

STRUCTURAL BUILDING COMPONENTS MAGAZINE (FORMERLY WOODWORDS)

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Human Faces

"Making Education a Priority in Iowa" by Nicole Schultz with Ray Noonan

The Iowa Truss Manufacturers Association (ITMA) Educational Committee has been busy keeping people in their area informed about issues dealing with structural components. The chairperson of this committee, Ray Noonan of Cascade Mfg. Co., along with five other committee members—Barry Olberding (Lumber Specialties, Ltd.), Jim Overmann (Engineered Building Design, L.C.), Kevin Riesberg (Plum Building Systems), Tom Telgenhoff (Cascade Mfg. Co.) and Wayne Ashenhurst (Roberts & Dybdahl, Inc.)—have been actively educating builders and building officials through WTCA's Truss Technology Workshops (TTWs).

For a number of years, this local chapter of WTCA has been using slide presentations to educate the community about the application and installation of floor and roof trusses, industry recommendations for the handling, installing and bracing of truss systems, and the use of construction hardware in truss systems. This past year, they have been able to incorporate this information into PowerPoint® presentations, which have been made available on CD-ROM by WTCA-National, and have found the results to be very beneficial.

Ray Noonan reported that the feedback from each of the presentations ITMA has given has been very positive. He also noted that builders and building designers always walk away from the presentation having learned something about our industry that they were not aware of before the workshop. These groups have thanked the Iowa chapter for the role they take in educating others through our industry's TTWs and have begun to seek the chapter out for presentations like this in the future.

WTCA's mission is to assist and be a support system for these types of educational programs providing all the tools needed for success. Our hope for the future of the TTW program is that all chapters find the value that TTW's and truss plant tours bring to our industry in dispelling some of the myths that exist about us.

When it is all said and done, the time commitment is not nearly as great as it appears and the value is much greater than we often appreciate. As Noonan has experienced, once the program is implemented, the entire process builds on itself and groups start approaching your organization with an interest in learning more about what you have to offer.

Down the road, Noonan is hoping to introduce these materials to junior colleges and have all of the homebuilder associations in his area fully aware of the educational tool WTCA can be for other organizations. Thanks to the ITMA Educational Committee for doing such a great job in educating their markets through the process of putting a human face on the structural

component industry!

For more information about conducting a Truss Technology Workshop in your area, contact WTCA 608/274-4849.

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