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September 23, 2020

Dear Colleagues:

Given the current environment, there has never been greater need to identify ways to efficiently manage operating costs while increasing application and adoption of innovative technologies and best practices to improve our competitiveness.

We appreciate your participation in the Construction Users Roundtable (CURT), Construction Industry Institute (CII) and/or the Engineering and Construction Contracting Association (ECC) – and many of you are involved in all three. Each of these organizations has established leadership positions addressing different, but related segments of the capital projects business:

- CURT: Provide product development and resource channel/deployment alignment
- CII: Conduct research and development, content curation, innovation and technology
- ECC: Drive excellence through networking, leadership development and outreach

You also know that belonging to and engaging with these leading industry groups is an effective way to develop meaningful relationships and learn new paths to improvement.

But while these industry groups have been effective in delivering value, we also recognize your organizations are continuously under pressure to improve performance while carefully managing spending. We also realize that it is becoming increasingly difficult to attend multiple industry conferences even if it benefits your organization.

In response, leaders from CURT, CII and ECC are exploring the establishment of an industry alliance (*think airline code share partners*) to **capture benefits** of increased **content collaboration**, better sharing of research and benchmarking learnings to **improve application, diversifying** industry sector participation and **maximizing benefits** from integrating conference production activities.

We believe formation of an industry alliance will simply offer more for less. Benefits from the collaboration include:

- **More Solutions** – Increased sharing of best practices, research, products, technology, and leadership development aimed at improving capital project outcomes
- **Greater Efficiency** – Produce and conduct events and conferences complimentary to each other and reach a broader audience
- **Improved Time & Cost Management** – Overall costs (*financial and time*) to participate will be less (*reduced travel, reduction in marketing/sponsorship fees*)

In the coming months, leaders from CURT, CII and ECC will be developing plans to capture these benefits as early as 2021. The intent of our efforts is clear: The Alliance intends to deliver even more value to our industry, more construction for the money and the leadership needed to achieve these goals. We look forward to working with you to make this concept a reality.

Thank you for your continued support.

Greg Sizemore  
Executive Vice President, CURT

Stephen Mulva  
Director, CII

Tony Bazzini  
Chair, ECC Association