

### **Building Relationships**

Never underestimate the power of pooling your resources to achieve a common goal—even if those resources happen to be your competitors'. The Metal Construction Association (MCA) did just that and increased its market development over 5 years from \$1.5 million to \$4 million.



The Metal Initiative (TMI), which MCA began in 2005, aims to increase the use of metal in commercial construction. But the initiative extends far beyond MCA and its own membership; it draws on a consortium of competing companies and other associations that share a goal to promote the use of metal in building. They take their message directly to those in charge of construction in the commercial, industrial, and institutional building sectors.

By 2010, the initiative hopes to increase metal roof and wall market share to 25%; to increase tonnage of metal used in construction, including steel, aluminum, and copper, to 663,248 tons; and to increase industry members' sales of metal products to \$2 billion.

"These competing companies understand the value of combining their marketing budgets to collectively pursue an industry market development strategy and to fund their efforts," says Mark Engle, principal of Association Management Center, which has managed MCA since January 2001.

Matthew Burnett, TMI's Project Manager agrees. He says that the initiative "is larger than one company or association. All companies, manufacturers, distributors, and installers associated with metal products can participate and benefit from this initiative."