



Publisher's Message

Association Teamwork Provides Grassroots Foundation

by SBC Staff

“Dependent people need others to get what they want.

Independent people can get what they want through their own efforts. Interdependent people combine their own efforts with the efforts of others to achieve their greatest success.”

—Stephen Covey, from *The 7 Habits of Highly Effective People*



at a glance

- ❑ This issue of **SBC** brings you the latest grassroots activities from WTCA Chapters and staff, as well as the annual membership listing.
- ❑ One of the focal points of 2005 will be WTCA staff's attendance at quarterly chapter meetings. We are here to support all of our members; there is no better way than with local involvement.
- ❑ The synergy between TPI and WTCA has set a foundation for even greater positive industry work.
- ❑ There is no doubt that our industry has played a pivotal role in cost-effective residential construction renovations.

How do the industry's grassroots grow? In this issue of **SBC Magazine**, we'll count the ways by exploring how your industry associations, local chapters and loyal staff are sowing the seeds of change on your behalf. We're thrilled to bring you the annual issue devoted to grassroots activities in the industry, complete with the WTCA membership listing and updates as to what's happening on the grassroots scene around the industry.

If there is one word that sums up WTCA's activities to advance and promote the use of building components for the industry, it's grassroots. This year, we're bringing grassroots to a WTCA chapter near you. Many of you may have noticed a new face at your first chapter meeting of 2005. No, it's not an Elvis impersonator; it's a WTCA staff member! We're coming to learn about local issues, assist with educational seminars, offer perspective, find out what it's like to eat, sleep and breathe building components, and share a little about what we're working on every day at WTCA-National that can enhance your business. Most importantly, we're there to listen and serve you. Here are some of the local issues that have been covered in chapter meetings around the country in the first few months of 2005:

- Jill Zimmerman of BCMA staff visited the Iowa Truss Manufacturers Association (ITMA) in late January. She was influential in helping them implement a publications co-op program, which encourages chapter members to place bulk orders by offering potentially hefty discounts. The chapter also came up with a new warning tag idea that staff is implementing.
- Whole house design was the hot topic du jour at the recent Joint Chapter Meeting in Chattanooga, TN, involving the Alabama Component Manufacturers Association (ACMA), the Georgia Component Manufacturers Association (GCMA), the Tennessee Truss Manufacturers Association (TTMA) and WTCA-Kentucky. The discussion reinforced the notion that component manufacturers are in the midst of a changing marketplace. Working together, we can significantly influence the future of component design and manufacturing. The meeting was attended by Kirk Grundahl, Lora Gilardi (staff contact for WTCA-KY and TTMA) and Libby Walters (ACMA and GCMA staff contact).
- In southwest Florida, WTCA technical staff member Ryan Dexter and chapter president Jim Swain are working together on membership development. The duo has been visiting non-members with the goal of recruiting new members for the Southwest Florida Truss Manufacturers Association (SWFTMA).
- Rachel Smith of the WTCA technical staff attended the Mid South Component Manufacturers Association (MSCMA) at the beginning of March. In the past, this chapter focused on local education; Rachel is providing support for the creation of a 2005 educational plan.
- WTCA-New York welcomed staff member Molly Butz at its January meeting and they are working together on the challenges of building labeling as well as the implementation of local and state building code changes.
- The North Florida Component Manufacturers Association (NFCMA) will be working with staff's Barb Speer in 2005. Its hot button issue involves crane and erection issues. The NFCMA and National will be working together to develop an educational program on the topic and make the appropriate revisions to BCSI 1-03.

- TMAT (Truss Manufacturers Association of Texas) is looking forward to welcoming staff's Tony Piek at both of their annual golf tournaments. They will also benefit from Tony's expertise in quality assurance, specifically in WTCA QC.
- WTCA's legislative staffer Sean Shields has worked with the Wood Truss Council of the Capital Area (WTCCA) to connect with Dave Conover of the ICC. We will work with Dave and the ICC on developing stronger relationships with all our chapters and the code development process.

Watch for future updates as staff continues to cover chapter meetings and events throughout the year!

Before you change the channel on reality television, don't miss this issue's anchor article. ABC's **Extreme Makeover Home Edition**, the feel-good, home improvement reality show, is sweeping the nation—and the building components industry has started to ride the show's marketing wave in an extreme way! The staff at **SBC Magazine** has been waiting for months for component manufacturers and their suppliers to get involved in one of these projects so that the industry could showcase its value. We were thrilled when Roy Schiferl, Woodinville Lumber Company's Vice President of Operations, called to say his company had been recruited by national mega-builder Centex Homes to design, build, transport and frame all the components for the Dore family's new home. **SBC** staff went to Seattle to see how Woodinville took the project from plans to a completely framed home in just five days, a virtual slam dunk for the **Home Makeover** production team. On page 28, we reveal Woodinville's real behind-the-scenes magic that reality television doesn't show.

As you consider what grassroots means to your company in the context of the building components industry, we encourage you to use the trade associations that represent you as an example of the true "roots" of the industry. Over the years, the WTCA/TPI relationship has been important to the success of the industry. In "Association Synergy Puts the 'Root' in Grassroots," we invite you to take a glimpse into how small steps in the right direction have paved the way for progress and opportunity for component manufacturers and their suppliers.

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plant tours. In "Truss Plant Tours: A New Perspective," **SBC** staff writer Molly Butz talks about the value she derived from a recent plant tour. If you are of the mind that there's nothing interesting or exciting to learn from a component plant, you may be surprised to hear her point of view.

Finally, in the second part of "The Road to Re-entry," **SBC** Managing Editor Libby Walters reveals more about her talks with offenders who have been successful in life after their incarceration. In this article, you'll meet eight felons who have started from square one to rebuild their lives. You'll also hear from the management at Stark Truss Company and Bluegrass Truss Company about a few of the business benefits they have received by participating in these rehabilitation programs.

We wish you all the best as you define grassroots in your own way this spring. **SBC**

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6300 Enterprise Lane • Suite 200 • Madison, WI 53719
608/310-6706 phone • 608/271-7006 fax
www.sbcmag.info • admgr@sbcmag.info