

# Member Benefits

## Executive Summary

The American Galvanizers Association (AGA) is the authoritative, objective, and unified voice of the North American after-fabrication hot-dip galvanizing industry. The AGA is dedicated to serving the needs of galvanizers, fabricators, architects, engineers, specifiers, and suppliers to the industry by providing technical support on today's innovative applications and state-of-the-art technological developments in hot-dip galvanizing for corrosion control.

The vision of the AGA is to increase the use of hot-dip galvanized steel by promoting its durability, longevity, sustainability, and cost savings. The AGA is the leading voice in educating current and future owners and specifiers the intelligent environmental and economic decision is to utilize hot-dip galvanized steel whenever and wherever possible.

The AGA is comprised of three professional departments to meet all the needs of the industry.

- The **AGA Administrative Department** acts as a proactive liaison for the industry, working in conjunction with members, regulatory and legislative authorities, and partnering with other associations and authorities relevant to the industry.
- The **AGA Marketing Department** promotes and protects the positive image of galvanizing in the minds of all who influence the specification and use of galvanized steel through educational seminars, tradeshow, publications, the website, and other mediums.
- The **AGA Technical Department** helps develop well-trained and educated plant personnel, researches and conducts studies on new technologies and products, and solves complex operational, environmental, and safety issues to ensure compliance with regulatory agencies.

The AGA provides numerous member benefits, which can be categorized into six primary areas. AGA Galvanizer Members receive the following benefits:

## Referral of Specifiers & Fabricators to Members

The AGA fields inquiries from architects, engineers, specifiers, and fabricators searching for a galvanizer. Additionally, thousands access the online listing of member galvanizers on our website. The AGA realizes the importance of not only promoting the industry, but also to generating solid leads to increase your business. We respond to all inquiries, and proactively distribute your information.

- **Member Listing** – All galvanizer members are listed on the AGA website's Galvanizer Locator accessed by thousands of specifiers monthly, and in the *GalvaSource* publication distributed throughout the year at seminars, tradeshow, presentations, etc.
- **Staff Referral** – AGA staff members refer all inquiries to either the online listing or *GalvaSource* to avoid bias. Only member galvanizers are provided as an option.

## Member Education

The AGA has the industry's most extensive technical library, and utilizes it as well as the staff's collective expertise to produce a number of training tools for members. The AGA provides a Process Seminar series for plant personnel as well as ThinkZinc to help train members' sales/marketing force. Additionally, the AGA produces a number of process and safety videos and manuals, and produces technical bulletins, newsletters, and guidelines on cutting-edge technology and industry concerns.

- **Safety Training** – sources of information for safety training to ensure you are compliant with all safety regulations
  - **Safety Video** (available in English or Spanish) – 70 minutes, shot in galvanizing plants to demonstrate the practices in place
  - **Safety Manual** – pertinent OSHA guidelines and relevant information on setting up your own safety policy
- **Process Training** – resources for process training to increase the efficiency of your plant production
  - **Process Video Series** – videos/CDs to train plant personnel on specifics of the process including material handling, cleaning, galvanizing, and touch-up/inspection

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- **Process Seminars** – four seminars presented by AGA Technical staff to train plant employees on process and safety regulations
- **Material Handling Guidelines** – completed study reports on working load limits (WLL) and best practices
- **Quality Assurance Manual** – guidelines to help ensure your customer receives the highest quality product possible and shows your dedication to customer satisfaction
- **Environmental Training** – a number of resources to ensure your facility is compliant with environmental regulations, and striving to be environmentally-friendly
  - **Environmental Manual** – EPA approved manual on environmental protection policies and procedures
  - **Stormwater Pollution Prevention Manual** – guide to assist members in controlling stormwater pollution reviewed and approved by EPA
  - **EPD/HPD** – information about the sustainable nature of our industry, including Environmental Product Declarations (EPD) based on Life-Cycle Assessment (LCA) and Health Product Declarations (HPD)
- **Inspection Training** – the primary resource to understand the entire spectrum of inspection issues
  - **Inspection Seminar** – offered as either a comprehensive four-hour seminar or an independent online course. The seminar covers specification interpretation and identification of the various surface conditions and appearances.
  - **Inspection App** – a mobile app serving as a visual guide to help inspectors, galvanizers, architects, and engineers to identify various surface conditions present after hot-dip galvanizing
- **Sales/Marketing Training** – ThinkZinc, a three-day course, is presented to educate member sales and marketing personnel on the features and benefits of galvanizing and marketing strategies. When necessary, refresher courses for ThinkZinc graduates are offered on new topics/studies in the industry.
- **Technical Education/Updates** – the AGA produces a number of materials on a regular basis to educate members and keep them abreast of industry news
  - **TechNotes** – bi-monthly technical updates from industry sources dealing with process, environmental, and applications of galvanized steel to keep you abreast of industry advancements
  - **Galvanizing Guidelines** – “white papers” on best practices, new technologies, and results of tests/experiments enhance the operation of the galvanizing process, safety, etc.
  - **GalvNotes/Environmental, Health, Safety (EHS) Notes** – updates of advancements or changes to process, environmental, health, or safety practices
  - **Member Newsletters** – the *American Galvanizer*, published bi-monthly; *AGA Update*, distributed electronically monthly; and *ThinkZinc Tribune* published quarterly; all contain industry information, a Dr. Galv technical question, and/or relevant articles
- **TechForum** – the annual technical conference of the association where the industry’s plant and operations personnel and industry experts network and discuss current technological advancements
- **Annual Conference** – the industry’s annual meeting where AGA staff and members meet and exchange ideas about how to improve and expand the industry

## Specifier Education

The AGA proactively works with all markets to expand the specification and consumption of galvanized steel. One component critical to expanding the consumption of galvanized steel is educating those who make corrosion protection decisions. The AGA offers a number of tools to help educate architects, engineers, specifiers, owners, and emerging professionals, including seminars, publications, a newsletter, an extensive website, and exhibits/presentations at tradeshow.

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- **Publications** – extensive supply of more than 50 publications for you to use in your marketing efforts to educate specifiers, including, but not limited to the following topics:
  - **Design** – printed publications, posters, and interactive CDs to guide designers and fabricators in best practices for hot-dip galvanized steel design
  - **Specification** – publications on performance of galvanizing in various environments, ASTM standards, coating characteristics, etc.
  - **Competition** – a series of publications comparing galvanized steel to a number of its competitors, including paint, weathering steel, metallizing, epoxy-coated rebar, etc.
  - **Sustainability** – various literature promoting the sustainability of utilizing galvanized steel
- **Galvanize It! Seminar series** – a series of educational seminars for architects and engineers offered in-person, as a webinar, or online. The seminars provide AEC’s required PDH/LU credits, while allowing the AGA and members to educate on galvanizing and make contacts at A&E firms.
- **University Program** – the AGA is committed to educating emerging professionals about hot-dip galvanizing
- **Inspection Course** – online or in-person seminar to educate on the proper inspection techniques
- **Galvanizing Insights** – a quarterly e-newsletter sent to over 7,000 specifiers providing them with design ideas, technical assistance, innovative solutions, and new galvanizing advancements
- **galvanizeit.org** – Thousands of specifiers visit the AGA website monthly, which contains extensive technical information, publications, member listing, etc.
- **Project Gallery** – an online showcase of current and past winners of the Excellence Awards alongside hundreds of other galvanized steel case studies
- **Life-Cycle Cost Calculator** – online tool ([lccc.galvanizeit.org](http://lccc.galvanizeit.org)) for members and specifiers to use to compare the initial and life-cycle costs of galvanizing and duplex systems to over 40 paint combinations
- **Tradeshows** – the AGA exhibits at 5+ tradeshows per year to educate specifiers on the many benefits of galvanized steel. The AGA regularly submits papers to present at the shows to spread knowledge of galvanizing even further.

## Marketing/Promotion

AGA objectives include consistent representation and promotion of galvanizing as safe, environmentally responsible, and economically advantageous. The AGA acts as an industry and member marketing firm. The AGA pursues editorial placement, produces press releases, industry advertising, and assists members in their marketing efforts.

- **Editorial placement** – AGA writes articles for various industry publications to promote positive messages about galvanizing, response to errant information, and addresses needs and educates the marketplace
- **Public Relations** – the AGA publishes news articles and press releases online and shares them directly with more than 200 media contacts, announcing important galvanizing news, new publications, award winners, etc.
- **Advertising** – the AGA conducts an annual advertising campaign collaborating with its members promoting benefits of galvanized steel to architects, engineers, specifiers, and/or owners.
- **Social Media** – the AGA is present on Facebook, Twitter, Google+, LinkedIn, and YouTube
- **Excellence Awards** – an annual competition amongst member galvanizers to determine the best galvanized projects of the year. Winners receive marketing tools for their individual use and exposure to the industry, specifiers, customers, etc., by the AGA
- **Member Assistance** – the AGA offers a number of tools to assist members in their individual marketing efforts such as:
  - **Specifier Contacts** – the AGA manages a database of specifiers, which can be sorted by a number of criteria and shared with members for their own sales/marketing efforts
  - **Media Contacts** – the AGA also manages a database of industry media professionals for members to use in public relations efforts, and will assist members with the development and distribution of press releases

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- **Consultation** – the AGA marketing professionals are always happy to share ideas, provide feedback/critique, and assist in any other way in member marketing efforts
- **Market Research** – the AGA compiles statistics on specific markets in the industry, surveys specifiers, and measures the growth of the industry
- **Marketing Materials** – the AGA produces a number of publications and other marketing materials for members to use in individual marketing efforts

## Industry Liaison

The AGA has a leadership position on committees of ASTM International and is an active participant in influential groups such as AIA (American Institute of Architects), AIAS (American Institute of Architecture Students), AISC (American Institute of Steel Construction), AISI (American Iron & Steel Institute), NACE (National Association of Corrosion Engineers), and SSPC Society of Protective Coatings. The AGA coordinates a consistent and strong industry position and response to issues developed by the EPA and OSHA, as well as national, state/province, and local authorities.

- **Industry Image/Contact** – the AGA serves as an authoritative and unified point of contact for the industry. Any concerns with the product, industry, individual members, etc., are handled by the association in a professional and unbiased manner.
- **Affiliate Industry Liaison** – the AGA maintains a professional relationship and partners with a number of associations and organizations related to the industry, including AISC, AISI, ASTM, IZA, NACE, SSPC, and many more.
- **Legislative/Regulatory Monitoring** – the AGA teams with International Zinc Association to monitor legislation and regulations that affect galvanizing and zinc industries
- **Credibility** – the AGA is seen as an authoritative and unbiased organization, and members are thus regarded with a level of credibility. Membership in the AGA is seen as a commitment to quality, growth, and success by others in the industry, and can sometimes be a factor in whether or not a galvanizer is awarded a job.

## Tech Support

Members of the AGA are afforded unlimited access to technical assistance from the staff. The AGA provides a number of technical resources for members, including an extensive library, staff expertise, mediation, and independent research. Non-member galvanizers do not receive any technical assistance from AGA staff.

The list of benefits members of the American Galvanizers Association enjoy is impressive, but the true net effect of belonging to the AGA is presenting a unified voice and point of contact for the galvanizing industry, making each individual company stronger, durable, and profitable. The AGA staff is dedicated to assisting members in any way possible, and enhancing their membership experience.

- **Research** – the AGA has an extensive research library, cataloged by topic, for member use. The AGA also works in conjunction with the International Zinc Association (IZA) to conduct independent research to address needs and/or new markets.
- **Committee Monitoring** – there are a number of AGA technical subcommittees who monitor concerns and issues with the product or in the marketplace, such as cope cracking, high-strength fasteners, faying surfaces, and much more. The committees address concerns, research solutions, and provide support to members.
- **Mediation** – the AGA can act as a quasi-mediator between member companies and their customers when disputes about quality, appearance, performance, or specifications arise. The AGA also provides templates for members to create warranty guidelines, purchase order terms and conditions, and crisis management plans to lay the groundwork with how to deal with concerns before they arise.
- **Staff Support** – the AGA technical staff is available to interpret specifications, answer process, design, and application concerns, troubleshoot problems, and support members in every way.
- **Position Papers** – the AGA has a series of position papers to assist members dealing with sensitive issues such as lead in the coating, zinc runoff, welding galvanized steel, etc.