

Asked & Answered!

Why should I join CRSI now?

"I'm a very small independent fabricator doing most of my business less than 100 miles from my shop. Plus that, I've been around for more than 10 years, why should I join CRSI now?"

- ▶ Being a CRSI member gives you a platform to increase the exposure of your company on a regional and national level through networking opportunities.
- ▶ Many changes are happening in our industry, some beneficial, some not. Being a CRSI member gives you the strength in numbers of our membership to ensure that changes are good for your business.
- ▶ CRSI Region Managers are actively promoting reinforced concrete to the structural engineers, architects, contractors, and developers in your area. As a member, you can participate in these promotional activities to help grow the demand for reinforced concrete construction in YOUR market.

Can't my business just benefit from CRSI's work for free?

"I can see that CRSI does a lot of good for the industry, but that will be done with or without my dues and I get the benefit either way. Why should I pay for something I can get for free?"

- ▶ As a CRSI member, you are privileged to all the news, events, decisions, and recommendations that CRSI promotes or has influence on. As a non-member, you don't have access to all of this information.
- ▶ It's also about giving back. Your dues to CRSI will help to support our mission to propel the industry even further. We also want your contributions to our group whether it's by attending a regional or national meeting or just talking individually with your CRSI Region Manager.
- ▶ Associations representing rival methods of construction have huge money behind them. We need to join together to increase our proactive approach and continue to strengthen our industry.

What benefit is there in attending CRSI member meetings?

"I went to a couple of CRSI meetings several years ago and didn't see much value. I was outnumbered 3:1 by larger competitors and people trying to sell me something. Why would I want to pay for that?"

- ▶ By being present at CRSI meetings, your voice is heard. As a member, you are influential in adopting, changing, recommending, planning, and approving decisions that could affect your business whether you are from the largest or smallest company in the room.
- ▶ In addition, many CRSI meetings are focused as local promotional and educational events. Structural engineers, architects, contractors, and developers now attend CRSI meetings and seminars. Be where your customers are!
- ▶ CRSI does not promote a platform for selling anything at member meetings except membership. CRSI is also a leading force in the development of codes and standards for reinforced concrete construction.

Can I get immediate ROI from my CRSI membership?

"We've joined a lot of associations related to our business and reinforcing is only a small part of our operations. We don't see the value in joining yet another association."

- ▶ Every day you are likely using many of the technical specifications initiated by CRSI for the industry or you have financially benefited from their marketing efforts; very likely, it's both.
- ▶ As a member, you have unlimited access to top-notch technical support and industry expertise from CRSI's Engineering and Technical Staff. Together with peers in the industry, many who have been in the business for a very long time, as well as our experienced Region Managers, CRSI is well equipped to assist with the varied issues that face your business on a daily basis.