

Fall 2012

## A Message from WPCA President Steve Olson

WPCA Members and Associates,

Halloween is just around the corner and I hope everyone is getting ready to wrap up another profitable year. Our Association is right on track under the direction of George, Justin and now Katie Boycks. I have spoken to Katie and she is a good fit for our organization. Please get to know a little bit about Katie in the section below.

You will have the opportunity to personally welcome Katie at our Winter Conference. In the meantime...



### Membership Renewal

It's time to renew your membership! If for some reason you did not receive your membership renewal application mailed last week, please use the enclosed green insert. Note the early registration opportunity...renewals received with payment by November 30 will be entered for a **chance to win a free 2013 Winter Conference registration (a \$100 value)**.

Mark your calendars! **The WPCA Winter Conference will take place in Middleton on January 15 and 16** this year. Important information will be shared from corrosion to crane certification. In regards to the crane certification, remember the saying, "Nixon goes to China". Well this year the WPCA had "Mader go to Maine". Thanks to Steve Mader for taking the time to attend the crane certification meeting in Portland Maine this summer. The National Precast Concrete Association is now spearheading a "short crane bill" which will be more applicable to our industry. Steve, Andy Winkler and I are serving on that committee. More information will be available at the Winter Conference.

See you soon!

Steve Olson  
**President**

## Introducing Katie Boycks *Our New Trade Association Manager*

"Hello members. I am really excited to join the team at Klaetsch Public Affairs Strategies. I currently reside in Middleton with my husband, two daughters and our 9 year old Labrador retriever. I am a lifelong resident of the state of Wisconsin where I attended undergrad at UW-Madison followed by law school at Marquette University. Various opportunities eventually landed me back in Madison as the Director of the state trade association for life and health insurers (WALHI). While with WALHI I handled the management of the association, day to day operations, as well as acting as a secondary lobbyist. It was a difficult but worthwhile decision to then leave the workforce to raise my two beautiful daughters. Now that my girls are a lot more self-sufficient, I decided it was time to stretch my brain again and get back into the workforce. I look forward to meeting you all personally and working with you to maintain and even strengthen your association. I encourage you to contact me at any time with questions or concerns. I can be reached at 608-441-1436 or [kboycks@kpasllc.com](mailto:kboycks@kpasllc.com)."



2012 WPCA OFFICERS

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ASSOCIATION MANAGEMENT

**Executive Director/Lobbyist**  
George Klaetsch  
Email: gklaetsch@kpasllc.com

**Association Manager**  
Katie Boycks  
Email: kboycks@kpasllc.com

**WPCA Office**  
10 E Doty St., Suite 523  
Madison, WI 53703  
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## WPCA Legislative Update from George Klaetsch

### **Election, 2012**

For most states, this is the first election since Election Day, November, 2010. Not in Wisconsin. The State of Wisconsin has been in perpetual election mode since November, 2010. With judicial elections, recall primary elections, recall general elections, special elections following the outcome of recall elections, our state has had more than a half-dozen elections in and throughout the state over the last two years. With that said, we have another election just a little over a month away. For those of you who have participated in the elections mentioned above – VOTE THIS NOVEMBER! For those of you who have not participated in the elections mentioned above – VOTE THIS NOVEMBER!!



Regardless of how you feel about “those politicians” representing us in Madison and Washington DC it is important to exercise your civic duty within our democracy. If that is not enough, please know that “those politicians” have a direct and indirect impact on your business. Whether or not it is taxes, insurance, transportation, natural resource regulations or more importantly, how the state regulates POWTS; state and federal elected officials have the power to help or hurt your short and long term business success.

**Redistricting** - In Wisconsin, responsibility for redrawing legislative and congressional district lines rests with the legislature. The legislature is required to redraw legislative and congressional districts every ten years based upon the results of the decennial federal census. What this means to you is simple – you may be living in a new district with a new representative to choose from. Here is an example. I am currently a resident of Sauk City, WI, therefore I currently reside in the 51st Assembly District represented by a Republican, Howard Marklein. On November 6th, 2012 due to redistricting, I will be living and voting in the 81st Assembly District represented by Democrat, Fred Clark.

Please go to the following link to learn more about who represents you in Madison and Washington DC and where and when you are eligible to vote on November 6, 2012.

<http://legis.wisconsin.gov/w3asp/waml/waml.aspx>

**Registering to vote** – If you have moved or are not currently registered to vote, we have answers for you. Please go to the one-page link provided and all of your registration questions including: a voter registration form, mail-in, in-person and Election Day Registration information are provided in the following link - [http://gab.wi.gov/sites/default/files/publication/154/registration\\_deadlines\\_for\\_11\\_06\\_12\\_election\\_9\\_12\\_12483.pdf](http://gab.wi.gov/sites/default/files/publication/154/registration_deadlines_for_11_06_12_election_9_12_12483.pdf)

**Polling locations** – For those of you who may have moved or are unaware of your current polling location (place to vote), please click the following link and enter your address information. <https://myvote.wi.gov/Address/AddressSearchScreen.aspx>

**Other questions** – if you have any further questions related to candidates running for office, early or absentee voting or times the polls are open, please feel free to contact the WPCA. We can be reached at 608.441.1436.

For years, Jason has been an avid exerciser. Running and weightlifting are part of his routine. With such an active exercise regimen, energizing music is required. The iPod Shuffle came along to fulfill his needs. "Wow! All my music on this little stick! This is great," Jason thought. "But, hmmm ... I'd like more flexibility." He knew he would upgrade to the newest iPod.

Soon, it was time to replace his PC. "I was pulling my hair out dealing with the viruses that had plagued our poor computer. My co-worker had been excitedly telling me all about his iMac. I had to check it out. What did I find? More features, free training, free support and better quality than I had expected. More value for my money than anything else I had compared."

Now, Jason owns not only one, but two Macs and an iPhone. Jason has become a loyal Apple fan. But, they earned his loyalty.

### **TIMES HAVE CHANGED**

Recent economic indicators show a recovery in gross domestic product, consumer spending and corporate profits. The good news is the economy is beginning to grow. The not-so-good-news is that growth will be slow, taking longer for your profits to recover. In good times, customers were plentiful. In this climate, customers are harder to find. So keeping the customers you have is more important than ever.

Research finds that a modest increase in customer retention can turn into big profits. Successful companies report that a retention rate of even 5 percent can pay back as much as 75 percent in profits over the life of the customer relationship. Over time, loyal customers will continue to buy and even spend more across your product lines, just like Jason did with Apple Computers. Meanwhile, the cost to serve and retain those loyal customers decreases. As a result, profits and overall customer lifetime value increase exponentially.

How do successful companies extend the customer lifetime value of their retention investments? Successful companies have a clear understanding of how they add value to create strong, loyal customer relationships.

### **TURN RETENTION INTO PROFITS**

Understanding how to add real value to customer relationships begins with seeking meaningful customer insights, allowing you to set the right priorities that return significant payback. Value relates directly to what customers care most about. And, what customers care most about is directly related to what they need from you.

For consumers, value often means providing products and services that make life easier. Ultimately, your customers' experiences will determine your ability to retain the relationship and grow lifetime profitability. Let's look at a simple example.

Are you a coffee lover? If so, you may frequent Starbucks or your favorite local coffee shop. Coffee lovers demand high quality flavor and freshness, a mouth-watering aroma, and want their coffee served piping hot. But, convenience, without sacrificing the quality of each cup of coffee, is also important. These are fundamental requirements for coffee lovers.

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What would make you pay a premium price for a cup of coffee and return again and again? First, Starbucks knows it must nail these fundamental requirements every time. But, Starbucks also knows they must take these customer requirements a step further, giving you something more that will keep you coming back. To hook you, Starbucks has created a powerful, unique multi-dimensional customer experience. You know that this cup of coffee was made for me just the way I like it. And, you're served in a friendly, respectful environment. Starbucks takes each value producing opportunity, or VPO, and delivers them consistently across each critical dimension.

With a customer-first focus, strong business results follow. Starbucks is the model of service and loyalty for not only coffee shops, but for many other companies and industries worldwide.

**KNOW YOUR VPO**

What can you do to add real value and build customer loyalty? Start with a seven-point assessment to help pinpoint your loyalty and VPOs. You probably don't have the answers readily available. Get the crew working on this self-assessment. Customer interviews and an honest self-examination will be key to your process. How are satisfaction and loyalty characterized by your customers?

- What does value mean to your customers?
- What are customers' expectations of you?
- How does your actual performance compare to customer expectations?
- What factors contribute to your current performance?
- How do you compare to the competition in the eyes of your customers?
- What are your significant value producing gaps?

Answers to these questions are fundamental to the potential of your company and will reveal your VPOs. Use these insights to focus your resources for growth. Follow these simple reminders to turn your retention efforts into big profits:

- Be a valuable resource. Stay focused on what customers need from you and be relentless in exceeding their expectations.
- Be easy to do business with. Don't make customers jump through hoops. Ensure your business processes are simple and high-quality.
- Be timely. Don't make customers wait. Be on time for scheduled deliveries and service calls. Schedule appointments at times convenient for customers.

**THE BOTTOM LINE**

Customers vote with their feet ... They take their pocketbooks where they get the greatest value for their money. Make sure they continue to vote with you!

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# WPCA Winter Conference

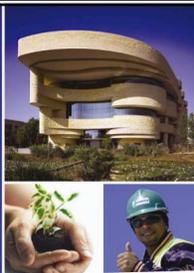
## January 15-16, 2013

Please be sure to watch your mailbox for registration forms and information about this year's annual Winter Conference which will be held January 15-16 at the Marriott Madison West. Forms will be individually mailed out to all current WPCA members in the upcoming weeks. Hope to see you all there!

## Scholarship Opportunity

The Wisconsin Precast Concrete Association awards multiple scholarships each year to deserving students. People eligible to apply are: WPCA members, their immediate family members, WPCA members' employees and their employees' children. The scholarships are made possible by the generous donations of WPCA member companies. Please visit <http://www.wiprecast.org/scholarships.html> to apply.

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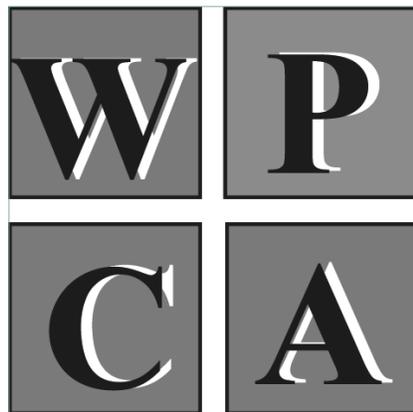


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Wisconsin Precast Concrete Association  
10 E Doty St., Suite 523  
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