



The ABC Diversity Value Proposition

Current Situation

- ABC is setting ambitious goals to dramatically increase its membership and chapter strength
- The U.S. population and our industry are becoming more culturally and racially diverse
- The construction industry faces a declining and aging population of skilled laborers
- Employees frequently leave their employer to create new, competing construction firms
- Small and emerging contractors are the fastest growing group of construction business owners
- Politicians and their union supporters continue to challenge merit-based construction through misuse of “green” initiatives, attempts at apprenticeship quota and PLA expansion, and defeat of Right-to-Work laws
- More private construction is being done with social agenda requirements
- Small and emerging merit shop firms are finding it harder to comply with apprenticeship quotas and PLA requirements
- Small and emerging contractors have limited funds to dedicate to membership in large associations with expensive membership fees
- Small and emerging contractors need the networking opportunities of large associations in order to find work and improve their management and leadership skills.
- Small and emerging contractors find it harder to keep up with trade, management and technical training in a knowledge-based economy
- The number of ethnically based construction associations appears to be increasing
- Most WMBE associations tend to be small, mainly dedicated to political action and limited in their services
- Many WMBE associations lack significant partnerships with larger, stronger construction associations
- Mainstream associations have a reputation for providing only halfhearted support for affirmative action opportunities for small and emerging contractors

The Business Case for Diversity

ABC National and its chapters must embrace diversity initiatives in order to:

- Remain the association of choice
- Be able to claim to speak for the whole industry
- Grow membership
- Match the growth of competing associations
- Continue to defeat the agendas of the non-merit shop construction industry
- Retain and increase its political clout
- Find new candidates for management, leadership, labor, and trade education programs
- Create successful strong partnerships with ethnic, cultural or racially based small and emerging associations
- Promote networking opportunities for leadership development and marketing
- Successfully champion small business work opportunities

ABC member firms must proactively embrace diversity in order to:

- Successfully compete for the most productive employees
- Respond to their customers' requirements
- Demographically reflect the make-up of the population
- Compete against claims that the non-merit shop portion of the construction industry is better prepared to train labor and successfully complete work
- Continue to upgrade their subcontractor relationships

Small and emerging contractors must look to mainstream associations in order to:

- Take advantage of the best educational opportunities
- Take advantage of political clout
- Increase their networking opportunities for mentoring and marketing
- Successfully champion small business/MWBE work opportunities
- Take advantage support activities for working under apprenticeship and PLA rules

Proactively embrace diversity or get out of business