



Registrant Breakfast

Mineral Research & Development

Scheffer Krantechnik GmbH



Coffee Break

Ritchey Metals Co. Inc.

GENERAL MEMBERSHIP MEETING

*Keith Ewing, President
AGA Leadership Team*



TODAY'S AGENDA

- ✿ Introduction of Attendees
- ✿ Recognition of Committee Chairmen
- ✿ Recognition of Board Members at end of term
- ✿ Recognition of Executive Committee Service

- ✿ AGA Succession Planning
- ✿ Five-Year Strategic Plan
 - ✿ Specifiers
 - ✿ Society & Sustainability
 - ✿ Member Value
 - ✿ AGA Performance





AGA SUCCESSION PLANNING

✿ Succession Committee formed in 2018

- ✿ Tasked with identifying new Executive Director
- ✿ Established a timeline and developed Strategic Plan
- ✿ Interviews in August/December of 2019
- ✿ Announced in April 2020

✿ Phase 2: Technical Director

- ✿ Executive Committee met with Dr. Tom and potential successor in April 2021
- ✿ Follow Up Meeting in August to finalize timeline
- ✿ Board unanimously agreed to move forward with transition
- ✿ Offer formalized in February





CONGRATULATIONS ALANA FOSSA



❁ AGA Technical Director

- ❁ ~7 years as Corrosion Engineer
- ❁ High-level of technical expertise
- ❁ Interaction w/ AEC & members
- ❁ Collaboration with key influential organizations and on research programs
- ❁ Passionate & Committed to HDG Industry Success
- ❁ Detail oriented, efficient, and highly organized



2021 - 2025 Strategic Plan Mission, Objectives, and Strategies

Measures over five years:

- Quantitative improvement each year in annual member survey
- Quantitative increase in number of members participating in bi-annual, technical department process survey
- Quantitative increase in number of members responding to annual production and market survey
- Maintain or improve percentage of member galvanizing companies (base=2019)

Member

Deliver Value (1):

Enhance the AGA's collective structure to deliver member value at all levels in a cost-effective way, including process, EHS, marketing, and administration.

Examine and Define the Evolving Role of Galvanizing (2):

Provide education, tools, and support that positions members at all levels within the galvanizer organization to adapt and thrive as changes occur in the industry and in the relationship galvanizers have to the specifying channel (owner, architect, engineer, fabricator) of decision-making.

Promote Involvement by Emerging Personnel (3):

Promote activism by member personnel in all facets of AGA educational opportunities and nurture involvement in committees.

Create Positive Member Experiences (4):

Create member experiences that are positively memorable, customized to member needs, and responsive to generational expectations and preferences.

Member
(Increase Member Value)
Increase value to members through programs, services, education, and analytics that effectively meet, anticipate, and exceed their needs.

AGA
(Optimize Organizational Performance)
Optimize organizational culture, structure (skill sets), and resources to achieve excellence.

Promote

Mission

To use the most contemporary digital, communication technologies to provide educational resources to current and prospective specifiers of galvanized steel products; to be the unified and professional representative of our members in North American Markets; refresh and re-invent the image of the industry to attract new generations of industry personnel and specifiers; and promote fellowship and networking for the purpose of enhancing the technological advancement of galvanizing processes.

Preserve

Unified

Specifiers
(Be the Authoritative Source)
Be the recognized leader for knowledge about the characteristics and performance of hot-dip zinc coatings.

Educate

Society & Sustainability
(Serve as the Credible Choice)
Promote HDG steel as the credible choice for quality construction and the most sustainable, built environment.

Measures over five years:

- Increase average monthly visitors to the AGA web site by 10% (base=2019 average)
- Increase number educated in Galvanize It! seminars and webinars by 10% annually
- Once annual metrics for market penetration for the HDG steel distribution pole market are collected, increase participation by 2.5% YOY
- Increase the annual participation in the HDG rebar market by 5% YOY

Specifiers

Deliver Knowledge to Specifiers (1):

Be the world's leading resource for information that is accessible via virtual and physical experiences, including webinars, online and certified courses, knowledge bases, an integrated web site, seminars, trade shows, and research.

Liaison with Influential Organizations (2):

Liaison with specification organizations (AIA, CRSI, ASCE/CSCE), steel & coating associations (AISI, AISI/CISC, NACE/SSPC), and government agencies (DOT, MOT, FHWA, AASHTO, NSBA) to position galvanizing as the preferred choice for corrosion protection.

Advance Market Focus Approach (3):

Create tools, resources, advocacy campaigns, and dedicated personnel to develop relationships that provide AGA members with best-practice information to effectively penetrate and grow specific markets, as defined by the AGA Marketing Department.

AGA

Customize the Staff Skillset (1):

Recruit and/or train skilled staff capable of designing/implementing economical & efficient digital programs that support the mission and deliver excellent member/specifier responses. Integral to this is ability to work remotely (virtual workplace).

Create a Fantastic Workplace (2):

Create, nurture and manage a fantastic workplace that motivates and inspires staff to meet and exceed member satisfaction goals and specifier requirements.

Foster a Responsive Culture (3):

Encourage a nimble, responsive, and transparent culture through the behavior of staff, board of directors, committee chairpersons, and membership; promote the collegial atmosphere where decisions are always made in the best interest of the entire membership.

Ensure Budget Stewardship (4):

Ensure effective stewardship of AGA budget, securing necessary revenue to execute objectives established as priorities by the board; focus on non-dues revenue opportunities (training, conferences, consulting) for growth.

Attract New Generations (5):

Create, promote, and actualize an image of and collaborative culture in the industry (and a template for member companies to use) to attract new generations.

Be Analytics Driven (6):

Focus on member data collection (process/markets), market research, and capabilities of the CRM to identify new opportunities/threats; analyze trends to support effective planning and decision-making.

Measures over five years:

- Diversify AGA revenues – increase non-dues revenue, excluding annual conf and TechForum, by 5% each year, with the base year 2020
- AGA meets or exceeds criteria reference in the book 7 Measures of Success: What Remarkable Associations Do that Others Don't
- Expand consulting services to non-members (A&E firms, fabricators, owners) to support revenue objective above
- Expand web-based training (process, safety, environmental, inspection) of members to support revenue objective above
- Upgrade IT to support the objectives of increased use of analytics (CRM) and web-based, revenue activities like webinars and training
- Increase membership base in Mexico and South America to coordinate Western hemisphere position in the global economy

Society & Sustainability

Promote Sustainability in the Built Environment (1):

Provide tools, knowledge, resources, and research metrics to members so they can promote the sustainability of the HDG industry; implement advocacy campaigns and collaborate with other organizations to achieve the goals of the AGA sustainability position.

Communicate Consistently (2):

Communicate consistently concise, factual, and clear messages aligned with AGA policies and position statements to all levels of government, regulatory agencies, other audiences, and the general public.

Develop Partnerships (3):

Establish linkages with allied associations, government/public entities, and influential parties for the purpose of monitoring actions affecting the ability of AGA membership to compete successfully and profitably.

Advocate for Legislative and Regulatory Change (4):

Actively support federal, state, provincial, and local legislation that is consistent with the highest standards of practice within the hot-dip galvanizing industry and benefits society.

Measures over five years:

- Increase public awareness (as measured by social media contacts) of HDG and its incredible contribution to society by 5% annually (base=2019)
- Increase favorable opinion of HDG industry & process by 20% over five years (base 2019 specifier survey)
- Improve EPDs for the galvanizing process (base=2019)
- Establish a working/active Environmental Action Committee (EAC) to monitor North American communications, media, NGOs, and government legislative & regulatory agencies in order to coordinate the industry response and involvement



BE THE AUTHORIZATIVE SOURCE (SPECIFIERS)



SPECIFIERS: DELIVER KNOWLEDGE

2021 Accomplishments

❁ *Galvanize It!* Seminar

❁ Attendance 20%↑ in 2021

❁ Up 177%↑ in 2020

❁ Life Cycle Cost Calculator

❁ 2021 Paint & Galv Data

❁ Responsive Design

❁ Social Media

❁ 26% increase from 2020

❁ galvanizeit.org CMS Upgrade

❁ Security, Stability, Speed

❁ Video Production / YouTube

❁ Coating Appearance Series

❁ GSS – Charlotte Motor
Speedway and El Anduluz

❁ 2,500 hours of watch time in
2021





SPECIFIERS: DELIVER KNOWLEDGE

2022 Goals

- ❁ Infrastructure Focus

- ❁ Galvanize Your Campus

 - ❁ K-8

 - ❁ High School

 - ❁ College/University

- ❁ ZCLP

 - ❁ Completed March 2022

 - ❁ Responsive Design (LCCC)

- ❁ License LCCC Application to Foreign Orgs

 - ❁ Cover future maintenance costs

- ❁ Spanish Training/Expansion



SPECIFIERS: INFLUENTIAL ORGANIZATIONS

SSSBA

2021 Accomplishments

❁ 2 Partnered Webinars

- ❁ Building a Sustainable Infrastructure with Short Span Steel Bridges – March 2021
- ❁ Temporary HDG Bridges for the Council of Forest Engineers – April 2021

❁ Publish blog articles on shortspansteelbridges.org (3x)

❁ Cross promotion of webinars/events



***Pyrmont Road Bridge Rehab
LEWISBURG, OH UNITED STATES***



SPECIFIERS: INFLUENTIAL ORGANIZATIONS

2021 Accomplishments

- ✿ AISC: SteelDay Galvanizing Tour
- ✿ AISC: NASCC Presentation on Design
- ✿ CISC: Sustainability Webinar
- ✿ AMPP: Joined Publication Committee
- ✿ NSBA: ThinkZinc/HDG Bridge Training
- ✿ NSBA & AISI: Progressive Dipping Charts & Calculator Presentations

2022 Goals

- ✿ AASHTO/NSBA TG8: HDG Specification
- ✿ AMPP: Presentations on Slip Factor & Trending Uses (Rebar)
- ✿ ASTM: Major Revisions to A385 & A123
- ✿ NCHRP: Duplex Systems Bridge Spec
- ✿ RCSC: Slip Factor Study Prelim Results
- ✿ Continued involvement: AASHTO, AISC, AISI, ASTM, AMPP, CISC, NCHRP, RCSC, and PFP-net





SPECIFIERS: MARKET FOCUS APPROACH BRIDGE & BUILDING MARKETS

2021 Accomplishments

- ❁ Coating Appearance Video Series
- ❁ New Task Group on Marketplace Perceptions about Zinc Run-off
- ❁ AEES Guide for Specifiers
- ❁ New Task Group on AEES

2022 Goals

- ❁ Final Report - Blasting Before HDG to Control Coating Thickness
- ❁ Zinc Run-off Calculator
- ❁ AEES Guide and Training Course for Galvanizers
- ❁ AEES Training Course - Specifiers





SPECIFIERS: MARKET FOCUS APPROACH STEEL UTILITY POLE COALITION

2021 Accomplishments

- ❁ 27 utilities presentations
 - ❁ 108% to goal
- ❁ 4 lineman schools & 1 utility coop event
 - ❁ 125% to goal
- ❁ 500 people attended online training programs
 - ❁ 97% to goal
- ❁ Influenced projects, but were unable attribute any project to efforts directly

2022 Goals

- ❁ 25 utility presentations
- ❁ 4 lineman trainings (utility and/or schools)
- ❁ Increase number of people in online training to 500
- ❁ Win a project \$100K+ from efforts of SUPC
- ❁ Collect data to provide tons of steel/zinc used in poles
- ❁ Attend 2 trade shows





SPECIFIERS: MARKET FOCUS APPROACH REBAR FOCUS GROUP

2021 Accomplishments

- ❁ RFG Subcommittee
- ❁ Raised \$40K from Members

2022 Goals

- ❁ Launch Digital Marketing Campaign
- ❁ Refresh HDG Rebar Literature
- ❁ Hire Consultant
- ❁ Set DOT/MOT/AOT Meetings
- ❁ Explore New Markets
 - ❁ Off-Shore Wind
 - ❁ Precast Concrete



SERVE AS THE CREDIBLE CHOICE (SUSTAINABILITY)



SOCIETY & SUSTAINABILITY

2021 Accomplishments

- ❁ **EPD Study in Verification**
- ❁ **Partnership w/ IZA**
 - ❁ **Sector Road Mapping**
 - ❁ **Responsible Sourcing**
 - ❁ **Climate Change**
 - ❁ **Circular Economy**
- ❁ **5 Interviews for SD Videos**
- ❁ **Carbon Emissions Task Group**
- ❁ **Stormwater Webinar**

2022 Goals

- ❁ **EPD Completed**
 - ❁ **Promotion**
- ❁ **Carbon Task Group**
 - ❁ **Met February**
 - ❁ **Next Meeting – July**
 - ❁ **Best Practices & Reporting Guide**
- ❁ **Additional Stormwater & Zinc Runoff Webinars**
- ❁ **SD Video Series Launched**



INCREASE MEMBER VALUE (MEMBERS)



INCREASE MEMBER VALUE

2021 Accomplishments

- ❁ **New Member Homepage**
- ❁ **Process and Safety Video Access**
- ❁ **Note/Guides/Tools**
 - ❁ Kleingarn Curve Calculator Tool
 - ❁ Personal Protective Clothing Note
- ❁ **Galvanizer Locator Views**
 - ❁ 36,112 or 3,009/month

2022 Goals

- ❁ **Notes/Guides/Tools**
 - ❁ Rigging Maintenance Guide
 - ❁ Burnett Curve Calculator for H_2SO_4
 - ❁ Zinc in Pickling Acid Curves
 - ❁ Form R - Reporting Calculator
- ❁ **Reinvigorate Participation**
 - ❁ New Meeting Structure
 - ❁ Teams Integration
- ❁ **Enhance Events/Training**
 - ❁ MSC Oversight
 - ❁ TechForum 5-Year Plan/Theme
 - ❁ AESS Training
 - ❁ Spanish Master Galvanizer



OPTIMIZE OPERATIONAL PERFORMANCE (AGA)



OPTIMIZE ORGANIZATIONAL PERFORMANCE

2021 Accomplishments

❁ **Create a Fantastic Workplace**

- ❁ **Monthly Meetings & Quarterly Team Building**
- ❁ **Certify – Expense Tracking**
- ❁ **Vacation Tracker**
- ❁ **Conference Room Upgrade**
- ❁ **Hybrid Work Schedule**
- ❁ **Site CMS Upgrade (Craft 3.0)**

2022 Goals

❁ **Fantastic Workplace**

- ❁ **Network Upgrade**

❁ **Attract New Generations**

- ❁ **Nina Tran – Marketing Coordinator**
- ❁ **Brandon Jones – Technical Services Coordinator**





ENSURE BUDGET STEWARDSHIP

	2020	2021	YOY Change
Cash	\$ 134,099	\$ 141,206	+ 5%
Change in Net Assets	68,636	148,891	+117%
BOD Designated Reserves	1,261,997	1,325,786	+5%
Market Value	1,613,402	1,814,629	+ 12.5%

2022 Goals

❁ ACH/Wire Payments

❁ 49% Currently (all Associate), 30% US

❁ Non-Dues/Non-Member Revenue Generation

❁ Licensing of Tools

❁ Expanded Training





Guest Brunch

Columbiana Boiler Co., LLC

Golf Tournament

Richker Metals, Inc.

Soprin Srl

Sunset Cruise

Ritchey Metals Co., Inc.