

PRESIDENT'S MESSAGE

TIGHTEN YOUR BELTS BEFORE THE CELEBRATING BEGINS



DON FORD

Cap, cut, balance...cut, balance... what the heck is all this nonsense about? We have been doing this for years at ICRI! Your Executive Committee recently completed a very robust and productive 2-day business meeting in Chicago; and we are very happy to announce that, unlike our federal government, we are on solid ground. No debt ceilings needed to be raised and no Tea

Parties were created. There was no animosity to be found—just good solid business sense. As of June 30, 2011, we had a record-high membership of 2047 worldwide. This is pretty darn outstanding in a down economy. And our balance sheet showed a very positive bottom line—evidence that we're doing things right. During this annual meeting, the Executive Committee also reviews the strategic and operational (long-term) plans to ensure that we are staying on course. In addition, all the administrative committee work is reviewed and Executive Committee liaisons are assigned to help the committee tweak its goals for the upcoming year. The committee also looks at any pertinent new business, which this year included plans for the upcoming 25th anniversary year in 2013. Yep, we're all getting older. But, in this case, it's a good thing. All in all, the organization is in great shape.

Of course, none of this is possible without the continuing support of our membership and volunteers and the outstanding support and guidance of Creative Association Management (CAM). A special thank-you needs to go out to all the board members, officers, committee chairs, and members who give extensive time and effort to make this fantastic organization successful. Please keep participating whenever

possible, as this is the core of our organization and key to its continued success.

Although ICRI is on terra firma, it does not appear that the same can be said for our country's financial budget. The economy has not quite recovered as everyone had hoped or predicted; therefore, everyone needs to pay particular attention to his or her business plan. At present, the economy is extremely volatile and a watchful eye may be your best asset. Tighten up where necessary and keep all your business planning right in front of you. It is not the best time to let something "slip under the carpet." It is, however, the perfect time to keep your company in the forefront of the minds of owners and potential clients. Let them know who you are and what you can do for them. Let them know that you are members of the largest and most influential concrete/masonry repair organization in the world. Let them know that because of this affiliation, your company can provide the safest and most up-to-date solutions to their problems. Now is really the time to market.

As I mentioned, one of the topics at the Executive Committee meeting was ICRI's 25th anniversary. Bud Earley, Chair of the 25th Anniversary Ad-Hoc Committee, and his entire committee are making grandiose plans for the 25th anniversary celebration in 2013. If you have any ideas or suggestions to help make this one of our most memorable events, please e-mail Bud at bearley@mapei.com. Also, please don't forget our 2011 Fall Convention, which is scheduled to be held in Cincinnati, OH, October 12-14, at The Cincinnati Westin. The theme will be "Water and Wastewater Treatment Plant Repairs" and will have a host of great speakers. This is also the time when all of that networking comes to fruition. We hope to see you there, and may God bless America!