

Marketing Through Membership

By Jason Myers

What is the best way to market your company and the shotcrete industry? I would contend that one of the best ways is through membership and participation in the American Shotcrete Association (ASA). How else can you access:



- The collective knowledge compiled and created by ASA
- Direct connections with industry leaders and suppliers
- ASA members who help create and maintain shotcrete-related documents that ultimately control and regulate our industry

How else can you have a direct impact on the direction the ASA takes to improve quality in our industry by sharing your professional experience and understanding of how quality placement is being implemented? A person can always decide to do all of the above action items themselves, but a smart industry leader uses the resources that are readily available to them — like signing up for membership and active involvement with the ASA.

ADDITIONAL BENEFITS

SAFETY GUIDELINES FOR SHOTCRETE

Some of the most important items that any company wrestles with are safety and the unique challenges facing the shotcrete industry. A company could create their own safety guide, sure — but ASA members can use the latest edition of the ASA *Safety Guidelines for Shotcrete* (SGS) and all its resources, developed by industry leaders to help you develop your site-specific safety plans.

The SGS has been created as a living document that will be continuously updated with new information and the latest industry standards. Through membership and participation, a company leader can help us improve this document in an area that they have experience or insight into.

COMMUNITY

Another essential aspect of ASA membership is connection to your fellow members, who bring an abundance of information and experience to all ASA functions and conventions. I've sat down many times with fellow members

to discuss various projects or difficulties, and I've always found new ways to understand and address the issues confronting me. For me, knowing the other leaders and suppliers in the industry often facilitates connections when they are needed — which also shows the importance of not just being a card-carrying member of the ASA, but an active participant.

A person can be a member of the ASA, get the magazine, and throw it in the corner with the rest of the mail — and then wonder why they're getting nothing out of their membership. *A responsible leader is an active participant who gathers all the information presented to them and learns from it.*

ASA MEMBERSHIP & MARKETING COMMITTEE

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QUALITY CONTROL

One of the main growth areas the ASA is working on is quality in the shotcrete industry — and we're seeing the fruits of our labors. Through the development of the ASA Quality Shotcrete Contractor (Structural and Pool) programs, we help elevate the standards of the entire industry. This program is accessible to all shotcrete contractors regardless of ASA membership, but how can a company know what it takes to be a Quality Shotcrete Contractor without being involved? Once again, membership has the privilege of not needing to reinvent the wheel.

RESOURCES

Another benefit of ASA membership is access to and the ability to assist with developing a tremendous library of available articles and papers, along with documentation and resources. This is a tremendous advantage — ASA has

a huge selection of resources and programs to aid you in quality shotcrete placement — and as a member you have an even greater privilege to have personal conversations with the people who often helped create the resources. You can be one of those people! Through active participation, it's easy to find the various resources ASA provides and contribute to improving our documents and position papers to advance quality and acceptance in our shotcrete industry.

CONCLUSION

The ASA's main function is to advance the shotcrete industry, and only through a strong membership and active industry leaders will this be successful. Participation may take some time and cost, but doing it on your own will only lead to more of both. Take advantage of the privileges of your ASA membership — and reap the rewards.