

Executive Director's Message



By Kirk Grundahl

WTCA'S PRIORITIES OUTLINED FOR 1998: As you can immediately tell WTCA's *WOODWORDS* is new and different. Our goal is to make it much like the Kiplinger newsletter, chock full of information specifically geared to our membership. We have created a variety of different columns geared toward specific industry topics, not all of which will appear in every issue. We will need your help with the newsletter to truly make it successful. We'd like to know what you want to learn more about. What information would help you manage your business better? If you guide us, we'll do all the leg work to make this a truly valuable membership benefit. This is your publication and

our desire is to serve you well.

1998 TASK PRIORITIES: As is our annual tradition at WTCA's BCMC Board of Directors meeting, we review what we have accomplished in 1997 and set our task priorities for 1998. This year we asked all the board members to take the list of tasks and rate each one in order of importance to them. The results follow with number one being the highest ranked and so forth. We are providing you with the top 25 of 43 priorities.

1. Provide chapters with educational program assistance.
2. Provide chapters assistance on reaching individual chapter goals.
3. Help foster focus and energy within our chapters.
4. Provide chapters with legislative action assistance.
5. Create an implementation plan from Chapter Summit Meetings.
6. Develop a chapter newsletter.
7. Expand press releases and article writing to trade magazines to maximize free truss industry publicity.
8. Expand WTCA's Truss Technician Training and Certification Programs.
9. Foster lumber industry participation in WTCA efforts to expand truss use, and therefore lumber use. Active involvement by lumber companies in truss technology advancement and local market educational programs would be most valuable.
10. Assist chapters in providing educational programs locally.
11. Complete our general industry brochure.
12. International Building Code development involvement.
13. Resolve Texas Professional Engineering issues favorably for our industry.
14. State of Connecticut has requested five seminars, reaching 600 fire officials.
15. Finalize educational program slide scripts and related tools to maximize educational efforts. Work with NAHB's Home Builder's Institute and Education Committee to aid in full utilization of our educational tools by builders.

16. Provide four additional fire seminars for the year.
17. Conduct another International Fire Service Training Association Seminar with Glenn Corbett.
18. Continue with individual lumber company meetings regarding truss industry issues.
19. Implement the WTCA QC Version 3.0 program. Perform Plant Certifications for brochure and stamp use.
20. Create a Framing the American Dream II brochure.
21. Monitor the Canadian Lumber Quota impact and direction.
22. Assist TPI with hanger testing and tension perpendicular to grain issues.
23. Create a plan for the data our industry needs to improve our market competitiveness.
24. Assist TPI with design analog evaluation and possible testing.
25. Work with Florida groups to change the sealed engineering process to be favorable to the truss industry.

This is our mandate for the year, and we will do our best to accomplish these tasks in order of importance. Should you have any comments on the forgoing, we would appreciate hearing from you.

We wish you the best for your business in 1998 and are looking forward to an absolutely great year working on your behalf.