



nerej

Increasing reasons for optimism in our industry

January 17, 2013 - Construction Design & Engineering

As 2013 begins, there is increasing reason for optimism in our industry, as more and more companies are emerging from the overwhelming challenges they have faced during the last few years. Just as ABC companies are bouncing back from difficult times, we must ensure that our organization does the same thing.

Each fall, ABC holds its planning conference, where we map out a strategy for the coming year. We enter this year with three main goals:

- 1) Financial stability for Associated Builders and Contractors of Massachusetts'
- 2) Enhance continuity by extending the planning timeframe to two years
- 3) Focus more intently on a smaller number initiatives

I believe the first goal -Financial stability - is the one that most affects our members, so that is what I will focus on here. There are a number of action items that come under the goal, but first and foremost it requires us to improve our recruitment and retention efforts. That means doing a better job of communicating the value of membership to potential members, then delivering the promised value to new and old members alike.

We will undertake several targeted initiatives as part of our effort to insure financial stability. One is to improve communication with members, so they are aware of what we offer and can more easily become involved.

Another is to improve the quality of ABC programs and events. This would provide members with important and timely industry information, as well as offer better networking opportunities.

We will build on our legislative successes by shifting to a more proactive role instead of just playing defense. We will also continue to work on maintaining as well building new and stronger relationships with members of the legislature.

Finally, we will ramp up our marketing of the Merit Apprentices Program, which allows member companies to meet the apprenticeship requirements associated with most public work, to members and potential members alike.

These goals build on the successes that my predecessor, Dennis Maguire, achieved during his tenure as chairman last year. I hope you'll join me in thanking him for a job well done.

Happy New Year, and here's to a healthy and prosperous 2013!

Thomas Descoteaux is the chairman of the Associated Builders and Contractors-Mass. Chapter, Woburn, and is senior vice president of R.H. White Cos., Inc., Auburn, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540