



# editorial

## What's a Strategic Plan?

By Lance Atkins, CASE Chairman

When you hear Strategic Plan, what do you think? Iraq? War? Plan of attack? In our case (no pun intended), it is the organization of the CASE Risk Management Program. I participated in helping to make just such a plan with the CASE/RMP Committee. The RMP Steering Committee met in Charleston, SC for two days to prepare a Strategic Plan. Differences of opinions and varying viewpoints were put on the table, but when the dust settled a plan had been developed. The vision for Risk Management Program is:

*RMP is the leading provider of risk management education and technology for use in the practice of structural engineering.*

The mission that was established is straightforward:

*RMP's mission is to improve the practice of structural engineering by reducing the frequency and severity of claims.*

It sounds simple, but in order to carry out this mission the engineering community must come together as a cohesive group of professionals that will endeavor to push forward ideals and goals consistent with the mission.

CASE will need your support in order to accomplish this mission. You can help by participating in one of the Committees, or in particular the RMP Committee.

Over the next few months we will be reorganizing our committees and membership with an emphasis on the RMP mission. The CASE executive committee has already taken the step of enlarging the number of directors to accommodate an increase in activity as envisioned by the RMP. Discussions are presently centered on establishing an organizational structure that will provide continuity to our existing programs and publications, while allowing the development of new ideas and activities.

*"...reorganizing our committees and membership with an emphasis on the RMP mission."*

Hopefully, by the time this editorial goes to print, the bulk of committee assignments and organizational realignment will have been completed... but don't hesitate to request a seat on the CASE Express. We are constantly looking for new member firms and their ideas to help in accomplishing the mission. The RMP Convocation is being planned for this November, and volunteers to assist in this major undertaking are being solicited as this goes to press. Everyone can participate... from actors to organizers. The Chairman of the Convocation is Ed Pence ([epence@stroudpence.com](mailto:epence@stroudpence.com)) and should you want to help out please contact him.

Participating in CASE is easy and rewarding for a new or long-established firm. If you are a new firm just getting started in the business, I would think that one of your strategies is to learn a little history and find out how the standard of practice has been developed for this industry. For the more seasoned firm, learning how your peers are dealing with current situations and market conditions can be a real boost to your bottom line. Whether it is a conversation about which software to use or risk management, the open forum and unencumbered communication between you and your fellow CASE professionals will provide answers

to some of those day to day questions that arise. The philosophy of thinking of CASE members as your partners and not as your competition may take some time for you to become

comfortable with...but once you understand the concept and realize that we are in the game together, the real learning and appreciation of the profession can begin. Come join us in our quest for improving the practice of structural engineering.

Thank you for allowing me to serve as Chairman of CASE for the past year. I want to thank the many of you that are so passionate about our profession

and that have given so much of your time and effort to improving the practice of structural engineering. It has been a privilege and honor to serve CASE and ACEC. Thank you.■

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CASE would like to thank Lance for his leadership as chairman in 2004-05 and his insightful editorials. CASE has grown in stature and influence during his time and looks forward to his continued involvement in other roles. Being chairman takes time away from business and family matters, and it should be known that his contributions have not gone unappreciated.

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