



STEEL UTILITY POLE COALITION KICKOFF

April 10, 2019

Sanibel Harbour Marriott Resort

COALITION OVERVIEW

- ▶ Joint Effort - AGA, IZA, SMDI
 - ▶ Pole Manufacturers (Fabricators), Coaters, and Affiliates
- ▶ Focus is Wood to Steel Conversion throughout North America
 - ▶ Sub transmission and Distribution markets
- ▶ Proactive Approach
 - ▶ Active, engaged Coalition members
 - ▶ Marketing & Technical support from Associations
 - ▶ Dedicated Coalition Business Manager



COALITION OBJECTIVES

- ▶ Expand Coalition membership
- ▶ Develop alliances with utility industry associations and groups
- ▶ Collect baseline market data
 - ▶ Develop tools to measure impact
 - ▶ Follow conversions and increased tonnage
- ▶ Research & Development
 - ▶ Installed Cost/Total Cost of Ownership
 - ▶ Initial vs. Life-Cycle Cost
- ▶ Marketing & Branding Initiatives
 - ▶ Digital Marketing
 - ▶ Targeted Marketing to Key Utilities
 - ▶ Consistent, unified messaging
 - ▶ Networking – shows, presentations, etc.
- ▶ Educate & Training
 - ▶ Linemen
 - ▶ Decision Makers
 - ▶ Educators

COALITION EXPECTATIONS



- ▶ Strength in Collaboration
 - ▶ Open doors to “closed” utilities
 - ▶ Share leads/contacts
- ▶ Recognition & Acceptance of Steel Poles
 - ▶ Clear misconceptions, improve culture
 - ▶ General education & outreach
- ▶ Increase Market Share
 - ▶ Move needle to 20-25% of market
 - ▶ 500,000 tons of steel per year
 - ▶ 30,000 tons of zinc (galvanizing)

QUESTIONS & COMMENTS

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