

AGA 2026-2030 Strategic Plan

**Delivering Greater Member Value,
Market Growth, and Industry Impact**

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Executive Director

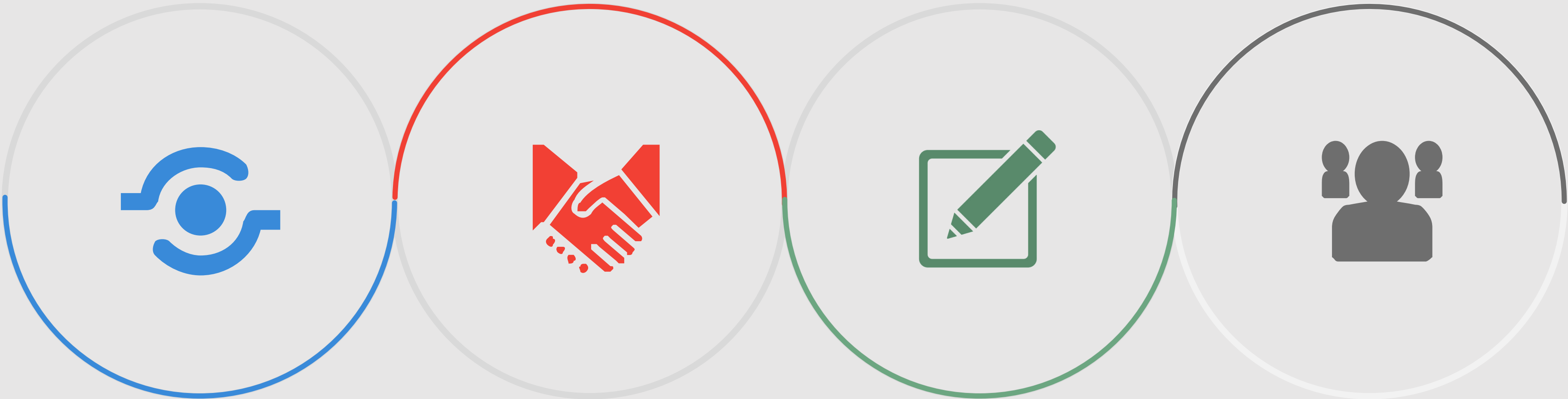
American Galvanizers Association (AGA)

TechForum | October 6, 2026



Presentation Outline

About American [Galvanizers Association](#)



Purpose

Background

Mission

Education, Advocacy, Support

Strategic Plan

Playbook for 2026-2030

TechForum

Strategic Vision

OUR PURPOSE

The American Galvanizers Association (AGA) purpose is to preserve, enhance, and protect the use of hot-dip galvanized steel throughout the Americas.

Our Mission

Serve as the [Unified Voice of the HDG Industry](#)



EDUCATION

- Member Training
- Specifier Education
- Publications
- White Papers
- Website



INDUSTRY ADVOCACY

- Standards/Guidance
- Promotion
- Representation/Liaison
- Partnering Orgs



TECHNICAL SUPPORT

- Tools/Resources
- Expertise
- EHS Compliance
- Specifying Bodies
- Research

The AGA's mission is to harness cutting-edge digital communication technologies to deliver unparalleled educational resources to members as well as current and future galvanized steel specifiers across the Americas. Our vision is a modern image of hot-dip galvanizing which captivates and inspires the next generation of industry professionals and specifiers.

An aerial photograph of New York City, showing a dense urban landscape with numerous high-rise buildings. In the background, the Manhattan skyline is visible under a clear blue sky. Central Park is seen as a green area on the right side of the image. A red semi-transparent banner is overlaid across the middle of the image, containing the title text.

STRATEGIC PLAN

2026-2030

Strategic Plan

2026 - 2030

1

Be the Authoritative Source

Advocacy & Engagement
Representation
Credibility

2

Increase Member Value

Expertise
Quality Improvement
Inclusion

3

Protect, Develop, Expand Markets

Sustainability
Market Leadership
Outreach

Our mission is to harness cutting-edge digital communication technologies to deliver unparalleled educational resources to members as well as current and future galvanized steel specifiers across the Americas. Our vision is a modern image of hot-dip galvanizing which captivates and inspires the next generation of industry professionals and specifiers.

Be the Authoritative Source

External [Audiences](#)

Advocacy & Engagement



Advocacy & Engagement

Amplify specifier knowledge, boost advocacy of HDG, and drive engagement on galvanizeit.org and across all platforms.

Representation



Representation

Establish and sustain active participation in specification and/or influential groups in key HDG markets.

Credibility



Credibility

Elevate AGA's Inspection Course credibility and visibility, positioning it as the undisputed authority on HDG inspection.

Increase Member Value

Internal Audience

Expertise



Expertise

Drive professional growth and elevate industry expertise within the membership.

Quality Improvement



Quality Improvement

Improve the perception of HDG quality and strengthen quality control standards.

Inclusion



Inclusion

Foster and grow networks, focusing on empowering underrepresented members such as young professionals, women, and Spanish speakers.

Protect, Develop, & Expand Markets

Building the [Future](#)

Sustainability



Sustainability

Integrate sustainability and transparency throughout AGA communications to strengthen credibility and showcase long-lasting value.

Market Leadership



Market Leadership

Pinpoint and execute high-impact marketing strategies for key markets by defining target audiences and customizing messaging and communication channels for maximum impact.

Outreach



Outreach

Launch an Outreach Program to engage and influence local, state, and federal decision-makers.

Milestones

2026 - 2030

2026

- Updated *Galvanize It!* Courses
- NA Orgs Involvement Identified
- Latin American Committee Formed
- Women in Galvanizing Launched
- Revamp Sustainability Message
- Competitive Advantages by Market
- CES Becomes Self Funded
- Day on Capitol Hill Outreach Event

2027

- Roadmap for GI! Course Expansion
- LA Orgs Involvement Identified
- Galvanizer Certification Program
- N. American Environmental Survey Data Available
- Deploy Customer Persona/End User Strategies
- State/Local Outreach Strategy Roll-Out

2028

- Integrate Other Sectors into markets.galvanizeit.org
- Modernize Inspection Course
- HDG Inspection Site Pages Expanded
- Increase CESSC Member Base 10% from 2026

2029

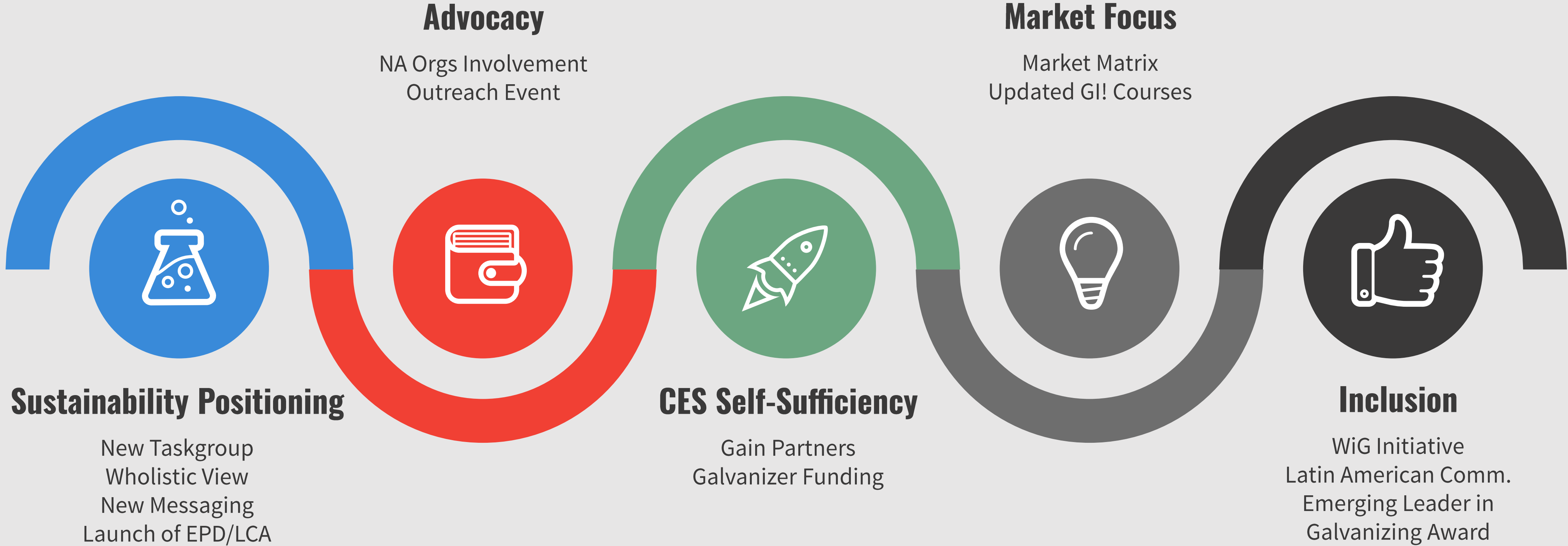
- North American Orgs Involvement to 80%
- Latin American Orgs Involvement to 80%
- Expanded Member Training/Networking Opportunities
- Sustainability Integration & Marketing Collateral
- CES Spec/Orgs Involvement to 80%

2030

- 10,000 Specifiers Educated Annually
- Net Promoter Score of 70 for *GI!* Seminar
- 80% Engagement Rate on galvanizeit.org
- 20% Boost in Conversions on galvanizeit.org
- 25,000 Social Media Followers
- 25% in conversions on Social Media

2026 Milestones

Detailed View





TECHFORUM

Strategic Vision

What AGA Strategic Plan Means for TechForum

- Analytics-Based Approach
 - Attendee Demographics and Participation Trends
 - Greater focus on measurable member value
- Purpose-driven content
 - Themes to tailor programming to different ops/technical roles
 - Emphasis on current and future industry needs
- Celebration of Industry Leadership
- Inclusion, Mentorship, and Networking

