

June/July 2000

Executive Director's Message

"An Industry Proactively Planning for the Future" by WTCA's Strategic Issues and Executive Committees

This month the Executive Director's Message is provided by our Strategic Issues and Executive Committees. We believe it is essential to set out how our industry is planning for the future. The intent of this column is to provide as much information as we have in as timely a manner as we can. We have a great industry whose potential has yet to be fully realized.

In the December 1999 issue of *WOODWORDS*, an article was written in which we endorsed outlining where we believe our industry is going in the forthcoming year.

We think that the graphical depiction of our industry structure that we used then is still representative of the structure under which we all transact business. (See Figure 1.)

The WTCA Board of Directors along with the executive committees of STCA and SCDA approved the formation of a committee entitled the Structural Building Components Council (SBCC), with representation from the Wood Truss Council of America (WTCA), the Steel Truss & Component Association (STCA), and the Structural Component Distributors Association (SCDA). We have begun this process and Figures 2-4 depict what it looks like at this stage.

The presidents of these associations are:

WTCA President

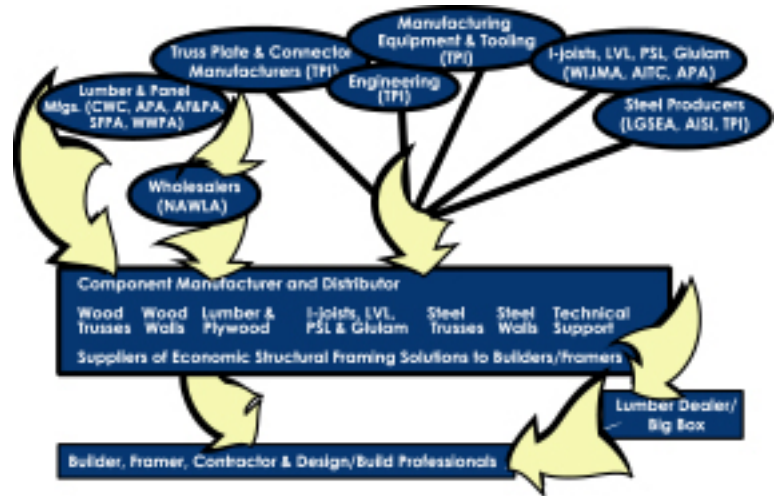


FIGURE 1
CLICK ON IMAGE FOR LARGER VIEW

Mr. Roger J. Gibbs
(Wood Truss Council of America)

STCA President
Mr. John Hubbard
(Steel Truss and Component
Association)

SCDA President
Mr. Phil Barkey
(Structural Component Distributors
Assoc.)



FIGURE 2
CLICK ON IMAGE FOR LARGER VIEW

Each association will focus its efforts on the key issues that are specifically facing that group with the goal of working toward solutions that will benefit all members of each group. The primary emphasis of each, in the spirit of “knowledge is power,” will be to work on ensuring that all members have the best possible knowledge base with which to solve problems and create opportunities.

Since many members overlap within each organization, there is a natural synergy between these groups. This is where the Structural Building Components Council fits in. Its role in this structure is illustrated in Figure 5. The SBCC will serve as a committee or forum for each of these groups to discuss common issues and use their synergies to serve the overall component industry to its best advantage—enabling the component industry to have a united voice and strategy for overall growth. One excellent example of the synergies that all groups have in common and that can be dealt with collectively is design responsibilities:

- All groups apply a component product and undertake its specific design.



FIGURE 3
CLICK ON IMAGE FOR LARGER VIEW

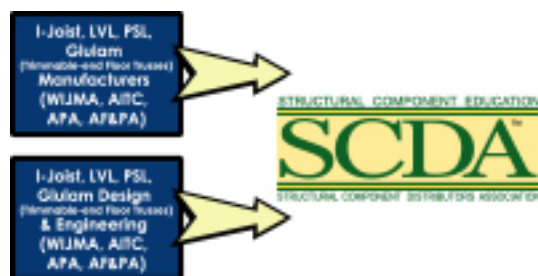


FIGURE 4
CLICK ON IMAGE FOR LARGER VIEW

- All expect building designers to design the overall structure and provide the specific information needed to design each individual component.
- All expect the building designer to integrate the designed component into the overall structure design.
- All expect the installers to properly handle, install and brace the product.
- All expect that if they begin to take on more responsibility than designing and supplying individual structural components, that they contact and get paid for this very valuable work.

Therefore, all the work that has been done by all groups in the design responsibilities arena will help the entire industry have a united voice in this area, advancing the component industry to ever increasing professionalism.

Other areas of common ground include Technician Training, Risk Management and Quality Control in the manufacturing and installation process, just to name a few.

Does this mean WTCA will go away? NO, WTCA has great name equity in the market and needs to continue to build on the good foundation that has been laid. It is the view of most that having a united component industry voice and using all the synergies that we can will advance the component industry in ways not thought to be easily possible in terms of positive impact on structural framing in this country and beyond. All who are involved in this absolutely believe that components are the future of framing. We hope that everyone with an interest in component framing will join us and help us to realize our full economic potential as an industry.

WTCA's Strategic Issues and Executive Committee Members: Roger J. Gibbs, Mary Pat Keller, Michael Ruede, Richard W. Brown, Don Hershey, Eric Lundquist, Rip Rogers and Roy Schiferl.

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