



# Wtca Update

## Building Momentum Through Advocacy

Be a spokesperson for change  
by attending the 2005 Legislative  
Conference!

by Sean D. Shields

**Y**ou may be asking yourself, do I want to go to the 2005 SBC Legislative Conference in Washington, DC this year? Or, more likely you're asking, what is this Legislative Conference I've been hearing so much about? Hopefully, in either case your next question is, how can I sign up?

Well, I'm so glad you asked! It's fast and it's simple: visit [www.sbcleg.com](http://www.sbcleg.com) today, and in only five minutes you can register for the conference and be well on your way to being an effective grassroots advocate for your business and the structural building components industry.

The concept is simple. Studies have conclusively shown the most effective approach to influencing lawmakers is a personal visit from a constituent in their home district. No hired guns. No slick talkers with briefcases full of money. Just you and your extensive knowledge of your business operations and the problems that their laws can help fix or alleviate.

You are the single most effective spokesperson for change in the legislative and regulatory environment facing this industry, and that's why your attendance at the 2005 SBC Legislative Conference is critical. It is the perfect opportunity for you to join forces with others in the industry and present a united message and voice to lawmakers on Capitol Hill.

### By itself, one blade of grass can't do anything impressive, but a whole lawn does wonders...

If you are like most people reading this, you are currently thinking, "yeah, but it doesn't really matter if I go." I'll make the argument that it **does** matter. That's why it's called grassroots. By itself, one blade of grass can't do anything impressive, but a whole lawn does wonders for combating erosion, rejuvenating soil and giving you a great place to play a game of backyard football or work on your chipping. It is through the combined strength of many individuals working together that creates an unavoidable force within the halls of Congress.

Participation in the annual Legislative Conference in Washington, DC has steadily increased each year since its inception in 2001. Be a part of building the momentum toward effective grassroots advocacy within this industry. If it's your first time, I promise you'll gain an experience you will never forget or regret. If you're considering coming back, but thought your last visit wasn't as effective as it could have been, let us know and we'll put you to work visiting federal agencies, whose implementation of regulations directly affects our industry.

#### at a glance

- We can help to make your Washington, DC legislative visit an experience that will have an impact.
- If you do not think your voice is important, just think what would happen to the laws in this country if everyone felt that way.

In general, members of Congress propose legislation like clamping down on immigration laws or prematurely liquidating Canadian softwood lumber duties because someone has come to them and persuaded them it's a good idea. The only way to convince them, and more importantly, their colleagues, otherwise is to show up in their office with facts in hand and a compelling argument to share.

We'll make a deal with you. If you agree to show up at their door, we'll provide the facts, and we guarantee the compelling arguments will easily flow from your

mouth. Why is it that easy? Because you know your business, you know your employees, and the facts merely illustrate simple truths. Arguments against bad legislation are not difficult to make. However, lawmakers will vote for bad bills if no one ever comes to them and makes it!

Convinced? If yes, don't hesitate, go to [www.sbcleg.com](http://www.sbcleg.com) now and register for the 2005 SBC Legislative Conference. If no, but you're on the fence, give us a call or send us an email, and we'll be happy to talk to you about the many additional reasons we can't fit into this article on why you may want to go. Remember; don't picture yourself as a single blade of grass, picture yourself as an integral part of the entire fairway on the 18th hole at Augusta Country Club. Now that's power. **SBC**

For more information about the 2005 SBC Legislative Conference, visit [www.sbcleg.com](http://www.sbcleg.com) or contact Sean Shields at 608/310-6728 or [sshields@qualtim.com](mailto:sshields@qualtim.com).

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For more information about membership in WTCA, contact Anna (608/310-6719 or [astamm@qualtim.com](mailto:astamm@qualtim.com)) or visit [www.woodtruss.com](http://www.woodtruss.com). Listing as of March 14, 2005.

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