

2010 - 2013 Strategic Plan by Programs

Key Result	Market Growth and Development - CGI		
	CGI	Public Relations	Green Composites Committee
Description of accomplishments by 6/30/13	CGI focus is to assist the Committees of the CGI with education to end-users, proactively work on codes and standards, market and promote products in target markets, assist in the development of new market opportunities, and function as an incubator to potential committees. e.g. a) alternative energy, b) wind energy, c) electrical utility structures, etc.	Develop multi-tiered public awareness program that promotes to key audiences the advantages of using composites materials (e.g. to targeted press, specifiers, regulators, etc.)	1. Complete the gathering of data that populates the Dept. Of Energy's LCI database to enable the use of Life Cycle Assessment on composites products 2. Conduct a more coordinated educational campaign on understanding and marketing composites to meet the "green" requirements for sustainable construction.
Priority Level within Key Result	1	1	2
Performance Indicators			
Milestone Year 1 (June 2011)	Provide education resources to end-users providing awareness and increased use of composites	Create/distribute targeted information kits for key end-market trade media and other key audiences--on a priority basis. Develop content for presentations for targeted specifiers and other key audiences.	1. Explore a structure that would make GCC a free standing committee with a broad application across the industry. 2. Complete a program to compile LCI data need for life cycle assessment, 3. Create programs to educate the composites industry on how to market green, 4. address standards development in green performance
Milestone Year 2 (June 2012)	Expand education with a traveling technical program to end-users	Maintain and build outreach opportunities; develop and pitch specific story content to generate stories/coverage about advantages of composites. Story placements measured.	1. Establish programs to educate all industry members on the value of green composites through websites, technical workshops, carefully place articles.
Membership	Yes - the program will expand membership of the industry-market specific committees when the individual activities succeed.	Increased membership because of value association provides in identifying and growing markets for composites.	Yes - The exposure of the work of the CGI Committee in end-user events has the potential of bring more members into the ACMA
Value to Industry	The CGI Committee functions as the steering committee and oversight to the greater industry to understand trends, determine needs, establish priorities, and solicit support and industry cooperation.	Industry needs increased visibility with key audiences if it is to grow. Every company benefits.	This group functions as the nucleus for this sector of the industry. No other group exists
Key Result: 1. Education & Information 2. Legislative & Regulatory 3. Member Company Prosperity	3. Member Company Prosperity	3. Member Company Prosperity	3. Member Company Prosperity
Goals	#3: Increase awareness of potential market advantages of utilizing composite materials. #4: Promote new alliances among members (suppliers, manufacturers and end users) to explore new markets and/or technologies.	Goal #3 (Increase awareness of potential advantages of utilizing composite materials; Goal #5 (Strengthen ACMA)	#3: Increase awareness of potential market advantages of utilizing composite materials. #4: Promote new alliances among members (suppliers, manufacturers and end users) to explore new markets and/or technologies.
Committee	Composites Growth Initiative	None yet established	Green Composites Committee
Program Owner/Staff	John Busel	G. Hampson	John Busel

Market Growth and Development - CGI Cont.

ICPA	TSC	PIC	CCD
<p>1. Market penetration of the MasterCast program. 2. Architect understanding and specification of cast polymer products. 3. Education to allow for more efficient manufacturing of cast polymer products. 4. Greater use of "green" materials for consumers.</p>	<p>The TSC plans to more heavily engage in legislation, standards development, education to engineers, promoting composites through multiple marketing outlets, with the intent of growing the membership into a group of industry leaders from all sectors of the infrastructure market.</p>	<p>A fully released LRFD standard that can be used to educate structural engineers on designing pultruded composites that is carried out in a series of technical workshop seminars, webinars, and other outlets.</p>	<p>The CCD would like to become the resource of technical knowledge on strategies for using composites to mitigate corrosion. This will involve publication of materials and resources corrosion engineers need to perform better designs.</p>
<p>1. Better and comprehensive communication to cast polymer manufacturers 2. A marketing program to end-users on the benefits and advancements of cast polymer</p>	<p>1. Successfully petition Congress to fund infrastructure projects with durable materials 2. Educate engineers with workshops, exhibits booths, website</p>	<p>1. Fully support standards process for LRFD 2. Compile information and educate the value of green for pultruded products and structures</p>	<p>1. Better marketing of CCT to corrosion industry, 2. Establish an authoritative presence on corrosion mitigating strategies through publishing a website.</p>
<p>1. Standardize multi-regional programs to better educate the cast polymer industry 2. Establish sustainable funding to support the MasterCast marketing program.</p>	<p>1. Support publication of standards for acceptance of composite decks 2. Conduct and publish LCC studies that speak to the benefits of composites</p>	<p>1. Promote the LRFD standard with technical workshops around the country 2. Continue to promote "green" into products 3. Address technical challenges of fire performance for new market opportunities.</p>	<p>Engage NACE and others to coordinate and collaborate on education, standards, and legislative issues.</p>
<p>Yes - The exposure of the work of the CGI Committee in end-user events has the potential of bring more members into the ACMA</p>	<p>Yes - The exposure of the work of the CGI Committee in end-user events has the potential of bring more members into the ACMA. Members need to work hard to achieve this goal.</p>	<p>Yes - The exposure of the work of the CGI Committee in end-user events has the potential of bring more members into the ACMA. Members need to work hard to achieve this goal.</p>	<p>Yes - The exposure of the work of the CGI Committee in end-user events has the potential of bring more members into the ACMA. Members need to work hard to achieve this goal.</p>
<p>This group functions as the nucleus for this sector of the industry. No other group exists</p>	<p>This group functions as the nucleus for this sector of the industry. No other group exists</p>	<p>Although there is a similar group in Europe, the PIC is the major focus in North America. Conveying the benefits of joining is the major task here.</p>	<p>This group functions as the nucleus for this sector of the industry.</p>
<p>Expanding Markets</p>	<p>3. Member Company Prosperity</p>	<p>3. Member Company Prosperity</p>	<p>3. Member Company Prosperity</p>
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<p>International Cast Polymer Alliance John Busel</p>	<p>Transportation Structures Council John Busel</p>	<p>Pultrusion Industry Council John Busel</p>	<p>Corrosion Control Division John Busel</p>

Market Growth and Development - CGI Cont.

Arch Div	ACA	FGMC	FRP-RMC
<p>1. Undertaking industry testing to develop better code language for the International Building Code that best uses composites 2. Educating the architectural composites industry on best practices to meet the requirements of the code.</p>	<p>ACA needs to become a resource for technical knowledge to capitalize on the opportunity for light weighting vehicles.</p>	<p>A fully released design standard that can be used to educate structural engineers on designing pultruded composites that is carried out in a series of technical workshop seminars, webinars, and other outlets.</p>	<p>Better coordination and cooperation with new manufacturers of FRP bars that might lead to a qualification program of FRP bars.</p>
<p>1. Educate architects on the best use of the IBC for composites based on the new code language, 2. Develop tools that help explain how to use composites following the code, 3. conduct testing of products and use better materials for superior performance in fire situations</p>	<p>1. Continue to support collaboration with SPE in networking events like the golf outing 2. Develop relationships with US-DOT 3. Initiate collaboration activities with other trade organizations to promote light weighting.</p>	<p>1. Fully support the standards process for the Fiberglass Grating standard 2. Develop plans for education to engineers on the value and benefit of fiberglass grating.</p>	<p>1. Educate engineers and owners on use of FRP rebars in a variety of projects 2. coordinate technical workshops on standards for FRP bars. 3. Continue involvement in standards development in the American Concrete Institute</p>
<p>1. Start process of updating the code with the results from testing with new fire code standards 2. Conduct technical workshops at AIA events on composites 3. Conduct webinars on industry best practices</p>	<p>Engage the automotive and truck industries on the greater use of composites for light weighting vehicles.</p>	<p>1. Conduct regional technical workshops and webinars on the design of fiberglass grating products 2. Coordinated exhibit booths and conduct technical workshops on this subject</p>	<p>1. Ensure best use of products and materials through a coordinated qualification program for manufacturers.</p>
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<p>This group functions as the nucleus for this sector of the industry. No other group exists</p>	<p>ACA provides value, but competition from SPE could prevent greater membership</p>	<p>This group functions as the nucleus for this sector of the industry. No other group exists</p>	<p>This group functions as the nucleus for this sector of the industry. No other group exists</p>
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<p>Architectural Division John Busel</p>	<p>Automotive Composites Alliance John Busel</p>	<p>Fiber Glass Grating Manufactures Council John Busel</p>	<p>FRP Rebar Manufactures Council John Busel</p>