

# A New Frontier for NUCA

I have often wondered what it was like for Lewis and Clark as they blazed a path across our great country. What challenges did they face? What obstacles were thrown at them? In the past, as I have traveled I-90 in South Dakota, I have often imagined what crossed their minds when they came up on the "Mighty Missouri." What an obstacle! Even today, with an interstate bridge across the river, it is an overwhelming sight. The task of crossing that river was just one of many trials these two men would face in their journey, but at the end of every day, they had managed to push the frontier a little farther west.



I have a few thoughts I'd like to share with you about what we as NUCA members can learn from Lewis and Clark.

Obstacles are made to be conquered. What if Lewis and Clark had thrown up their hands and turned back at every roadblock they encountered? We might never have opened up all the land that lay west of the Missouri, and this country would be less than half of what it is today. The same is true with NUCA. In the past, it has taken courage to face challenges head-on and determination to meet them. This effort has gone on for more than 40 years and continues even now. A lot of great members have poured themselves into this association for it to be what it is today. We are fortunate to have such leaders as role models.

Determine to succeed. I think there is no doubt that Lewis and Clark had a strong inner desire to succeed. The leadership and members of NUCA must have the same strong desire. There is strength in numbers and we must make our voices heard. If we are determined to make a difference on behalf of utility and site work professionals, we can. If you are a member, get involved. If you are a non-member, join us. We need your help.

Broaden your horizon daily. Just as Lewis and Clark saw new country every day, so should we as an association. The framework and structure have been built. The staff and resources are in place. In short, we are now in a strong position to explore all the possibilities ahead of us. We have room for growth in membership, chapter development, PAC involvement and member services. All we have to do is take up challenge.

Speaking of broadening one's horizons, I am about to broaden mine in a very big way. I consider it a great privilege to serve as your President this coming year. I am truly humbled to lead an association that has such a rich history and so many great leaders who have blazed the way before me. It is my intention to follow in their footsteps and lead with the same integrity and dedication. I invite you to join me as we collectively push NUCA to places it has never been before.

Regards,

James King

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