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STEEL: PROVEN 100-YEARS STRONG

Strategic Planning Committee

2016 Annual Meeting
Bonita Springs, Florida

April 2016

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Our Mission

Increase Tonnage & Increase Market Share of CSP

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Measuring our Success

- Tonnage Trends of CSP (2011-2015)
 - Survey of Mills
 - Survey of Fabricators

- Market Share of CSP vs. industry

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Our Promotional Actions

- Target State Initiatives
- Attacking the competition
- Seat at the Table
- Influencing the Millennials

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Promotional Action #1

Target State Initiatives – calling on state DOT

- Identified 12 state DOT (2 per region)
- Goal is to gain product acceptance & usage of CSP
 - Take market share from Concrete & Plastic (HDPE + PP)

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Promotional Action #2

Marketing collateral to attack the competition

- CSP vs. Concrete
- CSP vs. HDPE
- CSP vs. Polypropylene
- Failure tracking

Creating a consistent message &
sharing it

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Promotional Action #3

Our seat at the table with other organizations

- ASTM, AASHTO, AREMA, TRB, NCHRP, SSSBA, CSPI
 - Define our specific goals with each (visibility, a resource, influence, and more)

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Promotional Action #4

Influencing the Millennials

- Marketing in a new way
- Utilizing technology to reach young decision-makers
- Looking at our industry through the eyes of millennials

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Achieving our Mission – With Promotion