece of paper certifying payment. What you are really doing is investing, not paying. You are investing in your future, in your profession. For this you are receiving the cooperation of those in your profession. This cooperation and the benefits which derive from such an association enable you to acquire information, to do things you could not possibly acquire or do on your own.

The next time you question your ACI membership, keep these things in mind! All of us owe our profession something and the best way to repay this debt is by making our time and talents available to others. We need you in ACI but, perhaps even more importantly, you need ACI!

A handwritten signature in black ink, appearing to read "J. Chapman". The signature is fluid and cursive, with a large, sweeping flourish at the end.

# President's memo



## Knowledge/Pride/Quality

For many years the American Concrete Institute has utilized "progress through knowledge" as its slogan. It is, in my opinion, a good slogan and one which accurately reflects ACI's goals and responsibilities. However, not to be overlooked is the fact that knowledge alone will not result in quality structures; there are other factors involved in producing good concrete.

Following knowledge — the know-how to do the job — there comes pride — the willingness to do the job not just correctly but with an added incentive to do it as near perfectly as possible. These two factors add up to quality. Knowledge alone will not produce quality and pride by itself, while commendable, will achieve little.

These things were brought to my mind recently when, in my capacity as a private consultant, I had occasion to review some daily reports of a job superintendent on a sanitary engineering structure. Without going into detail, let me just state that the reports reflected a general lack of pride on the job. The attitude of the superintendent seemed to be, "How do you expect me to take pride in my work when all I'm building is a sanitary facility which the public won't see and will only handle sludge and sewage?" No one apparently had tried to instill some pride in him or bothered to point out to him the importance of such projects to our communities and to our society as a whole. And he certainly did not understand why dense, high quality concrete was a very important part of the overall successful performance of the facility. The end result, I'm afraid, will be low quality.

All of us need to be on guard against such situations and to do our best to eliminate attitudes which can lead to poor results. There can be "progress through knowledge" but there can never be real progress without a desire for quality and pride in the job. Let's all keep in mind that while ACI is basically a technical and scientific organization, its bylaws also call for it to promote "good design and construction practices." This can be accomplished through each of us spreading and encouraging both knowledge and pride. The end result leads to quality.

A handwritten signature in dark ink, appearing to read "J. J. Chaffin". The signature is fluid and cursive, with a long horizontal stroke at the end.



# President's memo



## Real knowledge and everlasting care

In a few short weeks, many ACI members, their spouses, and guests will be gathering in Quebec, Canada, for the Institute's annual Fall Convention. I am looking forward to the event, not only for the opportunity to do some sight-seeing in what has been called the "Paris of North America" but also to participate in the various Institute meetings and activities. It promises to be an exciting convention, one which I hope will result in a high attendance.

Let's take a minute and think about conventions. Are they really worth it? Aren't they merely an excuse to get away from it all and have a good time? Some people, of course, do use conventions as a means to escape from the office doldrums but, from a personal standpoint, I attend them for only one reason — to learn. As a consulting engineering in private practice, I could sit in my office day in and day out and continue to crank out the work that enables me to make a living. But, while I am doing this, out there — beyond my office walls — is a vast, changing world of concrete and concrete technology.

Anyone in any profession, be it law, medicine, or engineering, can not render his clients satisfactory service without keeping abreast of current developments in his speciality area. While this can be most difficult due to rapid innovations in technology, all of us must make the effort. There are times I really can't afford to be away from the office for an entire week but it seems that I really must take advantage of the opportunities provided by ACI. And these are opportunities to learn more about concrete, its use as a structural material and, yes, sometimes its problems.

Think a minute about concrete and its history. Cement, as we know it today, has been in existence only since 1824 when Joseph Aspdin of England took out a patent for the manufacture of what he called "portland cement." We've come a long way since then and that was only 157 years ago. But it could well be that we are really only an infant industry, one that has only been crawling up until now despite some mighty achievements in recent decades: high-strength concrete, long span bridges, slipforming, etc.

If you have never attended an ACI convention or sat in on one of our technical sessions, now may be the time to rectify this. Come to Quebec as I will — for the purpose of learning. And about the learning process, no one said it better than Ernest L. Ransome, one of the pioneers of our industry, who wrote in 1912 that ". . . the next . . . years will see even greater advancements but I would . . . ask the younger men in the profession to remember that . . . (two things are necessary) . . . real knowledge and everlasting care."

What more can be said — real knowledge and everlasting care! See you in Quebec in September!

A handwritten signature in black ink, appearing to read "J. J. Charney". The signature is fluid and cursive, with a large, sweeping flourish at the end.



## ACI and Its Committees

"How can I get appointed to an ACI committee?"

I have been asked this question many times over the years and I'm certain other Institute officers have fielded similar inquiries. Some of our members probably feel that committee appointments come about in some mystical or political way and there are probably many who have the attitude, "You really have to know someone at headquarters to get an appointment to a technical or educational committee!" Let me assure everyone that this is not the case and that mystical or political forces are not at work when appointments are made.

One point that I would like to stress is that ACI is in need of new committee members. We need and want "new blood" on our committees and are constantly seeking ways to appeal to the membership for volunteers, people willing to put forth the time and effort required for committee work. An organization like ours can not afford the luxury of "standing pat." Concrete technology is ever-changing and there is an urgent need for new ideas, new methods, new concepts. We can obtain these only with a fresh approach from within our ranks — the committees.

With respect to appointments, there are some guidelines that we follow but most of these are based on common sense, not bureaucratic procedure. We strive for a complete balance on all committees so as not to give one segment of the concrete industry a dominance over another or permit commercial interests to unduly influence committee work. Other types of balance are important, also. Since practices vary from area to area, a geographic balance is sought and we encourage committee participation by members from foreign nations. A balance in expertise is a third consideration in that we attempt to get a wide range of knowledge on all committees.

Currently, we have over 100 technical and educational committees and, generally, one or two are added each year; others may be discharged upon completion of their assigned missions. Of our total membership of over 15,200, about 1,750 are now serving on the various committees. While this is about 12 percent, I believe the figure could be improved and hope that everyone involved in the committee

process will make a major effort to seek out new members. For those contemplating volunteering, however, I have one word of warning: ACI committee membership is both an honor and a burden. There is no financial reward — often times it is a financial burden — and recognition does not come easily. In exchange, the hours are long and tiresome, frustration is frequent, and often comes the question, "Why did I ever volunteer for this?"

Since the committee chairmen have the responsibility to ensure that the mission of the group is accomplished, they have the right to recommend appointments to their committees. This gives the chairman the flexibility he needs in choosing his co-workers. However, the Technical Activities and Educational Activities Committees — two umbrella-type groups with jurisdiction over the committees — have the authority to reject any and all recommendations if such are contrary to the Institute's goals of obtaining appropriate committee balance and expertise. TAC and EAC have the added responsibility to monitor all committee work to assure that each is performing its mission. It is not necessary for an individual to be an ACI member for appointment although committee chairmen must be.

The size of a particular committee is also a consideration when appointments are made. Depending upon the assigned mission, some of our committees function very well with only seven or eight members while other committees, such as 318, Standard Building Code, have more than 40 members due to the wide scope of their mission. When vacancies do not exist on a particular committee, the names of interested persons are retained for later consideration.

What it all boils down to is this — let us know if you're interested in a particular committee assignment. Advise ACI headquarters and an applicant's data sheet will be sent to you to fill out and return. We'll do our best to bring about such an appointment but there can be no guarantees. We can assure you, though, that the overall effectiveness of ACI will be the foremost consideration, not politics or "knowing someone."

But we won't know of your interest unless you tell us. So, the first step is yours!

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# President's memo

## ACI's Trophies

We are now in the midst of the football season, that time of the year when our Saturdays and Sundays are occupied with such intellectual thoughts as the Rose Bowl, the Super Bowl, number one in the nation, and the Heisman Trophy. For those not familiar with such an important subject as football, the latter is a trophy given each year to the collegiate gridiron performer judged the best in the nation. Actually, the trophy itself is just that — a trophy. The Heisman award is really a symbolic gesture — the winner receives no money and no guarantee of a lucrative contract to play professional football.

All this I use to illustrate that in nearly every profession, every endeavor, there are awards or trophies of some kind. The Oscars (movies), Emmys (TV), Grammys (recordings), Tonys (theater) — the list seems endless and it probably is. So it is with the concrete industry. For more than 60 years, the American Concrete Institute has been bestowing its own Heisman trophies although we have other names for ours — the Wason, Turner, Lindau, Kennedy, Anderson, etc. These are presented annually to recognize such things as outstanding service to the industry, authorship of outstanding papers, outstanding research, outstanding committee work, and so on. In our industry, ACI's awards are generally thought of as being most meaningful and its trophies — medals and plaques — the most cherished.

Take, for example, our Turner award, established in 1927 by Henry C. Turner, a contractor and past president, for notable achievement in, or service to, the concrete industry. The list of those who have received the Turner Medal over the years reads like a "Who's Who" in contributions to the concrete industry. To mention only a few: Duff A. Abrams, Phaon H. Bates, Raymond E. Davis, John J. Earley, Arthur N. Talbot.

Certainly, this is a list that could be compared to the Heisman Trophy list with names like O. J. Simp-

son, Earl Campbell, Roger Staubach, Glenn Davis, et al.

At each annual convention, the Institute gives out about 14 awards as well as honorary membership, the highest honor it can bestow. These awards cover various aspects of industry and Institute activities such as the Kelly Award for contributions in teaching/education, the Bloem Awards for outstanding service on a technical committee, the Kennedy Award for technical or administrative service to ACI itself, the Lindau Award for contributions to reinforced concrete design practice. Each award covers a particular area in which achievements/contributions should be and are recognized.

At the Atlanta convention in January, the presentations will be made at a breakfast rather than at a luncheon such as has been the case in the past. We're hoping this will increase the turnout somewhat and provide the recipients more exposure. If you plan on attending the Atlanta session, please make arrangements to attend — it certainly behooves us to have a good crowd at these ceremonies.

In the meantime, though, your attention is directed to the fact that December 31 is the deadline for submission of award nominations for consideration by the appropriate committees during 1982. We certainly don't want to overlook a worthy individual.

So, send us your nominations on who you think ACI should recognize for outstanding contributions to the concrete community.

**P.S.** The fact that the Heisman Trophy derives from the late John Heisman, long-time football coach at Georgia Tech, my alma mater, and that Georgia was ranked number one in the nation last season had absolutely no bearing on my choosing to write about football. Honest, it didn't!



A large, stylized handwritten signature in black ink, appearing to read "J. Johnston". The signature is fluid and cursive, with a long horizontal stroke at the end.



# President's memo



## ACI On the Move!

As 1981 draws to a close, it might be worthwhile to review a couple of developments, one of which has happened; the second of which apparently will occur. The first is that the total number of ACI chapters has reached 50. The second is that membership at the end of this year will probably climb over the 16,000 mark and may hit an all-time high in the Institute's history.

The latter should be of great satisfaction to long-time ACI members who have seen the fortunes of the Institute rise and fall over the years. It is no secret that during the Great Depression, the Institute nearly collapsed — at one point (1936) membership was only slightly more than 1,100. After World War II, membership began a slow climb and during the decade of the 1950's jumped from about 5,000 to over 10,000. The 1960's were years of steady progress but a downward trend started following the record high of 16,126 in 1974.

The low point in recent years was reached in 1977 when membership dropped to 13,143. Despite inflation and a period of recession in many segments of the construction industry, the past few years has brought about a reversal and we finished out 1980 with a membership of 15,222. Now, it is probable that the 1981 figure may be over 16,000 and could be slightly more than the 1974 record. (Not bad progress for an organization which, in its first full year of operation in 1905, had 122 members!)

Perhaps even more significant, though, has been the growth and development of our chapters. When one considers that the first chapter (Southern California) was not formed until 1958, the steady increase to 50 in a period of 23 years is indeed noteworthy.

It is also significant, I believe, that the 50th chapter to join our ranks is from a foreign nation — the Republic of Korea — and this again gives credence to the belief that ACI's growth potential lies beyond the borders of the United States. We now have eight chapters overseas and another five in Canada which have been with us for some time.

These two developments — increase in membership and in chapters — indicate to me that the Institute is on the move. And there are other indications, too. In November, ACI's Executive Committee traveled to Colombia and Ecuador to participate with chapters there in regional conferences and also to hold a committee meeting — the first ever outside North America. (There will be more about these meetings in a later issue.) Attendance at educational seminars this year is up. There is a move to establish ACI chapters on college campuses — another Institute first. The recently concluded World Congress on Joint Sealing and Bearing Systems for Concrete Structures attracted about 350, an excellent turnout and another indication that specialty conferences such as this may be the thing of the future. ACI's financial picture is good — 1981 may bring about another record in publication sales.

All in all, good things are happening in ACI and we should take pride in recent accomplishments. But let's not fool ourselves into believing that our work is completed. As the world of concrete technology changes daily, so must the Institute. We need new members, new chapters, a challenge for the future.

How about 75 chapters and 25,000 members by the end of the 1980's?

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# President's memo



## How is ACI Doing?

Do you, as a member of ACI, know the answer to this question? How about some other basic questions: What is the Institute not doing that it should? Is it doing some things that it should not? What does it do best? What does it do poorly? What should it be doing in the future?

For sometime now, the Board of Direction's Planning Committee has been taking a "long, hard" look at our Institute. The committee's report, presented at the fall convention in Quebec, provides the basis for a long-range plan of action to allow ACI to grow and develop in an orderly fashion. The committee, chaired by past president Russell S. Fling, has as its mission to "study future worldwide responsibilities and service opportunities" of the Institute and to "set . . . objectives and goals" for meeting these "responsibilities and opportunities."

During the Quebec convention, the committee conducted an open forum to obtain input from the membership. Its report is published in this issue and I hope each member will offer comments on this plan. From an administrative point of view, this is certainly one of the most important documents to have been drafted within ACI in recent years.

However, the membership should keep in mind that the Planning Committee's report, while adopted by the Board in September, is not a "here it is — take it or leave it" document. Rather, the work of the committee is intended to be continuing and the long-range plan will undoubtedly be revised with some frequency in the years ahead. Also, final implementation plans and financial impact statements have yet to be approved. The Planning Committee has the authorization to review internal and external factors

affecting the Institute's future and will submit an updated plan by the 1983 fall convention and every other year thereafter. Thus, the committee will be a permanent fixture within ACI — a group that will be looking ahead for opportunities although its composition will change periodically.

Since the report is published on other pages, I will not attempt to delve into some of its specific recommendations. But I do hope the membership will take a good look at these general objectives and implementation recommendations. If you have some fixed thoughts on, for example, how to "broaden and enlarge the Institute's membership," feel free to let us know. Also note that the committee had some adverse things to say about ACI. Such as it responds "slowly" to new technology and developments and often does not offer a "balanced blend" of practical and theoretical requirements.

Since my term as president will end at the Atlanta convention, this will be my final "President's Memo." I can think of no better way to conclude my tenure than to present this report to the membership, emphasize its importance to the Institute's future, and to encourage that all take an active interest in the recommendations. What happens with respect to this report may well decide what happens to ACI in the years to come.

My sincere thanks to the officers, Board of Direction, the various committees, chapters, the staff, and all the others for their assistance and support during my term. It has been a pleasure to have served as president of such a fine association and the memories and the friendships will always be with me.

Many, many thanks to all of you!

A large, stylized handwritten signature in black ink, appearing to read "J. Schafer". The signature is fluid and cursive, with a long horizontal stroke at the end.