

Why I'm A Member

Hear what CRSI Members have to say...

The impact of inclusion in the Institute is best represented on a personal business level.

"CRSI is the leading advocate for the reinforcing steel industry. The Institute conducts valuable research, provides unique educational opportunities and creates marketing programs that support the use of our products. I have been introduced to some great people through the organization who have shared valuable insight into promoting concrete structures."

– **Pete Diggs**, Gerdau

"Fabricators typically don't have marketing budgets and do very little if any R&D. CRSI is the only marketing group out there for concrete reinforced structures. So if you believe that marketing and promoting concrete reinforced structures is important to the long viability of your business then your small dues is a really cheap way to make sure this continues."

– **Larry Cummins**, Cascade Steel Rolling Mills, Inc.

"You can't be a player in this industry without knowledge of CRSI, and I've been involved with rebar my entire working career. Obviously, networking is the big value in the membership, but learning from the brightest people in the industry is a close second. I am a strong believer in the benefits of CRSI events. They allow you to communicate with others and assist you in keeping your finger on the pulse of the industry. But, even more valuable than that are the many friendships I've made along the way. My membership with CRSI is vital to the longevity of this business and we don't take it for granted."

– **Tim Thomas**, American Steel Fabrication, Inc.

"It's important to belong to CRSI because our futures are intertwined. Our company can be more successful if we get involved and help shape the future course of our industry. It goes beyond the financial commitment in that volunteerism is essential. Membership involvement as active members of CRSI committees is a key to our mutual success."

Since we qualify on more than one membership level, there are great opportunities for many of our management, technical, marketing and sales team members to participate in general and committee meetings throughout the year.

Chapter, Regional and National meetings provide opportunities for networking with customers and suppliers in areas that don't always require extensive travel.

It's like anything worthwhile, you receive more benefits if you get involved and participate."

– **Ray Bauer**, Commercial Metals Company

"If you think you can run a successful business from a crystal tower you are wrong. Being able to discuss business issues with your industry peers that are not your "down the street" competition can be a huge benefit in giving direction to your business. Some of our most successful business decisions were a result of peer discussions that I've had at CRSI meetings or over the phone with some of my industry friends."

– **Bill Luken**, Contractor Materials Company

CRSI Concrete Reinforcing
Steel Institute

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