

Vision

The single most important thing the leaders of a major trade association such as Associated General Contractors of Colorado can do for its industry, members, and team is to clearly articulate the organization's mission and core values. Too often in today's go-go-go culture the necessity to step back and articulate a clear purpose and make sure the course is correct is neglected. The results across an entire industry can be profound.

The AGC Colorado Board, committees and staff pride themselves on the AGC/C being one of the most important and effective trade associations in Colorado. Year in and year out, we are able to effect major, positive change for the commercial construction industry because we stay focused on our core mission and true to our values. The one mistake we often make however, is assuming everyone in the industry, including those who often work most closely with us, understand these guiding principles as well as we do.

On the pages that follow you will find a summary of the mission and values of AGC Colorado. These have been updated in the last several weeks to incorporate a series of refinements made to ensure we are both in synch with our members' needs and carefully focused on the challenges facing our industry. With the clarity and direction laid out on the pages that follow, together we will continue to be a powerful and effective force for the entire commercial construction industry and each and every one of our members.



Sincerely,
Michael Gifford
Executive Director



Building Colorado Together

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Associated General
Contractors of Colorado

3-Year Strategic Plan

Fall 2011



Building Colorado Together

www.AGCColorado.org

AGC Mission/Vision/Values

Mission

To provide members a competitive edge through excellence in advocacy, collaboration, leadership, networking, and services.

Vision

AGC unites Colorado's commercial builders as the acknowledged voice of the construction industry

Values

Proven EXPERTISE in the design and construction process

INTEGRITY and EXCELLENCE in all of our business and professional interaction

RESPONSIBILITY for our professional conduct in the building community

Strategic LEADERSHIP to move the industry forward in a collaborative manner

AGC Staff Values (New in 2011)

SERVE our members to the utmost standard

TRUST and CONFIDENTIALITY in all our member interaction and with our staff colleagues

A COLLABORATIVE approach to provide a seamless level of service

Provide EXCEPTIONAL RESOURCES for members to distinguish themselves in the market place

AGC Colorado Goals & Strategies

1. Implement a More Effective Chapter Leadership & Governance Model
 - a. Change the leadership of AGC/C to a Chair and Vice-Chair model. Creates 2-year commitment to lead the chapter. Chair & Vice-Chair to share leadership duties.
 - b. Management Committee to consist of Chair, Vice Chair, 3 at-large members, Past-chair, Secretary/Treasurer
 - c. Amend by-laws to allow Specialty Contractor members to serve as Chair of the Board no more than every other year
 - d. Amend by-laws to allow any member type (including associate members) to serve as Secretary/Treasurer
 - e. Implement a past-presidents forum to allow past president representatives to continue to participate on the Board
2. Strengthen and Increase Membership
 - a. Recruitment – Expand the overall membership
 - b. Retention - Improve retention through increased involvement and communicating value of membership
 - c. Communication – Enhance messages to more effectively communicate with members
3. Provide Quality Services to Members That are Essential to Their Success
 - a. Provide services including training and education courses identified by members as critical to their success
 - b. Produce Events that facilitate networking and business development among members
 - c. Provide active leadership in industry trends & issues
 - d. Implement Minority Business Strategy
 - e. Monitor and track the coming changes in stormwater regulations and continue to develop the CSEP/USMS Program that helps members comply with EPA, state and local MS4 regulations
 - f. Craft a business plan and implement a Safe Build Program (new)
 - g. Focus Group assessing the changing CM/GC business model
4. Be Effective Advocates on Issues Affecting the Colorado Commercial Construction Industry
 - a. Increase AGC's legislative & political influence
 - b. Help promote Economic Development initiatives at the state & local level
 - c. Grow the BuildColorado Fund & develop the Infrastructure Initiative
5. Develop the Contractors of the Future (Workforce Development)
 - a. Invest in workforce development programs
 - b. Develop a plan to enhance support of CITC in its apprenticeship program role
 - c. Take over financial management of Construction Career Days and continue to improve the event
 - d. Develop an overall program to collaborate with and support the CM program at CSU, and the CM/Engineering program at CU Boulder
 - e. Continue scholarships at the CM program at CSU and expand to the CM/Engineering program at CU Boulder
 - f. Establish leadership, long term plan and funding for the foundation
6. Insure AGC Colorado's Future Financial Sustainability
 - a. Refinance the building loan to lower monthly payments, remove risk of adjustable rate loan, address building maintenance items and plan tenant improvements for first floor space
 - b. Adjust the annual budget so that AGC/C does not rely on Pinnacle Group Work Comp Dividend Program revenue to help cover operating expenses. Estimated expense reduction of \$70,000 annually.
 - c. Create a plan to achieve a reserve of 6 months operating expenses (\$750,000)