

MINUTES

MEMBER SERVICES COMMITTEE
AUGUST 15, 2018 – 8:30 AM
AGA OFFICE
CENTENNIAL, COLORADO

Brian Miller, V&S, Chairman
Vacant
Tommy Rose, Metalplate Galvanizing
Wayne Good, CBC
Andrew Gamble, Young Galvanizing

Todd Bella, AZZ Coatings
Bennett Lacey, Hub Industrial
Keith Ewing, Southern Galvanizing Co.
Eric Smith, Eastern Alloys
Phil Rahrig, AGA Staff

The meeting was called to order by Chairman Miller
All signed the AGA Anti-trust & Conflict of Interest Policy Statement
Roll call and all were present

Old News

Benchmarking – Additional Metrics

The committee decided to add two additional question groups to the survey conducted in January of this year and to be sent in January of 2019.

What is your dross generation % calculated as dross in pounds divided by zinc weight added to the kettle in 2018? AND What is your dross generation as a % calculated as dross in pounds divided by the total HDG pounds produced in 2018?

Filtered by MZR machine or not MZR machine; What are your refined skims in pounds as a % of zinc added to the kettle in 2018? AND What are your refined skims in pounds as a % of total pounds produced in 2018?

Additionally, the survey question sent in early 2018 will be refined to allow for reporting of zinc consumption to one decimal point.

AHPs – Association Health Plans – Update

The concept of AHPs which allow all U.S. based members of the AGA to participate in healthcare coverage at the large-group rate through one or two providers across the country, was discussed. The annual savings for most small employers now getting coverage on their own in the small group pool is approximately \$1,000 per employee covered. Premiums are paid directly to the insurance provider and AGA has no administrative involvement other than identifying member/eligible companies to the administrator of the plan. The committee directed staff to send a separate survey to members, both those companies self-insured and traditionally insured to determine the level of interest and to learn the current cost/year/employee to provide healthcare coverage.

Member Educational Roundtables

There was little interest expressed by the general membership in the three roundtable ideas identified in the AGA Update e-newsletter, but of the roundtable ideas listed below,



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- Legal/Liability Exposure Roundtable - Ts&Cs, Environmental, Safety, HR, Specifications, etc.
- Digital Marketing Summit/Roundtable - Web Design, Social Media, SEO, etc.
- ThinkFinance Roundtable – A/R, Accounting Automation, Credit Terms, etc.

...AGA will likely start out with a Digital Marketing webinar, explaining the many benefits AGA has identified by integrating the Salesforce CRM with our web site. The concept is to educate members about the possibilities to expand their marketing efforts in the digital world and to utilize the AGA database within Salesforce to achieve broader awareness of HDG. Depending on the success of the first webinar format roundtable, the other two ideas may follow.

New Business

Technical Department Report – P. Rahrig

The task list of the technical department was reviewed, focusing on the high-strength bolt study, the blast media study, and faying surface performance of HDG & metallizing.

Annual Conference 2021 Site Selection

A contract has been signed to hold the 2021 annual conference from March 20-24 at the Loews Coronado Bay, just across the water from downtown San Diego. The negotiated nightly room rate is \$239. The property is situated between the bay and the Pacific Ocean, with easy access (4-mile drive) to Coronado Village proper, and a 10-minute drive to downtown San Diego. The airport is a 15-minute drive from the resort.

Revenue Generation – Ideas

Extensive discussion was held to determine if additional revenue can and/or should be generated by selling services to members and/or specifiers. Services such as inspection consulting for A&E's, and inspection course like the NACE courses, and selling publications online were discussed. Ultimately, the committee opts for a periodic due increase to all members to generate the additional revenue the AGA needs to operate. There was strong sentiment any requested increase should be justified with specific programs or operational needs such as staff salaries, utilities, etc.

Branding – “AGA Master Galvanizer Inspected” AGA logo, Company Logo

Staff learned at InterGalva '18 in Berlin the EU galvanizers are using specific branding and branding messaging to fend off quality improvement pressure and to highlight the importance of galvanizing to the marketplace. Specifically, they are promoting the use of “master galvanizer” inspection of all product before it leaves the plant, a logo for use continent-wide. AGA staff suggested something akin to this, perhaps a stamp or stencil galvanizers could put on every piece of HDG steel or batch of HDG steel indicating “master galvanizer inspected” and/or galvanized by a proud member of the AGA with the member name and AGA logo prominently displayed.

Adjournment

Motion: Tommy Rose – to adjourn the meeting

Second: Bennett Lacey

In Favor: All

Next Meeting – December 5, 2018 – AGA Office – Centennial, CO