

Goals 2015-18

- I. Voice and Advocacy** — Serving as a powerful advocate for commercial construction in Kentucky.
- II. Value for Members** — Providing real value to members through events, benefits and services.
- III. Education, Safety and Workforce** — Investing in safety, education and workforce development.
- IV. Maximize Potential** — Promoting opportunity for construction industry growth in the Commonwealth.
- V. AGC KY Strength** — Sustaining the leadership, staff and resources for a showcase AGC chapter.

Strategies

Strategies are the approaches and priorities to advance our goals. The staff and officers will set performance measures, timelines and accountability.

I. Voice and Advocacy

- A. PAC** — Increase member understanding and support of the Political Action Committee; increase mechanisms for fundraising.
- B. Economic Impact** — Identify and communicate Kentucky's construction industry impact to lawmakers and the media.
- C. Member Grassroots Involvement** — Enhance member involvement in advocacy efforts.
- D. Coalitions** — Partner with organizations having mutual interests.
- E. Federal Issues** — Work with AGCA on national issues; build and maintain relationships with our congressional delegation.

II. Value for Members

- A. Benefits and Services** — Develop and deliver relevant benefits and services provided by AGCA and AGC KY.
- B. Health Insurance and Workers' Compensation** — Improve programs and expand participation.
- C. Digital Delivery** — Transform publications and delivery of benefits and services using technology.
- D. Brand Awareness** — Improve public awareness and member use of the AGC brand; improve the brand value.
- E. Recruitment and Retention** — Identify the potential market share for membership and exceed growth goals.

III. Education, Safety and Workforce

- A. PROTECT Program** — Implement and safeguard development of the three-phase safety program available to all members: *Program Recognition Through Extensive Construction Training*.
- B. Job Site Safety Audits** — Continue inspection programs and use of the Safety-Reports app.
- C. OSHA Citations** — Assist members facing citations.
- D. Safety Seminars** — Continue the Safety Day event and Safety Seminars; expanding live and online accessibility.
- E. Practical Training** — Develop practical training and professional development courses in areas such as technology, management, finances and leadership.
- F. Leadership in Construction** — Explore feasibility of an emerging professionals leadership program to develop younger leaders.
- G. Student Engagement** — Expand relations with construction schools, students and placement offices to connect qualified graduates with AGC members; develop "electronic job board."
- H. Workforce Initiatives** — Explore use of the GoBuild® initiative used by other chapters or similar programs (ACE) to attract workforce.



IV. Maximize Potential

- A. Pro-Construction Issues** — Support critical issues to increase potential business, including passage of right-to-work and Local Investment for Transformation (LIFT) initiatives.
- B. Public/Private Partnerships** — Maximize support of P3 initiative.
- C. Business-Friendly Laws** — Promote business-friendly laws through advocacy, publicity, compliance and usage.
- D. Economic Development** — Build stronger relations with state and local economic development organizations and Chambers to include construction incentives and opportunities.

V. AGC KY Strength

- A. Governance** — Identify and develop the future leaders of AGC; update the governing documents.
- B. Technology** — Invest in technology, software and hardware for efficient communications and chapter operation.
- C. Finances** — Maintain excellent financial stewardship and a balanced budget, and consider best use of savings reserves.
- D. Professional Staffing** — Ensure the chapter has the staffing necessary to serve the members, manage the chapter efficiently and develop programs identified in the strategic plan.
- E. Grant Funding** — Seek grants that complement the mission and goals herein.



Vision

The Voice of the Kentucky Construction Industry.

The 2015-2018 Strategic Plan will guide AGC of Kentucky as we strengthen our position as the voice and advocate of the commercial construction industry; communicate and deliver value to our current and prospective members; invest in education, safety and workforce development efforts to better prepare our members for tomorrow; develop means and expand our methods for maximizing the potential of our members and promoting construction industry growth; and sustain the organizational strength established by past leaders to ensure a vibrant future.

The proper execution of this strategy will bring into greater focus the priorities established by the 2015 Board of Directors. This plan continues the mission and vision AGC of Kentucky was founded to promote in 1919 upon and has promoted since 1919.

2015 AGC of Kentucky Board

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Associated General Contractors of Kentucky

632 Comanche Trail
Frankfort, KY 40601
www.agcky.org
502.223.8845



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Strategic Plan 2015-2018

Mission Statement

The AGC of Kentucky maximizes the potential growth of the commercial construction industry by promoting the skill, integrity, and responsibility of the professionals who build Kentucky.