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## Executive Director's Message



KIRK GRUNDAHL

### "Wrapping Technology Around Our Business" by Kirk Grundahl, WTCA Executive Director

WTCA is a technical-based organization. While everyone is aware that TPI and its members provide truss design and related technical expertise for their customers, some may not understand that WTCA's foundation is also undergirded by intimate knowledge of truss technology that is applied with a marketplace focus. Why?

The world in which truss manufacturers live is focused on supplying the best structural framing solutions for their customers. The key word in this sentence being "structural." Therefore, WTCA members and the organization as a whole have to understand structural performance issues. In fact, WTCA has a technical staff of four individuals whose priority is to work on the issues facing our members. The majority of the questions our technical staff receive from the outside and from our members are technical in nature. One can see this by going to the "Frequently Asked Questions" section of our web site. What type of technical questions do we get?

- Fire performance of trusses.
- Application of loads and loading conditions.
- Interpretation of codes—both local and model.
- Proper construction details.
- Quality assurance issues.
- Temporary and permanent bracing issues.
- Lumber and truss plate performance in a variety of applications.
- Resolving a myriad of installation problems from too much deflection to cut trusses.

WTCA's business is to take industry issues like these and help provide rational, market-based solutions. I like to refer to this as technical marketing. To me, this means first listening to the market to find if there is a technical issue, then wrapping our industry's technical capabilities around the problem to provide a logical solution that our members' customers can embrace.

In this issue's "Knowledge is Power," it is my hope that you see this philosophy come alive. It is our goal at WTCA to take a look at structural building components from the point of view of people who specify (architects and engineers), handle and install them (framing contractors), and provide these individuals with the guidance they need to undertake their work successfully, safely and economically. I think WTCA is just now setting the foundation to successfully meet this goal. To do so we will need every member to help by:

- Ensuring that the technical work done by WTCA is solving key market issues that you are facing today or you know you will be facing.
- Providing us with the feedback from your customers that we need to be able to craft a response to the issue in a way that will advance our industry. Working closely with us is always an encouragement to staff, as then we know we are working on an item that has real membership value.

If our members help us meet these goals, it is guaranteed that our industry will have a much easier time achieving its full potential.

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