

Knowledge is Power

"Creating 'Industry Links'" by Ken Cloyd, California Truss Co., WTCA Marketing Committee Chair

Deriving meaningful value and support from our vendors is key to the future of the component industry. The concepts Carl Schoening discusses in his [article in this issue](#) hit the nail right on the head. This was a hot topic at the Marketing Committee Meeting held in late January during WTCA's Open Quarterly Meetings, and it will be a top priority for WTCA in the year to come.

Before I go any further, however, let me make one thing clear: The goal of increasing supplier involvement in our organization has to be a priority for all component manufacturer members—not just for WTCA staff. The staff is responsible for a great amount of work and for implementing a majority of the association's annual priorities, but this is one situation in which each and every manufacturer in this industry must get involved if we are to be successful.

It is with this in mind that WTCA is proud to introduce "Industry Links," a significant campaign for all component manufacturers in our industry to build relationships with their vendors and to encourage these companies to support WTCA through membership, advertising in *WOODWORDS* and exhibiting at BCMC.

While the details of this program are still under construction, there are three basic principles that will be the foundation of this initiative. It is these principles that component manufacturers can apply to both their daily business practices and to the life of their local WTCA Chapters as they engage their suppliers with the importance of WTCA in the future of the structural building components industry. "Industry Links" will embody the following:

- **A Partnering Relationship:** It is this concept that led us to use the image of "links" to build this campaign. (It is also humorously ironic, considering how many deals are made on the golf course in this industry!) But seriously, when you visualize two links of a chain and apply that image to the supplier/manufacturer relationship, it is easy to see how interconnected the two must be in order to be useful. There is little strength when the links of a chain are separated.
- **Mutually Beneficial Support:** Another of the main goals of this new program is also a concept that can easily be illustrated with the image of links. It involves developing ways in which suppliers who choose to support the growth of this industry by sponsoring WTCA projects and educational efforts will be rewarded with opportunities that support their businesses as well. The idea is not to take our suppliers for all of the goodwill and support they are willing to provide, but to create mutually beneficial relationships. This is where the efforts of every component manufacturer member of WTCA will need to come into play. Changes will also be implemented at WTCA Open Quarterly Meetings, in the *WOODWORDS* advertising programs

and at BCMC. Any additional ideas from members on how to do this well are more than welcome.

- **A Common Vision for the Future of the Structural Building Components Industry:** As the “Industry Links” program develops and relationships grow and deepen across the industry, the result should be an increasingly common vision for the future from both sides of the supplier/manufacturer equation. If this can be achieved the possibilities will truly be unlimited for the future success of this industry.
- As this important campaign unfolds, I would suggest re-reading Mr. Schoening’s article on a regular basis over the next year to renew your commitment to developing the type of relationships with your vendors that will result in meaningful value for everyone involved. WTCA will keep you informed about the details of the program, as they emerge, through *WOODWORDS*, the web site and other communication vehicles.

In the meantime, if you have any questions or suggestions for the “Industry Links” program, feel free to contact WTCA-National at 608/274-4849 or wtca@woodtruss.com.

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