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by Libby Walters
Get the “real” story on ABC’s Extreme Makeover: Home Edition, from the perspective of Woodinville Lumber employees who worked around the clock to pull off a major miracle for a family in need.

Association Synergy Puts the “Root” in Grassroots
by SBC Staff
WTCA and TPI are working together on your behalf! Discover why this association synergy is the foundation for grassroots in the industry.

The Adult Learning Model: Think Like a Child
by Carl Schoening
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Editor’s Message

The Need for People Power, Not Powerful People

by Kendall Hoyd

“We need to talk about grassroots politics because it is truly the only kind in which we component manufacturers, by and large, can participate.”

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—Stephen Covey, From The 7 Habits of Highly Effective People

Publisher’s Message

Association Teamwork Provides Grassroots Foundation

by SBC Staff

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 BCMC 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 an ongoing topic 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 (WTCA) 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.

One of the easiest and most effective means of incorporating grassroots activities into your business plan is hosting truss 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.
omeowners often call WTCA’s technical department with the classic remodeling question, “Is this a load bearing wall?” Some callers are not able to articulate it as concisely, nor can they provide a very accurate description of what the framing conditions are like. To respond to this problem, we created a series of graphics to give them a few things to check in order to determine if the wall in question can be removed.

**Question**
Do 26-foot trusses (2x4 on 24” centers) need a middle wall support? I would like to remove a dividing wall in my 1960 ranch house and I don’t know if it’s load-bearing or not. How can I determine this?

**Answer**
It depends on whether the dividing wall is supporting the roof truss. If it is, then it is called a load-bearing wall and cannot be removed unless some other means of support is provided at that same location. If it is a non load-bearing wall (also called a partition wall) then you can safely remove the wall without changing the structural performance of the truss. There are a couple of clues that help you determine if the wall is load-bearing or not.

1. Is the wall running lengthwise down the middle of the house? (See Figure 1.)
2. Is there a beam or bearing wall under the wall on the story below? (See Figure 2.)
3. Does the roof truss have a metal plate connected joint located at the point where it bears on the wall? (See Figure 3.)

If the answer to any of these questions is yes, then it may be a bearing wall. If you answered “no” to all the questions, then it is most likely a partition wall and can safely be removed. Either way, you should consult with a local carpenter or engineer to determine how to proceed.

To pose a question for this column, call the WTCA technical department at 608/274-4849 or email technicalqa@sbcmag.info.
Good housekeeping is a fundamental key to a safe workplace and requires just a little effort to maintain!

April 2005 14

Structural Building Components Magazine www.sbcmag.info

s the temperature begins to rise and the busy construction season whirls into full swing, housekeeping in a component manufacturing plant can seem like a daunting task. In an effort to get projects completed and out the door, everyone tends to work faster and potentially more carelessly. Yet, good housekeeping can be one of the easiest ways to avoid injuries on the job. According to the National Safety Council, workers are injured from slips, trips and falls more than any other on-the-job injury. In other words, the majority of injuries can be prevented as long as good housekeeping measures are used. Random tools, cutoﬀ pieces of lumber and banding scraps pose a threat to each and every worker when they are left in walkways, aisles and other areas where they might present a hazard.

Bob Becht, President of Chambers Truss in Fort Pierce, FL has taken his own approach to a safe workplace. Digital camera in hand, Becht takes his daily walk-through of the plant with something speciﬁc in mind: housekeeping. Snapping pictures of safety hazards, he collects a series of photos and turns them into a PowerPoint® slide deck. At each monthly meeting, Becht presents the slide deck to his safety committee on a large screen. The safety committee uses the slides to pinpoint safety issues and formulate policies which are in turn passed on to the production managers for implementation. Becht has seen his “digital housekeeping” program immediately effect changes in the workplace. (To see an example of one of Bect’s presentations, visit Support Docs at www.sbcmag.info.)

...workers are injured from slips, trips and falls more than any other on the job injury.... the majority of injuries can be prevented as long as good housekeeping measures are used.

at a glance

Bob Becht, “Mr. Truss Photo,” takes digital technology to plant safety.

Show your safety and health issues in a PowerPoint® presentation helps the staff create innovative policies to improve workplace safety.

The impact of the pictures leaves no room for argument. The production managers have no choice; they have to come on board with our safety policies, and the pictures make (the importance of safety) impossible to ignore,” he explains. Becht continues to take pictures on a daily basis, and then he uses them in safety signs, presentations and emails. “If I see something out of place, or I notice something I want fixed, I email the production or maintenance manager with a brief explanation and a photo or two. This makes it easy for everyone.”

Digital cameras are an inexpensive way to maintain good housekeeping at any component manufacturing plant. And, as Becht has proved, it makes it easy for everyone involved. There are numerous simple digital cameras available for as little as $100 and most of them easily attach to your PC.

Once you’ve identiﬁed the problem areas, developing policies to deal with these concerns will keep them from happening in the future. Here are just a few tips to keep your plant neat, clean and—most of all—safe:

• Plan ahead by assigning responsibilities for clean-up.
• Implement a program to make housekeeping part of the daily routine.
• Keep aisles and walkways clearly marked and free from debris/clutter.
• Clean up spilled liquid of any kind immediately.
• Properly dispose of oily or greasy rags.
• Close all cabinets and drawers when you are done using them.
• Properly store all tools/equipment.
• Neatly stack lumber and supplies.
• Use designated areas for smoking.

• Everyone must place an emphasis on safety, health, and ﬁre prevention.
• Ensure proper feeding of the machinery.
• Keep all materials, tools, and equipment in good working order.
• Provide adequate lighting in all work areas.
• Keep aisles and walkways marked and free from obstructions.

With these basics in mind, you’re on the right track to a safe and healthy work environment.

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Southern Pine earned earns 55% of the truss market.

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For reader service, go to www.sbcmag.info/spc.htm

To pose a question for this column or to learn more about WTCA’s Operation Safety Program, contact WTCA Staff at 608/274-4849, email wtca@woodtruss.com, or view the Operation Safety demonstration online at www.wtca/do.com.
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—Craig Plummer, General Manager, Huskey Truss & Building Supply, Franklin, TN

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Get more information about the new technology that we have for the wall panel industry.
Although May 1 or "May Day" might be known to have begun as a spring festival long ago, in our world, May 1 is the BCMC early bird exhibit space DEADLINE. This means in order for exhibitors to take advantage of the discount for booth space at the Midwest Airlines Center in Milwaukee, you will have to register by May 1. With last year’s record-shattering 86,750 square feet of exhibit space, you will not want to miss the May 1 deadline. We know you are busy this time of year and time is of the essence. This is why the BCMC Committee has made it easier than ever for you to register online. Simply go to www.bcmcshow.com and select “For Exhibitors” for all of the information you need to contract for booth space. With a few clicks of your mouse, you’re on your way to exhibiting in Milwaukee.

You will enjoy many marketing perks with your BCMC exhibit space registration. In fact, exhibitor presence isn’t limited to just the show floor. At BCMC, it’s our tradition to promote exhibitors throughout the year, allowing them to reach attendees all year long. For instance, did you know that when you sign up to exhibit at BCMC, your company profile and a link to your web site will appear on the BCMC web site as well as in SBC Magazine in the Official BCMC Show Guide and Recap issues (September/October and December respectively)? Each issue of SBC Magazine reaches thousands of component manufacturer CEOs and managers.

The benefits of exhibiting at BCMC and advertising in SBC Magazine allow you to extend your tradeshows strategy and target advertising to create the highest possible visibility to the structural building components industry. Plus, your company name will also appear in BCMC promotional ads and flyers, distributed to attendees on a weekly basis in the months leading up to the show.

While you are at the show, be sure to take a look in the BCMC Pocket Guide for your company’s name and location. It is yet another way we are serving you and the attendees at BCMC.

Another way to increase your visibility and also show your support of our industry is to participate in one or more of our sponsorship opportunities. This can be anything from continental breakfast, coffee break, banners located in the convention center, or hotel keys that are imprinted with your company logo. If you have a sponsorship idea, we’ll likely take you up on it. For details, please visit our sponsorship web page at www.bcmcshow.com/projects/bcmcshow/sponsorship.php.

By exhibiting at BCMC, you become part of the largest component manufacturing focused tradeshows that there is. However, your journey does not end after BCMC. You will receive additional exposure on www.bcmcshow.com, in the Pocket Guide and in the September/October and December issues of SBC Magazine. Moreover, don’t forget about all of the one-on-one contacts you will acquire at the show. All of these are just added benefits of exhibiting at BCMC 2005 in Milwaukee, WI to help you create a better business with component manufacturers throughout the industry. SBC

For more information about the 2005 BCMC show in Milwaukee, WI on October 12-14, visit the official show web site at www.bcmcshow.com or call 608/268-1161 ext. 9.
You 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 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.

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

by Sean D. Shields

If you 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...

by Mr. Richard Lukoff, PE

Wtca Update
Building Momentum Through Advocacy

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.

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Mr. Brent Holm

For more information about membership in Wtca, contact Anna (608/310-6719 or astamm@qualtim.com) or visit www.woodtruss.com. Listing as of March 14, 2005.
With the dominance of the International Code Council (ICC) family of codes in the building code marketplace, one would expect there to be a greater uniformity across the country than when there were three model codes plus a number of local codes. However, local adoption of the ICC codes does not give us the complete uniformity that we would like. Due to local amendments as well as adoption of different editions of the ICC codes, a component manufacturer cannot assume that adoptions of the International Building Code (IBC) or International Residential Code (IRC) are the same from code jurisdiction to code jurisdiction.

WTCA and TPI are actively involved in monitoring, participating in and attempting to influence the direction that building codes are going at both the national level and local levels. It is important that WTCA chapters and the national organization participate in the process with the same set of goals. TPI/WTCA have developed a Code Development Policy to create and propose code changes that serve the best interest of the component manufacturing industry with broad-based support from building code officials and structural engineers, as well as to monitor code changes proposed by others.

WTCA chapters perform an important role in this process through monitoring local building code issues and being as actively involved with local code processes as practical.

WTCA chapters perform an important role in this process through monitoring local building code issues and being as actively involved with local code processes as practical. Our goal is to deal with proposed code changes that might affect component manufacturing as early as possible. Since there is an active involvement in building code and professional engineering issues at the national level, our industry will be best off to utilize the resources and experience that WTCA’s Engineering and Technology (E&T) committee and TPI Technical Advisory Committee (TAC) has to offer. Here are just a few reasons to work together on issues like this:

• There may already be a code resolution that has been discussed and developed by WTCA and TPI.
• There may be alliances within the national code development community that can be tapped.
• There is an existing process for reviewing code change proposals.

Here are few additional recommendations for Chapters:

• Develop a Code Committee to monitor local and statewide code developments. This can typically be accomplished through periodic monitoring of state and local web sites.
• Provide frequent feedback to the WTCA E&T Committee and work with them and TPI TAC to develop the tactics needed as code changes take place.
• Develop local and state relationships with groups involved in the code process or in the interpretation or enforcement of building codes such as engineers, state PE boards, state agencies, builder organizations and material supplier organizations.

United on the national and local level, component manufacturers have a greater influence on building code changes that benefit the industry.
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Code Connection

Continued from page 22

Here is a brief summary of the TPI/WTCA Code Development Policy referenced above:

• Code change issues and needs should be submitted to TPI TAC or WTCA E&T for review and analysis.
• The WTCA E&T Committee will apply all existing knowledge, draft concepts and supporting arguments and work with the chapter on the best possible approach to resolving the issue at hand.
• All work will be reviewed by at least one TPI TAC and WTCA E&T member.
• Support of building code officials or other interested parties that are willing to collaborate in reviewing, revising, improving and embracing the code change proposal will be sought.
• Once we have completed our homework, we will implement the best approach.

Although the process may appear involved, much of it is done through email and teleconference meetings, expediting the process. Every effort is made to ensure the best probability that truss industry generated code change proposals will be viewed favorably, adopted and implemented. SBC
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A single mother of three, Roseanne Dore lost her home to a fire in March 2004. She soon found out that her insurance agent hadn’t renewed her homeowner’s policy, which left her unable to rebuild or clear the remnants of the burned structure from the lot. With no other option, she moved her daughters into the utility shed in the backyard, untouched by the fire. For many months, the girls went to friends’ houses to shower. The entire family was stuck using an old doorless outhouse on the property. To eat, they cooked on an outdoor propane camping stove. When not working hard to provide for her family as the local junior high school’s assistant cook, Roseanne donated her property to the local Girl Scouts for camping and outdoor excursions. The Dore’s property is also the site of annual family reunions.

Phase One: The Commitment
“We can’t do this project without Woodinville.”
Larry Fowler is the Director of Forward Planning in Centex Homes’ Seattle office. Centex has a workforce of 6,000 employees nationwide and represents over 90 markets in 25 states. Centex was contacted by the Master Builders Association (MBA) of Seattle in early October with an offer to be named builder on the Dore’s home, he said. “When they offered us the chance to work on the project, all I knew is that it would be a house in Kingston [18 miles from Seattle],” Larry remembered. “We only had a few days to make a decision.”

Centex’s upper management from across the nation powwowed about the decision. “The show was still so new that we weren’t quite sure what to be scared of,” Larry said. “I remember watching the show every Sunday thinking, ‘what a bunch of malarkey. They could never build a house in five days.’” Their decision was made on many conditions, one of which was that having Woodinville as a significant partner on the project would be vital to their overall success. “We knew Woodinville...had the capability and vast flexibility we needed to pull this off. They do components, framing and siding, and we needed their manpower and expertise to get the job done,” he noted.

Phase 2: Organization/Preparation/Logistics
“We set the tone for the project.”
Craig MacKay, President of Woodinville Lumber, got the call from Centex on Tuesday, October 20. He and Vice President of Operations Roy Schiferi decided almost immediately to volunteer for the project. By Monday, October 25, the Centex and Woodinville teams were holding the first of many meetings to organize the building process, discuss structural elements of the home, and logistics. Larry paid Woodinville a good compliment regarding their organization early in the project. “One of my greatest memories of working with Woodinville was that first meeting. They had thought of everything before the meeting: from big picture logistics to any other constraints that we had to work around. They’re component and framing experts; we looked to them to apply their experience to the job,” he said.

Due to the enormity of “Project X” and the compressed timeframe in which it was to be completed, Centex drafted a complex flow chart of all possible items to coordinate and delegated responsibilities among its “15-house plan” for logistics. Larry paid Woodinville a great compliment regarding their organization early in the project. “One of my greatest memories of working with Woodinville was that first meeting. They had thought of everything before the meeting: from big picture logistics to any other constraints that we had to work around. They’re component and framing experts; we looked to them to apply their experience to the job,” he said.

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Phase 3: Construction
“Turn Dreams into Reality
Uses Components to Woodinville Lumber Extends Extreme Makeover: Scenes of ABC’s Home Edition
Extreme Makeover: Behind the
Home Edition

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Behind the Scenes of ABC’s Extreme Makeover: Home Edition
Continued from page 29

The site itself wasn’t the only issue Centex and Woodinville had to contend with. Weather, the transport of materials onto the grounds and the logistics of squeezing a total of 700 volunteers, vendors, production crew, law enforcement and the public on the two-acre site. No small feat for two companies fighting to keep their regular customers and jobs from being held up by mammoth Project X. Woodinville Site Manager Jim Schumacher said, “The only thing we said from the start was this project could not impede or jeopardize the work for our normal customers.”

“We couldn’t let our regular customers think that we could not keep up with their work,” Roy noted. Centex had the same goal in mind. “Shutting down our business was not an option for us. That took a big commitment from our staff and vendors throughout the planning phase,” Larry commented.

According to Larry, Seattle’s typical rainy fall season weighed heavily on his mind in the weeks leading up to the project. “Weather was my biggest concern. The only thing to do was plan for rain,” he said. As we’ll see in the following sections, componentization and pre-fabrication was the answer to the threat of rain.

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Accessing the site proved to be another hurdle for Centex and Woodinville. The site was located off a remote peninsula, west across the Puget Sound, which meant that the most efficient way to transport materials to the building site was via the Edmonds/Kingston ferry. Covering about eight miles across the Sound, the ferry ride took about 30 minutes one way. The transport complications didn’t end there.

From the ferry’s drop-off point, there was only one access road into the property. “None of us were transportation experts, but it wasn’t hard to see that there was only one way in and no way out,” said Larry. It didn’t take the team long to realize a temporary road would have to be built to ensure the smooth transport of materials, machinery and volunteers both in and out of the construction site. A traffic jam during the home construction would mean lost time. Not one minute could afford to be wasted if they were to complete the home on schedule.

Phase 3: Components Pre-Construction

“We knew componentization and prefabrication were the only way to go.”

With just a few weeks to go until the opening day of taping, the Woodinville component design team waited anxiously for the final plans to come through their fax machines. Behind the scenes, design engineer Dave Mott of Tri-County Truss said the home design was a moving target. “Just when you thought they were set on the plans, they would move a wall or rearrange a room,” he recalled. The compressed time schedule called for Woodinville technicians to assert great flexibility. “The people we had doing the truss and component design are top notch. They took the many changes in stride,” Dave said. To keep other projects on schedule, Roy remembered that everyone pretty much turned around the design and manufacturing of components in a day within receiving the plans.

Early on in the scheduling process, one thing became clear: hauling prefabricated components was the only feasible way to frame the home in the scheduled timeframe. Roy said the team knew ahead of time that every piece—prefabricated decks, floors and walls—had to fit together like a puzzle.

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Behind the Scenes...

Continued from page 31

The final details of the house were complicated to say the least. In addition to the family’s living quarters and the extra space for a future bed and breakfast, Woodinville would design and manufacture all components for an attached two-car garage, 1,600 square feet of covered front porch, new horse shelter and a well house. The total square footage of components provided was over 5,000 square feet.

Phase 4: On Site at Project X

“You could feel the synergy in the air.”

Woodinville’s attitude going into the on-site building con-
struction was simple: failure was not an option. Roy said, “With this being televised nationally, if the project turned out to be a disaster, it wasn’t going to be because of us.” With their fierce drive in tow, Woodinville was ready for anything.

A deadline to have all components ready for transport by November 10 was set because the production company wanted them to be delivered at least two days ahead of schedule. Team members recognized George Harris’ organizational tactics as the primary point of departure. He had received permission from nearby Kingston Lumber to use their yard as a staging and inventory control area. There, George and the logistics team sequenced all components on semi-trucks—14 in all—in the exact order in which they would be needed by the framing crew on the jobsite. “If you didn’t have the right piece at the right time, it meant lost time,” said Wayne. George’s materials sequencing was crucial because the walls couldn’t arrive on a truck before the floors. That would spell disaster for the framing schedule,” Kay McCaslin pointed out.

November 13: the day the components would be framed. The sense of adrenaline was ever-present. Ronnie Adjutant’s framing team left Woodinville at 1:00 a.m. for the project site by bus, circumventing Puget Sound. They started framing at 5 a.m. instead of 6 as originally scheduled (see framing schedule). He scheduled 45 lead framers that day, creating teams of two and breaking them down into specific tasks. “Every guy had a partner to limit the amount of tools on site,” he explained. “These are guys who typically don’t work together, so I was really impressed to see how everyone got along. They just attacked it.”

Even with the temporary road in place, the volume of transportation was a factor requiring constant attention. “The three-mile country road leading into the property carried a constant stream of vendors and VIPs destined for hospitality tents. There were dozens of semis parked all along the road and the police were on constant patrol,” Brian recalled. The heavy volume of traffic ultimately erased the crew’s two-hour lead on the production schedule. “At 11 a.m., we were exactly two hours ahead of schedule,” Roy said. “We experienced a lull in activity because a truck carrying decorative driftwood for an art piece on the front lawn blocked our access.

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Woodinville employees were mutually complimentary of Centex. George said, “Centex was very accommodating during our time on the construction site. In terms of logistics, they made us their first priority,” he said. Brian Holt also commented that Centex did an extraordinary job in managing the project’s logistics. “The thing went off without a hitch,” he noted.

“In the end, we really did it for the cause, for the family,” said Fritz. In addition to Woodinville’s work on Project X, the company’s total donations to the community and charitable organizations are nothing short of extremely generous: an entire framing package for a battered women’s shelter, too many Habitat for Humanity projects to count, Girl Scouts, Boy Scouts. Roy is proud of the company’s efforts to contribute to the community, but has no illusions about what that community involvement has done to make a name for Woodinville. “We have been very successful in getting out the message of the value of our components. It’s a big reason that wall panel manufacturing has taken off for us,” he noted.

Roy and Jim didn’t have to do much in the way of PR for manufacturing has taken off for us,” he noted. The community involvement has done to make a name for Woodinville. “We have been very successful in getting out the message of the value of our components. It’s a big reason that wall panel manufacturing has taken off for us,” he noted. The community involvement has done to make a name for Woodinville.

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“I felt very fortunate to have been a little cog in this big wheel,” he said. “Working with the great people of Woodinville was a pleasure. What an incredible privilege.” Congratulations to Woodinville on an extreme job well done!
anything says grassroots like two industry associations teaming up to support and advance an industry. The building components industry is fortunate to have WTCA and TPI rooted together behind the scenes to grow and shape the industry’s myriad branches. In fact, since the WTCA/TPI Litmus Test meetings began in April 2002, the scene has been set for synergistic bliss that will carry the industry well into the future.

The Litmus Test has enabled the two groups to divide and conquer: WTCA taking on specific tasks that component manufacturers need to accomplish to serve their business development needs, and TPI tackling the engineering, software and machinery needs to support their component manufacturing customers. WTCA Executive Director Kirk Grundahl said, “It was not all that long ago that TPI and WTCA were viewed more as competing than cooperating associations, because both were essentially doing their best to serve the same group: component manufacturers. This often led to confusion among component manufacturers about the role of the two associations, which was ultimately counterproductive to the goal of advancing the component manufacturing industry.”

Since 1994 when Pat McGuire and Bill Turnbull were WTCA and TPI Presidents respectively, all involved have worked relentlessly to build a relationship with a shared vision for the future of the building components industry. The fundamental purpose is to make the maximum use of industry resources and to minimize or altogether prevent duplication of effort and redundancy between the associations. The goal is to focus each organization’s work on its specific mission and keep asking ourselves the question, “How do WE most effectively serve the best interests of the component manufacturing industry?”

The strong synergy of WTCA and TPI has resulted in phenomenal gains for the component manufacturing industry over the years. You may recall the following monumental initiatives, made by WTCA and TPI on behalf of their respective memberships, setting an example of the industry’s true grassroots spirit.

Victory at ICC Hearings

Thanks to a working task group of WTCA and TPI members, the structural building components industry achieved two favorable decisions from the International Code Council (ICC) at the Final Action Hearings in May 2004. Dave Brakeman, Steve Cabler, Charlie Goehring and Kirk Grundahl attended the hearings, rallying—in effect—for the WTCA and TPI memberships. During the week-long session, the general ICC membership considered two code change proposals of critical importance to the building components industry.

Code change proposal, S1A-03/04 (International Building Code - Structural) posed the greatest challenge for the WTCA/TPI group, who first submitted the proposal on minimum attic live loads for IBC and IRC consideration during code hearings in January 2003. The proposal had been accepted by the IRC Building/Energy Code Development Committee but defeated by the IBC Structural Committee, on grounds that the wording—not the concept—required further clarification. At the 2004 hearing, the group had to reverse the IBC Structural committee’s original disapproval by majority floor vote and then get a modification to the first code proposal approved by a two-thirds majority. As a result of their teamwork, the process went as smoothly as the industry could have hoped for. The change proved significant for component manufacturers as it mimics the former BOCA code approach to the application of live loads in truss attic spaces and saves the industry a great deal of money when compared to the existing IBC provision. Also, now the IBC attic loading provisions are consistent with the action taken by the ICC committee.

TPI Technical Advisory Committee’s (TAC) Dave Brakeman (Alpine Engineered Products, Inc.) said of the process, “Our industry associations did their homework to write a code provision that everyone could agree to and also worked to assure that there would be broad based supporting testimony at the hearings. The result was that there was no testimony against our proposal and the vote by the ICC members was overwhelmingly for it. The process worked!”

The second proposal, RB151-03/04 (International Residence Code Building & Energy), would have changed the code to require labeling of trusses through the addition of the following code language: “Each truss shall be labeled on the underside of the bottom chord between the outside bearing point and the center of each truss with the identifying label from the truss design drawings.” The industry group’s goal was to affirm the IRC Building/Energy Code Development Committee’s committee disapproval of this change. TPI TAC’s Steve Cabler (MiTek Industries, Inc.) and Grundahl provided testimony that supported the approach that ASNU/TPI 1 already takes regarding this issue. Thanks to their testimony, the outcome at the hearing went in the industry’s favor.

Cabler remarked that the united industry effort paid off in the end: “With a coordinated team effort, we were successful in achieving the outcome planned. These hearings can be unpredictable and broad support of a position is critical in getting the votes needed. In the end, lining up industry support put us over the top. Solid relationships with building officials, structural engineers and related industry associations were a huge benefit to us in the hearings and will continue to pay dividends for our industry in the future.”

WTCA members voiced their appreciation for the group’s work on behalf of the industry. Rip Rogers of Trussway, Ltd. noted that a united voice for the industry is more influential than that of a single organization: “[The recent ICC code changes] are just one more example of how they are working to protect the members’ interests. Our influence and our voice are being recognized through a lot of hard work by people who did their homework and presented our case.” ICC code change success: the result of deep-seeded grassroots organization in the industry.

This foundation for success continues today. At the 2005 code change hearing for the 2006 International Fire Code, the fire service proposed F45-04/05 for a new section in the code called “Section 507.4 - Identifying emblems for structures with truss construction.” The reason given for this code change was for reader service, go to www.sbcmag.info/mitek.htm

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Association Synergy...
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change was: “This will assist the fire department in identifying structures that may pose an inherent danger to early collapse by the failure of truss construction thus saving lives of firefighters.” Through the relationships developed in the past and hard work at these hearings, this code change proposal was recommended for disapproval by a 12 to 1 committee vote. The benefit of this work at the code hearing were the discussions and the relationships developed with the proponents of this code change, which are certain to help us as this issue rises again in the future.

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Having a single voice in the marketplace has increased BCSI 1-03 sales to a level that was hard to predict—in 2004 we sold 23,295 books, which is roughly double the volume of bracing books sold in any one-year period in the past. This synergy has been felt with every joint product produced. This has also helped with WTCA membership growth as 110 new members were added in 2004. No longer is there any question of which association should be the component manufacturer association. TPI has also benefited from our collective focus on quality by gaining 12 new TPI Quality Assurance Program accounts.

At a February joint WTCA Chapter meeting (including TTMA, ACM, GCCA, and WTCA-KY) in Chattanooga, TN, Grundahl spoke about the B-Series, developed and co-produced by the two organizations. The most positive result of the partnership, he said, is that when we are united, it sends a stronger educational message to the marketplace. “We listened to framers’ needs in applying bracing in the field and also the needs of the component manufacturing industry in its duty to inform. All of the changes we made in creating BCSI came from the suggestions of a wide variety of participants in our various meetings. The development of BCSI is the essence of all that it means to have an effective association—people committed to the best interests of all involved in our industry. And the true bonus is that there are no longer two approaches to bracing education taking place in the market; there is one and the education affect in the marketplace is being felt in many positive ways,” he said.

WTCA Past President Mike Ruede articulated the positive effect of this relationship quite eloquently. “The shared vision of the TPI and WTCA Board of Directors has led to a renewed focus on serving the best interests of all involved in the component manufacturing industry. Because of this, more positive outcomes like BCSI can be expected in the future,” he predicted. A more accurate assessment of what the unified associations can accomplish on behalf of the industry could not be made.

Joint Publications Spell Success in the Marketplace
As Charlie Hoover noted in a June/July 2002 SBC article, “A day was added to the Truss Plate Institute’s (TPI) spring Board of Directors meeting to include a joint session meeting with WTCA’s Executive Committee, a much-anticipated session by each association. It was a great opportunity for the association leaders to discuss issues critical to the metal plate connected truss industry. Both have strong influence and credential credibility in their areas of responsibility, which emphasizes the importance of working together in the best interests of the industry. We need to use our associations’ strengths to better the industry, rather than losing focus when there is a question of which association should be leading a particular charge.” This is the essence of why a joint publications agreement between both associations has proven to be so critical to our collective success. It allows us to emphasize the importance of working together. And the results speak for themselves.

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I have been working in the structural building components industry for more than two years now; you’ve probably even seen my byline in SBC articles now and then. As a member of the WTCA staff, I have been exposed to many wonderful educational experiences, from attending the BCMC show and Open Quarterly Meetings, to meeting with individual members of the industry in person and getting to know them over the phone. I’ve had the opportunity to be a part of our SBC Magazine team, every issue, and was a key team member in the development of WTCA’s Operation Safety Program. Each person I talk with sheds a new light on the industry and I am opened up yet to another perspective on the day-to-day life in a component manufacturing plant.

Understanding what it’s like to own or manage a component manufacturing facility plays an important role in our responsibilities at WTCA and helps ensure that as we work on various projects for the industry, we can convey the information in ways that will best benefit those engaged in manufacturing and distributing structural building components.

One of the experiences I find most interesting, educational and enjoyable is visiting component manufacturing facilities. There’s nothing more defining for me than a look inside the daily operations, from the folks in the design department to the people in the fabrication areas. I find that wherever I go, there is always something to learn. Most recently, I visited Automated Building Components in Dayton, OH. As part of the WTCA Ohio Chapter Association (WTCAOCA) meeting, we gathered alongside President Marshall McCarty and scoped out his new 150’ wide, 410’ long shop. Big, open, what a great saw area, and how interesting to see those babies in action! It was like something out of a sci-fi movie, each blade spinning, angulating and precisely cutting each 2x4 that passed through its grasp. Following the tour, the chapter met and discussed, among other things, how important it is to give plant tours.

I knew when I visited Automated Building Components that I would be putting this article together, and as I began mulling over the points I wanted to make about offering plant tours, a thought came to mind: If someone like me, someone who works in the component manufacturing industry and has access to hundreds of component manufacturers (CMs) at any time, learns something every time she sets foot in a plant, just imagine the learning experience for someone outside of the industry!

Truss plant tours give those outside our industry a chance to experience our component manufacturing industry and change their perceptions. A truss plant tour is easy to give a group presentation about, I just use your passion, your profession and your expertise!

at a glance

- Truss plant tours give those outside our industry a chance to experience our component manufacturing industry and change their perceptions.
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“I never thought that people would be as interested as they seem to be,” said Tom Nowak, President of Now Structures in Nevada, MO. “It feels good to be part of the education process.” Nowak also responded to the OMP and gives tours of his facility on a monthly basis. “I invite anyone who is interested in seeing how a truss is manufactured, starting in the design department all the way to the trusses that are stacked for delivery.”

Building truss plant tours for the last 30 years, “We have also had many school groups come through, from high schools and tech schools, even at the university level,” McCarty explained. “These have been very beneficial and we were able to hire several people for our design/drafting department due to these tours!”

Getting regular plant tours underway at your facility can be fairly simple and it’s an ideal way to provide a valuable service to educational institutions, builders, building officials, specifiers, the fire service, local legislators and even you. Yes, you! All of these groups have an impact on your business, and what better way to help them understand exactly what you do than to invite them in to see it for themselves. A hands-on experience can be an eye-opener and it also gives you the opportunity to answer the questions that arise.

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Not only will you be able to dispel myths and clear up any confusion about the industry, this is also your opportunity to highlight your operation and show guests how the machinery works, how the pieces are put together and what new technologies are being used. Encourage your visitors to ask questions, and if safe and feasible, talk to your employees. For specific groups, such as legislators, you can describe how the products are used and the number of people you employ. This invites discussion about the industry, in general, and how it impacts your community as well as the state and even the country.

Ken Cloyd, President of California Truss Company in Perris, CA, sees a plant tour as an opportunity. “When I do a plant tour, the biggest thing that comes out of it at the end is a...”
Truss Plant Tours: A New Perspective
Continued from page 43

“changed perception,” Cloyd said. “The people that come through the plant have no idea how much knowledge, expertise, training and investment go in to making a truss. They have always viewed a truss as something made out of wood, something easy to do, something that can be cut or changed and they don’t understand the process.”

“There is a sense of awe at the end of the tour when they realize this is so much more than a couple of guys in someone’s back yard with saws and hammers,” Cloyd continued. “For every one of them that I’ve done—and I’ve done a lot—I can tell that they walk in thinking ‘Eh, a truss plant’ and they walk out very impressed. Frequently they’ll hang around afterwards and ask all kinds of questions, sometimes for half an hour or more.”

Cloyd has invited a wide variety of groups to come and tour his facility. From architects and engineers to people in the fire service, they are all fascinated with the fact that the plant is putting together dozens of trusses at any given time.

“The engineers are amazed with what we can do and they are mostly impressed with the quality of the product and how well it does go together,” Cloyd explained. “The firefighters come in, and some of them are carpenters on the side. When they see the process, the myths they’ve heard about trusses go out the window and they say things like, ‘Wow, this is really professional, and the computers, and the controlled setting, this is very impressive.’”

“What it boils down to for everyone, whether you have a $5 million or $40 million facility, is this: this is your chance to get people excited about our industry, or maybe just about you as a business owner. But, either way, it completely elevates their thinking about component manufacturing and the quality products we produce quickly and affordably,” Cloyd concluded.

A plant tour is your opportunity to showcase building components, educate a great variety of people in many specialties and help them gain an appreciation for the component manufacturing industry. Share your knowledge and expertise, even your pride in what you do every day.

Marshall McCarty said it best: “I believe I can come away with something learned from all tours.” Thanks again, Marshall, we agree. SBC
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In part one of this series, we learned that recidivism is an offender’s relapse into crime after he or she has been released from prison. We also found that recidivism in the United States is high—67.5 percent, to be exact—and rising. Here is a summary of what factors likely contribute to the heightened number:

- **Lack of skills or training.** Without adequate skills to put on a résumé or job application, a felon’s only option for employment are low-end, low-skill jobs that may not be enough to sustain them financially. At that point, the choice to steal, sell drugs, or behave violently becomes an attractive option versus putting their time in to learn a skill and prove their work ethic.

- **Lack of emotional support or structure.** Inmates who, when released from prison, do not have the support of their families, friends and community have difficulty reintegrating. When they do not feel supported by the world around them, their tendency is to relapse into old behaviors. The result is often re-arrest, followed by another period of incarceration.

- **Lack of desire to change their lives.** Just because an offender has served a 20-year prison sentence does not mean that they’ve magically learned right from wrong. And it’s widely known that to change your lifestyle, you have to change your friends or your environment. Inmates who aren’t prepared to face that reality will have difficulty making good choices as they face reintegration.

- **Lack of community/society acceptance.** More often than not, offenders face adversity from the community. This can be manifested in many ways: employers who have policies against hiring felons, landlords who refuse to house ex-cons, and others who may fear them based on prejudice or lack of trust.

There may be additional causes for the prevalence of recidivism in our nation; the four examples above give a solid basis in which to frame part two of “The Road to Re-entry.” We’ll now follow the paths of felons who have escaped that haunting recidivism rate. Their stories are real, touching, devastating, tragic and triumphant.

Tony

Tony was convicted of vehicular homicide and received a sentence of three to ten years in an Ohio state prison. He had been drinking one night, got in his car and hit a man on the side of the road. The man was rushed to the hospital, but died three days later from the injuries he sustained from the crash.

Tony was sent to the Marion Correctional Institute (MCI) where he would serve the full ten years of his sentence. “Vehicular homicide is a serious offense. And you’re going to pay the price,” he acknowledged. Tony likened his stay at MCI to a 1993 movie starring Bill Murray. “It was like Groundhog Day: you live the same day over and over again. Nothing ever changes,” he said.

Then something did change. Through the prison grapevine, Tony learned about Stark Truss Company’s “truss design office and became persistent about getting a position. “(They) finally said yes. From the first day I was accepted in the program, I put in a lot of hard work.” At first, the Stark program was very popular, everyone wanted to work there. In time, it became known the work was tough, Tony said. “There were deadlines. There were customers,” he explained. He said the routine of getting up and reporting for a job every day prepared him to remember what real life was like. Most importantly, it passed the time.

Looking back on his release date, Tony said, “I wanted a job when I left that building. We saw so many people who came back to that prison because they didn’t have a job or support.” Despite years of working for Stark at MCI, Tony was skeptical that Stark would offer him a job. “The other inmates and I, we would joke that this was too good to be true. ‘Are they really going to hire us? Or will they leave us hanging when we get out?’” From Stark’s perspective, they needed Tony as much as he needed the job. In fact, Tony joked about not getting vacation following his release. “I had three days off between my release and when I started to work for Stark,” he smiled. The parameters of Tony’s parole required that he work from his home in lower Michigan. “I met Sam [Steward] in the MCI parking lot. He loaded a computer, a printer and a pile of plans into my trunk. I set myself up at home and got to work.”

Todd

Todd’s story is one that many of us can relate to. After graduating from high school, he admitted he was “direction-less.” Lack of direction led him down a dangerous path, and he eventually stole some merchandise from a convenience store. Like Tony, he was not arrested on the scene, but drove to the police station and turned himself in. Todd was charged with aggravated robbery and was sentenced to six years in state prison. He arrived at MCI in March 1997.

His cell mate told him of the OPI job opportunities. At the time, Todd was working toward his associate degree through a local technical college. Because OPI required that applicants not be enrolled in any education program, he decided to quit technical school and instead took a clerk job in the prison, hoping to climb the ranks and eventually land an OPI job. When there was finally an opening in the Stark Marion office, he jumped at the opportunity. He designed wall panels, roof and floor trusses. “I applied myself from the start because I was hungry for the chance to learn,” he said.

The Stark management offered Todd a truss technician position in the months leading up to his release. His family toured Stark’s facilities and met with the staff he would be working with. Todd’s family served as an unconditional support system throughout his incarceration. His girlfriend stuck with him for the six-year duration. He said, “We planned to get married the day I got released.” By 4:30 on his release date, they were married. “I don’t look back on my incarceration with any regret,” he said.

Mike

Mike’s story starts on a family farm in the Ohio countryside.

After finishing high school, he went to work at a trucking company. He got into a heated argument with a man and took his life. “I did not have a violent past,” he said. “I had never been in a fight before.” The police picked him up a few days later for questioning; it was then that he turned himself in.

Mike received a murder conviction of 15 years to life. In 1986, he was sent to MCI. “I remember sitting by myself in the cell saying ‘I got nothing,'” he recalled. He started working in the OPI welding shop. He eventually met Tony and switched to a maintenance job. When Stark Marion started up, there was an opening and Mike was offered a position. “At that point, I had no experience with computers,” he said.

Mike spent seven years working at Stark Marion, before he was scheduled to go before the parole board. “The parole board gave me five more years. That was the hardest call I ever had to make to my parents,” he said. Like Todd, Mike’s family made every effort to provide continued support. “My family made the three-hour drive [to MCI] twice a month,” he noted.

Mike said he would likely gone back to a career in trucking without the opportunity to work for Stark after his release. “My parents went to meet A Ben and Don at Stark in a gesture of thanks for their support,” he remembered. “I am so grateful to Stark for this incredible opportunity.”

For reader service, go to www.sbcmag.info/klaisler.htm

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Walk a Mile...

(Part 2 of 3)

by Libby Walters

A second chance, provided with compassion and support, can make a world of difference to prison inmates during their incarceration and after their release.

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The Learning Process & Communication

For people like Mike and Tony who started in the program’s infancy, communicating with the outside world proved to be one of the greatest challenges they faced. Since Stark Marion would be designing components for Stark locations in Texas, face-to-face communication was an impossibility. Internet use on the part of the inmates is considered a breach of security. As well, incoming and outgoing phone calls must first be screened before an inmate has permission to talk to the caller. An additional distraction for both Stark Marion inmates and the outside world was the twice daily “count.” Inmates were required to report to their cells for a physical

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The Road to Re-entry...
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head count. “It’s so they know we are alive or didn’t escape,” one inmate said. With these restrictions in mind, you can imagine the communication hurdles faced by the inmates on a daily basis.

Rich Ackley, Manager of Stark’s Sherman, Texas plant commented on jumping the communication hurdles. “I learned rather quickly to be mindful of their timeframe. When you account for lunch, breaks and ‘count,’ they’re working for about 6.5 hours per day,” he said. “Initially, not being able to get in touch with them when it was convenient for me was frustrating,” remarked Tim Willet, Plant Manager of Stark’s operation in Hearne, TX. “I just had to learn to work around their schedule and be flexible.”

State holidays and unannounced prison lock-downs would occasionally impede Stark Marion’s ability to operate. Rich said, “One requirement is for a state guard to monitor [the inmates’ activity] at all times. Because the guards get all state holidays off, the inmates can’t work on those days.” Rich recalled an incident early on in the program’s existence that caused a mini-debacle: “There was an entire prison lock-down because of an alleged breach of security via the Internet. That meant there was no possibility of us reaching the Stark Marion guys.” Rich said that the experience taught the inmates to notify him in the event of a lock-down.

On top of jumping through hoops to get to the outside world, the inmates’ learning curve was another process to work through. Tony remembered the first few months of the program. “When we were learning, we were dangerous!” Rich talked about his greatest reward working with the inmates. “We’ve got men who have worked with us for so many years in MCI. Then they get out and are just filled with joy. They have such an impact on our company,” he said. Like Rich, Tim Willet has been working with the Stark Marion technicians for five years. He commented on the friendships he has built with the inmates. “I have developed a bond with these people. I trust them implicitly, like I would a close friend,” he said.

Stark Truss Vice President of Operations Don Groom strongly encourages any manufacturer or business considering a program similar to the Stark Marion operation to research possible state tax incentives. “Stark has been able to take advantage of tax breaks by hiring ex-offenders like Tony, Todd and Mike,” he said. As for the cost investment associated with prisoner training, Don noted there is little difference between hiring someone off the street. “We’ve done a lot of number crunching only to find that our total cost of maintaining the program, and training inmates is no different than if we’d hire off the street,” he said. “When they come to work for us, they are generally very loyal and thankful for the opportunity.”

Where Are They Now?
Tony, Todd and Mike are still with Stark Truss, each grateful to be out of prison. Tony credited Abner Yoder and Don Groom with giving him a chance. “Not only did I learn a skill, I got a chance to put my life back together,” he recalled. “In the end, all [Stark] wanted us to do was succeed. And I am grateful for the opportunity.” He works from a new office in Lower Michigan, where he designs strictly multi-family projects. Rich said one of the hardest things was to get used to talking in 3D over the phone. “Danny Conaway [Commercial Multifamily Salesman in Texas] taught us how to communicate efficiently over the phone to maximize the time we had to work out problems,” Tony remembered. Tony, Todd and Mike credited Sam Steward for his unwavering patience and persistence to teach them truss design. “These are the ideal candidates to teach because their minds are so open to learning something new. We hit some rough spots in the beginning when the workload was a bit overwhelming. But they were able to take something away from every new experience,” said Sam. “You can choose to be lazy in prison; you could do nothing all day if you wanted. But we made a choice to be productive and learn a skill at the same time. We did just that,” Tony said proudly.

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From an in-house prison program to a halfway house, one theme is consistent: compassionate employers working hard to give people who have made a mistake a second chance. We'll now hear from employees at Bluegrass Truss Company who have changed their lives and their hearts thanks to opportunities provided by management.

Larry Watson, Outside Sales
Larry Watson was in the wrong place at the wrong time with the wrong people. Although he didn't have any drugs on him, the friends he was with did. They were busted for cocaine possession, and because he was there, Larry was charged too. In hindsight, he said, "It was the best thing that ever happened to me. If my lifestyle hadn't changed, I would be dead right now." Addicted to cocaine, Larry went to rehab. "You have to hit rock bottom before you quit," he stated.

Larry was convicted of conspiracy to possess cocaine and sent to a Kentucky federal prison camp in February of 1997. There he served an 18-month sentence and was released to spend four months at Dismas halfway house. Like many others, Larry started in the Bluegrass wall panel shop. "I didn't necessarily want to pound nails into a wall. But you have to start from the bottom and work your way up," he stated. After about a year, he obtained his CDL license and became a delivery driver, which he did for 1-1/2 years. A salesperson left the company, and Larry slid into a sales position, never looking back. "I had experience selling lumber, steel, windows and doors, so the transition to sales was very natural," he said.

Larry said about 80 percent of existing accounts know about his conviction and incarceration. "My new accounts don't know about my history. I wait for the right time to tell them. But I always tell them; I want them to hear it from me," he said.

Larry wears his loyalty for Bluegrass Truss on his sleeve. "I won't leave unless they close the door. [The management] here treats me with respect. Clyde Bartlett [President of Bluegrass Truss] is the best man I ever met. He holds nothing over your head, just wants you to do your job," he said. "This job keeps me busy. It's the reason I've stayed sober. That and not wanting to hurt my family again."

Larry said when people harbor judgmental feelings toward a felon, the challenge to stay sober is even greater. "People don't see that you're a real person who made a bad decision. I wish we would give them a second chance; we deserve a second chance," he noted.

Greg Cartmill, Truss Technician
Greg Cartmill owned a construction company prior to his arrest and conviction for cocaine possession. After entering an in-house drug treatment program and serving 18 months of his four-year sentence, he was released to live at Dismas. "I knew I couldn't go back to work for my former company," he said. He talked with Sonny at Dismas and decided to apply at Bluegrass Truss also. Greg was offered a job on the second shift as a truss builder and after five months he had shown his desire to work hard and advance himself. "Mr. Cobb and Mr. Johnson offered me a job as a truss technician and I have been doing that for the last 3-1/2 years," Greg was recently let off probation and has committed to stay with Bluegrass. Of the management at Bluegrass Truss, Greg said, "They're real people who don't care what you've done in the past. They care about what you do in the future."

J onathon Cromer, Truss Technician
Jonathon was 20 years old at the time of his arrest. In July 2000 Jonathon was sent to federal prison on a methamphetamine drug possession charge. He would serve 30-month sentence in prison and spent another six months at Dismas. Throughout the period of his incarceration, he participated in numerous rehabilitation programs including an intensive 500-hour drug program.

"I was scared to death when I got out of prison. I didn't have anything," he remembered. He looked for employment at a couple of places, but the employer had to be approved by Dismas. "A lumber company offered me a job, but I couldn't take it because there was no phone available. Dismas had no way to check up on me," he said. Dismas staff suggested that he try Bluegrass Truss. "I was hired to catch wood in the shop. Within four months they had an opening for a truss technician. I asked Mike [Cobb, GM] if he would consider me for the job. He gave me a 30-day trial. I picked up on truss design quickly and is still working in the department. In March, he passed the Level I Truss Technician Training Course with a score of 93.6 percent."

J onathon feels fortunate to have found a support system at Bluegrass. "The important thing that I saw here was people who had been where I'd been—in prison. They made the choice to change their lives. I've learned to follow their example," he said. "The management here treats me with respect. Clyde Bartlett [President of Bluegrass Truss] is the best man I ever met. He holds nothing over your head, just wants you to do your job," he said.

You have to hit rock bottom before you quit," he stated.

R ich Ackley explained that their prison program addresses the chronic shortage of skilled technicians in the industry. "The bottom line is there are never enough skilled technicians in the industry. We're able to train a dozen men at a time the first time," he said. "The bottom line is that I see this not as a business opportunity but a ministry. To me that means to help and serve others."
"A Dream Come True"

"The ALS is a dream come true for our truss plant operations. In our market, we have mostly small tracts of 1,800 to 2,100 square-foot custom homes. And even though we have an old Clarus 4-head, I use the ALS to cut pretty much the entire house."

Glennville, Georgia

"At Raymond, we cut about 2.5 carloads of lumber a day using four AutoMills and four ALS saws. The Alpine linear saws mainly cut bevels, the many ones and twos, and short pieces. Our first ALS was installed almost two years ago and since then, we run all of them 20 hours a day five to six days a week. We can’t afford a bottleneck at the cutting stage. The four ALS saws replaced eight outdated Autosaw and Meta-Cuts while increasing saw output over 35%.

John Schmidt, Raymond Building Supply Corp.
North Fort Myers, Florida

"The ALS is a great role player in our operation. Our AutoMill RS cuts 90% webs and 90% chords. The AutoMill GC cuts 90% chords and 20% webs. ALS cut everything else, including studs, sliders, extremely short pieces, and lots of ones and twos. The automatic optimizing and nesting features result in major lumber savings. We took advantage of the upgrade as soon as it was made available to us to gain greater throughput and lower the cost of compound miter cuts on hips. I believe the ALS will be the component saw in new component plants in the future."

John Piercfield, Piercfield Corporation, Inc.
Erlanger, Kentucky

"In addition to the obvious versatility of the ALS, its enclosed cutting area is an important safety feature for us. After replacing pull saws with the ALS, we’re not concerned if OSHA drops by. We run ours about 10 hours a day."

Joe Meichels, Brunsell Lumber & Millwork
Mt. Horeb, Wisconsin

"The new ALS has fit our cutting needs very well. We use it mainly to cut chords and bevel jack components. We are very happy with the output and accuracy, as we only cut just-in-time for our five lines. The ALS has provided us with a safe, quiet, and reliable saw that we were able to set up close to our assembly line and maximize man-hours of material handling."

Gary Lalone, Ontario Trust & Wall
Ontario, Canada

"What’s just unreal about the ALS is the quality of cutting. They’re virtually furniture-grade cuts! Compared to the cutting we used to get from a skill saw, like long scarf, or from a Meta-Cut, these pieces simply fall in place on the assembly tables. Of course, the ALS is fast, everyone knows that. We’re really happy with the performance. And like any other Alpine machine, if it’s needed, their people provide great service."

Pat Noonan, Cascade Mfg. Co.
Cascade, Iowa

"cut Just-in-Time with the ALS"

ONCE YOU SEE THE ALS IN ACTION WE’RE SURE YOU’LL AGREE WITH THESE FINDS SADERS, THE ALS SAW FROM ALPINE IS THE MOST EXCITING, VERSATILE CUTTING SYSTEM THE COMPONENT INDUSTRY HAS EVER SEEN. WATCH IT ON THE WEB AT WWW.ALPENG.COM OR CALL US FOR A VIDEO AT 800-735-8055.

Alpine Engineered Products, Inc.
For reader service, go to www.scmag.info/alpine.htm
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any of you may know I had the very wonderful opportunity to experience fatherhood again a year ago. This has been an incredible year for me. I have enjoyed watching in bewildered awe how my beautiful little girl, Jacy, has grown and learned new things with each passing day. She now only has to watch something being done once for her to try to imitate the action and a few times to master it. This has been mostly a fun experience except when she has watched her mother or I do something around the house that we don’t want her to do because it may be dangerous, like plugging in or unplugging an appliance.

I started thinking about how much Jacy has learned in a very short period of time and began wondering why we, as adults, don’t have the same desire to learn new things. I have come to the conclusion that we have either forgotten how to learn or that we simply don’t want to learn. In either case we are worse off for it.

As our industry continues to evolve we must keep up with the latest technology or be resigned to always do things as we have traditionally done them, becoming stagnant and letting the industry and profit opportunity pass us by. I suppose that it could be that our curiosity and wonder of the world has become diluted by our daily grind, urgency to produce and belief that we have mastered all we need to know. It brings me back to the industry’s grassroots themes like perpetual learning, ongoing technological evolution and breakthrough innovation to advance the use of building components.

A few weeks ago I was stunned as Jacy took her first steps and is now scurrying about playing and learning every day. By watching her, I have noticed that the process of learning something new begins with the first step, the first sense that there is something new to learn and movement toward that knowledge. Now when I leave the house to head to the office or airport, I stop in on Jacy and get that reminder. I embark on each day with a renewed sense of wonder and look forward to finding new skills and mastering those things I have learned. It makes my days full and fulfilling. Everything seems fresh and every experience—no matter how frequently performed—is a life lesson.

I challenge each of you to watch children at play and relearn how to learn. Keep an open mind and don’t let adult logic keep you from experiencing the wonders of the world. Recently I was told about an experiment that a highly regarded business consultant performed:

He visited a kindergarten classroom and on the blackboard (well, really a white dry erase board…just one more thing to make you feel the march of time) he placed a dot. Without further explanation he asked the children, “What is that?” Hands flew up all over the room. One said it was a star in the sky, another said it was a freckle, another

Have we forgotten how to learn as adults? Teach yourself to learn by thinking like a child.

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If you look at your business through the eyes of a child, will you see things differently?

Become an idea guy, here’s how.

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at a glance

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He visited a kindergarten classroom and on the blackboard (well, really a white dry erase board…just one more thing to make you feel the march of time) he placed a dot. Without further explanation he asked the children, “What is that?” Hands flew up all over the room. One said it was a star in the sky, another said it was a freckle, another

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When it comes to MSR, Canfor is your trusted brand for consistent quality. Because Canfor is North America’s largest SPF producer and North America’s largest MSR producer, we ensure a reliable and consistent supply of 1650, 2100 and 2400 MSR. We use the latest mill technology and apply strict internal controls so every time you specify Canfor MSR, you’ll be assured of a high quality product. And that’s one less thing to worry about. So demand a higher level of lumber™ and take some weight off your shoulders.
The Adult Learning Model: Think Like a Child
Continued from page 88
said it was a bug and still another said it was a telephone pole... looking at it from the top. Every child had used their imagination and determined the dot’s identity, unbridled by logic and uninhibited by fear that they may be incorrect. Then he performed the same experiment for a classroom of high school seniors. He asked the same question and not a single hand went up. He continued to ask the question and finally a single hand went up. The student said, “It’s a dot.” Then another hand, same answer. Pretty soon everyone was answering “dot.”

From this experiment we learn several things. The most important is that as we age, we forget how to use our imagination. We look at things with a narrow field of vision that keeps us from recognizing opportunities to learn. We forget that the world is not static, it continues to evolve and we must do so as well. And so must our industry.

How many times have we looked at our business and said, “Yup, that’s how it is supposed to be done,” yet we expect different results even though we continue to do things the same way as always. Take the time to look at every process through the eyes of a child, asking “why” at each turn. Find out how our processes came to be the way they are and look for the opportunity to learn a new way or method that will improve our businesses. The revolutionary ideas do sometimes jump out, but they must also be searched for. Keeping an open mind about our world helps us recognize an idea that may be buried under habit.

A few months ago I had an epiphany. It seems those types of things always happen to me when I least expect it, usually when I am experiencing the best sleep I can remember. It always turns out to be worth it, but a little irritating when it happens, mainly because I can never get back to sleep. I have learned that in a sleep state, our minds are less burdened and most creative. This way it is the most child-like. My challenge has been to bring that same “free thinking” to my conscious mind; watch how my thoughts develop and learn has helped me do that.

I am reminded of a part in a movie when an actor is explaining a strategic quality plan, featuring:

• Improved Database Management
• Improved Risk Management

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Making Delivery as Easy as 1-2-3!

For the past fifteen years, Lakeside Trailer has been leading the way in the component trailer industry with innovative ideas to ensure your delivery operations remain efficient in today’s competitive market. We know there is no such thing as a “small problem” when it comes to completing your contract with a builder. That is why Lakeside has perfected ways to reduce or eliminate your transportation concerns such as loading, off-loading, wide loads, shifting and slipping.

Because we specialize in manufacturing trailers for the truss industry, Lakeside helps you profitably control your deliveries with J.D.H. Trussmaster Component Trailers. We offer a wide variety of models from which to choose and customized orders are always an option!

For more information call 573/736-2966

”You and your people continue to amaze us with your dedication and service to your customers. We look forward to doing more business with you. Your products are excellent and your service is second to none. Thanks again.”

—Jeff Kerska, Dispatcher, Truss Specialists Inc., La Crescent, MN

”Lee Kinsman and the staff of Lakeside Trailer have been super to work with. They are exceptional at designing customized trailers that meet our specific needs. We have a trailer for delivering roof and floor trusses, another for delivering wall panels, and a third for delivering lumber. Each trailer was customized to serve its particular purpose, and Lakeside did an incredible job of getting each trailer just right. To top it all off, Lakeside’s service is outstanding and parts are always readily available. When it comes to meeting delivery needs, Lakeside’s definitely the way to go.”

—Pat McGowan, Vice President of Operations, Brunsell Lumber & Millwork, Madison, WI
Okay, let's have a show of hands of those who have attended the Legislative Conference in Washington, DC in the past and either were unable to meet with your actual Congressperson, or you did, and they seemed less than attentive in your meeting. It may be that your particular lawmaker is not engaged in the many important legislative and regulatory issues facing our industry, but more likely, it stems from the fact that lawmakers are inundated with requests, concerns, information and arguments.

You've undoubtedly read about the power, there's plenty of it within the hallowed halls of our national Capitol. You've heard about the money, which seems to flow as freely as the Mississippi while lawmakers are in session. Naturally, these two entities converge at some point, and it generally is in the company of our nationally elected members of Congress. Shocked? Probably not.

However, what's missing in this discussion is the vast amount of vital decision-making and weighing of issues jam packed in every moment of a lawmaker's day. If they don't meet with you, or they don't seem engaged, it's because they're wrestling with an untold number of other issues that seem to them to be of vital importance. I don't mean to sound too idealistic, but lawmakers do care about you and your business concerns, whether or not they appear to at the moment you are scheduled to meet with them during your conference visit in May.

They care because you are their constituent, and you represent real jobs, economic growth, affordable housing and local prosperity. You and your employees are the very individuals who have handed them the reigns of responsibility, and they will listen to what you have to say. As Kendall Hoyt noted in his Editor's Message (page 7), going to Capitol Hill, with all its excitement and high-profile pressure, can be just the beginning in the process of developing a relationship with your legislator. They do listen, amidst all the distractions, but may not be able to be as attentive as they would like to be. However, as Kendall notes, these meetings can lead to much more attention during a more relaxed meeting in the home district.

Of course, a District-based meeting doesn't have to occur in the legislator's office. As Kendall found, taking them on a tour of your manufacturing facility can be also be very effective. While you are less likely to have time for a one-on-one meeting, you have the benefit of being able to show your lawmaker first-hand the nature of your business and size and scope of your operations and employment base. Nothing says "economic growth" more concisely than a few truckloads of building components, fresh off the assembly line, leaving your plant on their way to a jobsite.

There are a number of ways these meetings can be arranged. If you already have a relationship with your lawmaker, either through past Legislative Conference attendance or a similar experience, you may choose to contact their local District office yourself to schedule a meeting when they plan to be in town. But, if you don't relish the idea of doing all the talking yourself, you may want to schedule a District meeting through your WTCA Chapter, where multiple companies can send representatives to a single meeting. In addition, WTCA staff is always here to help you in any way that we can. Just give us a call if you are interested in pulling together a meeting.

Don't worry, you don't have to go to a meeting with your lawmaker empty handed. WTCA staff is currently compiling a full complement of talking points on a number of national issues facing this industry. Much like the materials prepared for the meetings at the Legislative Conference in May, these talking points can help you in delivering strong facts and industry perspective to your elected officials. There are also full-color state maps illustrating the local breadth of the building components industry, as well as the new WTCA Policy Handbook for 2005. Additional materials are also being added to the new SBC Legislative web site (www.sbcleg.com), which you can always check for the latest information or legislative and regulatory issues.

A District office meeting is one of many relationship-building tools. It can serve as an important step in building that bridge toward having an advocate for you on national issues. However, there really is no substitute for showing your personal commitment, and traveling to their Congressional office in Washington, DC. It may be a wild and crazy place, but it's where the actual decisions are made and the votes are cast. Scheduling these national meetings is essential in order for our industry to be heard, but each visit can be made more successful if the groundwork is already laid.

For this reason, in addition to your participation in the SBC 2005 Legislative Conference in Washington, DC on May 4-6, we're encouraging component manufacturers and suppliers to set up meetings with their lawmakers while they are in their local District offices. As mentioned in the January/February column, U.S. House of Representatives generally have one to three offices, while U.S. Senators can have up to seven located in major population centers around the state. The concept is that, given the relatively calmer and slower paced environment of their District office, you will have more success in forging a one-on-one relationship and in generating an understanding of your concerns.
April

• 19: Central Florida Component Manufacturers Association (CFCM) Chapter Meeting. For more information, contact Chapter President Chuck Stillwagon at 352/343-0680 or chuckc@casmin.com.

• 19: Tennessee Trusses Manufacturers Association (TTMA) Chapter Meeting. For more information, contact Chapter President Jerry Robertson at 931/645-3234 or orgaintruss@earthlink.net.

• 20: WTCA-Northwest Chapter Meeting, Holiday Inn, Worcester, MA. For more information, contact Anna at WTCA-National, 608/310-6719 or astamm@qualtim.com.

• 21: North Florida Component Manufacturers Association (NFCMA) Chapter Meeting, Embassy Suites, Jacksonville, FL. For more information, contact Anna at WTCA-National, 608/310-6719 or astamm@qualtim.com.

• 21: South Florida Truss Manufacturers Association (SFTCMA) Chapter Meeting. For more information, contact Chapter President Perky Becht at 772/465-2012 or perky@chamberstruss.com.

• 21: Truss Manufacturers Association of Texas (TMAT) Membership Meeting & Golf Tournament, Dallas, TX. For more information, contact Anna at WTCA-National, 608/310-6719 or astamm@qualtim.com.

• 21: WTCA-New York Chapter Meeting, NRLA Educational Center, Rensselaer, NY. For more information, contact Anna at WTCA-National, 608/310-6719 or astamm@qualtim.com.

May

• 3: Southwest Florida Truss Manufacturers Association (SWFTMA) Chapter Meeting. For more information, contact Chapter President Jim Swain at 239/437-1100 or jims@carpentercontractors.com.

• 4-6: WTCA Legislative Conference & Open Quarterly Meeting, Washington, DC. Contact WTCA Staff for details (608/274-4849, wtca@woodtruss.com). All are welcome to attend!

• 11: Chapter Teleconference. For more information, contact Anna at WTCA-National, 608/310-6719 or astamm@qualtim.com.

• 12: Mid Atlantic Wood Truss Council (MAWTC) Chapter Meeting. KatManDu Restaurant, Trenton, NJ. For more information, contact Anna at WTCA-National, 608/310-6719 or astamm@qualtim.com.

• 19: Wisconsin Truss Manufacturers Association (WTMA) Chapter Meeting. For more information, contact Chapter President Dale Vinson at 920/458-8325 or dave.vinson@unitedbuildingcenters.com.

• 17: California Engineered Structural Components Association Southern Region Chapter Meeting, 3:00-6:00 pm, The Mission Inn, Riverside, CA. For more information, contact Anna at WTCA-National, 608/310-6719 or astamm@qualtim.com.

For reader service, go to www.sbcmag.info/usp.htm

For more information about WTCA Chapters and how to become more involved, contact Anna L. Stamm (608/310-6719 or astamm@qualtim.com) or Danielle Bothun (608/310-6719 or dbothun@qualtim.com). Contributions to Chapter Corner, including pictures, are encouraged. Submissions may be edited for grammar, length and clarity.

Chapter Highlights

Joint Chapter Meeting The Alabama, Georgia, Kentucky and Tennessee Chapters held a very successful Joint Chapter Meeting on February 11 in Chattanooga, TN. Approximately forty members from all four chapters participated in the meeting and dinner. Featuring a roundtable discussion on issues of interest to members, the evening could not have gone better. The discussion included the BSCO series of documents, sealed placement plans and electronic seals, the new Truss Load Guide, whole house design, contracts and warranties, and third party inspections. Chapter members were able to strengthen their relationship with WTCA staff and each other, and they may have begun an annual joint meeting tradition.

Truss Manufacturers Association of Texas At its first meeting of the year, the chapter happily accepted possession of the new WTCA #1. Chapter Traveling Trophy for winning the 2004 Membership Drive (see page 85). Two guest speakers were welcomed. WTCA staff member Tony Piek delivered a presentation on Truss QC as well as highlighted the array of products and services WTCA has developed to support members’ businesses. Barbara Douglas of the Lumber Association of Texas (LAT) discussed the softwood lumber situation and lumber prices. The next meeting and golf tournament will be April 21 in Dallas.

WTCA–New York At the January meeting, New York Chapter members prepared for the upcoming builders’ association and state code council meetings. In particular, they reviewed proposed changes that would affect building story height, minimum uniformly distributed live loads, truss to wall connections and fire code provisions. A letter to the State was approved also with provisions that members hoped would enhance clarity, provide uniformity between the IBC, IRC and IF, and enhance fire safety. The next steps in the labeling process were considered also as the notice of rule adoption was published in December. Following the lengthy discussion on codes and rules, members turned toward chapter business matters and meeting topics. It was proposed that the chapter move toward three meetings per year instead of four, with the fourth being replaced by an informal gathering at BCC. Possible meeting speakers were considered. The next meeting will be April 21 at the NRLA Educational Center in Rensselaer.

WTCA–Northeast The main topic in January was setting the agenda for the year, and all agreed education was an excellent focus. The chapter will reach out to homebuilders and contractors and continue its programs for building inspectors. Maintaining a presence at educational seminars has helped keep a consistent application of the codes. More education helps bridge the gap with joint and other framing in those instances where it appears they are nearly exempt from the same codes as are applied to trusses. For its April meeting, the chapter will invite the Rhode Island code enforcement committee to attend. Under chapter business, the members agreed to begin providing monetary support for the national board representative to travel to WTCA Board meetings. Annual chapter dues for the company sponsoring the rep will be paid by the chapter and a plaque to thank them for their support will be purchased. Following the meeting, a poll of the chapter members, it was determined that the upcoming meetings in 2005 will be switched to lunch meetings and the meal will be paid by the chapter. The next meeting will be held at noon on April 20 at the Holiday Inn Worcester.

WTCA Ohio Chapter Association The chapter was pleased to start the year by continuing its practice of combining a meeting with a plant tour and appreciated the opportunity to tour Automated Building Components’ brand new plant in Dayton. At the meeting, members discussed the simplified method versus the matrix method, the problems with poles barns, and increases in plate and lumber sizes. Members shared their experiences and reiterated how important it is to follow the code. The chapter will ask the national office to address these issues. After lunch, conversation turned to the chapter’s educational efforts and distribution of the Carbeck fire performance CD. Members were encouraged to give truss plant tours to introduce firefighters to the truss industry in a very hands-on way. It was agreed the next meeting would be combined with a golf tournament and will be planned for July.
Housing Starts
Housing starts hit a 17-month low in June, as the single family sector fell 9.5% to 1.489 million (SAAR). Weakness in the multifamily activity was more subdued, but still down 3.7%. Permits, an indicator of future activity, were not much better, falling 8.2% and 6.2% for total starts and single family respectively.

<table>
<thead>
<tr>
<th>U.S. Housing Starts</th>
<th>Multifamily</th>
<th>Single Family</th>
<th>Total Starts</th>
<th>Permits</th>
<th>Single Family Permits</th>
<th>Multifamily Permits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starts</td>
<td>1,402</td>
<td>1,668</td>
<td>2,941</td>
<td>1,510</td>
<td>1,668</td>
<td>1,402</td>
</tr>
<tr>
<td>Changes</td>
<td>+5.7%</td>
<td>+5.5%</td>
<td>+5.4%</td>
<td>-4.2%</td>
<td>-4.5%</td>
<td>-5.2%</td>
</tr>
</tbody>
</table>

Analysis & Outlook: Housing fell unexpectedly in June, but in line with other economic data—retail sales, industrial output, and payroll growth all slowed—suggesting that June did see a minor slump. However, housing fundamentals remain solid. The economy is simply taking a “breather,” and this is actually good because it takes some pressure off the FED to raise rates more aggressively. Apparently, the bond market feels the same way, as yields have come off a bit with prices showing some appreciation. Looking forward, a new concern is “are we headed for an economic slowdown?” As mentioned above, the consensus is that the economy is simply feeling a “bump in the road,” and this may be good because the economy was accelerating a bit too fast anyway. Job creation is much better than it was two years; the world economy (Asia particularly) remains strong and thankfully China seems to be slowing a bit, which is good for commodity prices and U.S. exports; income growth slowed a bit last month, but remains solid; and the manufacturing sector continues to improve. Since this is an election year, the incumbent administration will do everything possible to “prime the pump.” The main threat is geopolitical—terrorism, and perhaps its impact on oil prices. Another concern is the enormous balance of payments deficit in the U.S. The U.S. has to balance the goods and services trade with capital inflows from abroad or the dollar will weaken to “balance the books.” Fortunately, the only substantial competition for foreign direct investment (FDI) currently is China. Overall, housing fundamentals still look good, although rising rates will push some first-time buyers out of the market. The backlog of new home supply is quite low by historical standards, so even if starts slow, there is little concern that prices will “free fall” from oversupply.

Online Database of Construction Waste Recyclers
The U.S. Environmental Protection Agency estimates that the nation generates 136 million tons of waste each year. The U.S. General Services Administration (GSA) Construction Waste Management program promotes the responsible disposal of this waste, which includes concrete, asphalt, masonry, wood and other materials, much of which can be recycled or processed for reuse if handled properly. The online database is a service for those seeking information about companies that haul, collect and process debris from construction projects. The database is housed on the “Whole Building Design Guide” portal and can be accessed at www.wbdug.org. [Source: Building Safety Journal, December 2004, p. 69]

New ToolBase.org Feature
ToolBase.org has added a new feature to its line-up: a Frequently Asked Questions (FAQ) database with technical questions submitted by members of the homebuilding industry and answers provided by ToolBase’s Hotline and Ask an Expert Staff. The database is searchable by keyword, or you can access a topic by category, including: Affordable Construction Technologies; Codes, Regulations & Standards; Failures and Failure Prevention; Natural Disasters; Remodeling and much more. Access the ToolBase.org FAQ Knowledge Base at www.toolbase.org. [Source: ToolBase News, Winter, 2005, p. 2]

Green Building Initiative for Residential Builders
A new Green Building Initiative (GBI) is making “going green” a little easier for residential builders. GBI is designed to help builders, developers, architects and building owners to better understand green building, as well as to provide access to tools that will help people in residential and commercial construction incorporate green building techniques into their businesses. The focus of this not-for-profit organization is a marketing and education initiative, rather than a standards-setting group. It is supported by a broad cross-section of organizations and individuals with an interest in residential and commercial construction. To learn more, visit www.theGBI.com or call 877/424-4243. [Source: Builder Index, December, 2004, p. 6]

Home Builders Remain Confident in March
A modest increase in home mortgage rates over the past month hasn’t dampened builder enthusiasm in the market for new single-family homes, according to the latest National Association of Home Builders/Wells Fargo Housing Market Index (HMI), released March 15. The confidence gauge remained unchanged in March from an upwardly revised reading of 69 in February. “Robust buyer demand continues to sustain the new-home market, with no sign of letting up in the near future,” said Dave Wilson, NAHB president and a custom home builder from Ketchum, ID. “Many builders are solidly optimistic about their prospects in coming months.” [Source: NAHB Press Release, 3/15/05, www.nahb.org] SBC

Home Builders Wall Panel Division
Smart Crane AUTOMATIC STACKING MACHINE
Saw on labor. And protect your people against exposure to work-related injuries. Smart Crane works at high production levels 24/7 – precisely stacking layer after layer of heavy, sheeted assemblies, automatically and safely. Smart Crane adds value and innovation to your current panel manufacturing investment – stacking 4,000 lineal ft. of wall assemblies per shift; basically unattended. Smart Crane. The effective solution to the challenge of safely stacking cumbersome wall assemblies at high production speeds!

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About MiTek
MiTek, the world leader in wall panel systems, is a $1 billion company employing over 1,500 people. We have offices in the United States, Canada, Australia, United Kingdom, New Zealand, China and India, and we serve customers in over 100 countries. MiTek unlocks the power of intelligent design to deliver a safer, greener, more connected building experience. MiTek has an integrated suite of products: SmartCrane answering the need for automatic stacking solutions, COMPONENTS GREEN™ maximizing resource utilization and StackLoad fixing delamination issues. MiTek builds the future of design, with the power of MiTek.

Smart Crane’s Automatic Stacking Machine
Smart Crane is the effective solution to the challenge of safely stacking cumbersome wall assemblies at high production speeds.

Check out the entire line of MiTek® wall panel equipment. Production solutions that work!
**Industry News & Data**

Visit [www.sbcmag.info](http://www.sbcmag.info) for additional industry news & announcements!

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**Consumer Price Index**

| Index measuring the change in cost of typical wage-earner purchases of goods and services expressed as a percentage of the cost of these same goods and services in base period. |
|---|---|
| | Nov | Dec | Jan05 |
| All Items | 5.4% | 5.4% | 5.2% |
| All Items Less Food & Energy | 2.2% | 2.2% | 2.0% |

---

**Producer Price Index - Customized Industry Data**

An industry-specific index published by the U.S. Bureau of Labor Statistics to evaluate wholesale price levels in the economy.

<table>
<thead>
<tr>
<th>Index</th>
<th>Apr 05</th>
<th>May 05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Structural Buildings</td>
<td>110.7(0.0)</td>
<td>110.9(0.0)</td>
</tr>
<tr>
<td>Primary Products</td>
<td>114.4(2.9)</td>
<td>114.5(2.9)</td>
</tr>
<tr>
<td>Secondary Products</td>
<td>106.0(0.0)</td>
<td>106.0(0.0)</td>
</tr>
</tbody>
</table>

---

**Consumer Confidence Index**

The Consumer Confidence Index is a measure of consumer optimism toward current economic conditions. The consumer confidence index was originally set at 100 in 1965 and is adjusted monthly on the basis of a survey of consumers.

<table>
<thead>
<tr>
<th>Index</th>
<th>July</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confidence Index</td>
<td>105.5(1.0)</td>
<td>104.2(0.7)</td>
<td>104.0(0.5)</td>
<td>103.1(0.3)</td>
<td>101.8(0.2)</td>
</tr>
</tbody>
</table>

---

**Unemployment Rate**

<table>
<thead>
<tr>
<th>Month</th>
<th>Total</th>
<th>Ex. Food &amp; Energy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov</td>
<td>5.4%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Dec</td>
<td>5.4%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Jan05</td>
<td>5.2%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Feb</td>
<td>5.4%</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

---

**Producer Price Index General**

% changes in selected major sub-indexes.

<table>
<thead>
<tr>
<th>Month</th>
<th>Total</th>
<th>Ex. Food &amp; Energy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct</td>
<td>1.3(0.3)</td>
<td>0.3(0.3)</td>
</tr>
<tr>
<td>Nov</td>
<td>0.7(0.2)</td>
<td>0.2(0.2)</td>
</tr>
<tr>
<td>Dec</td>
<td>-0.3(0.2)</td>
<td>0.2(0.2)</td>
</tr>
<tr>
<td>Jan05</td>
<td>0.3(0.2)</td>
<td>0.2(0.2)</td>
</tr>
</tbody>
</table>

---

**U.S. Prime Rate**

<table>
<thead>
<tr>
<th>Month</th>
<th>2005</th>
<th>2004</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov</td>
<td>1.0</td>
<td>4.75</td>
<td>4.00</td>
</tr>
<tr>
<td>Dec</td>
<td>1.0</td>
<td>5.00</td>
<td>4.00</td>
</tr>
<tr>
<td>Jan</td>
<td>1.0</td>
<td>5.25</td>
<td>4.25</td>
</tr>
<tr>
<td>Feb</td>
<td>1.0</td>
<td>5.25</td>
<td>4.25</td>
</tr>
<tr>
<td>Mar</td>
<td>1.0</td>
<td>5.50</td>
<td>4.50</td>
</tr>
</tbody>
</table>

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**Industrial Production Index**

This is the production index which measures the change in output of all manufacturing, mining, and electric and gas utilities. Subject to the physical quantity of items produced, on the sales value of the manufacturing and mining industries, the index covers the production of goods and power for remote sales in the United States and for export, and sales production in the agriculture, construction, transportation, communication, wholesale, retail, service industries, government services, and industries. For more detailed information on this series, please see the U.S. Bureau of Labor Statistics website.

<table>
<thead>
<tr>
<th>Month</th>
<th>Total</th>
<th>Capacity Utilization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov</td>
<td>0.3(0.0)</td>
<td>78.7(79.2)</td>
</tr>
<tr>
<td>Dec</td>
<td>0.5(0.0)</td>
<td>79.3(79.4)</td>
</tr>
<tr>
<td>Jan</td>
<td>0.6(0.1)</td>
<td>79.4(79.4)</td>
</tr>
</tbody>
</table>

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**MITEK INDUSTRIES, INC. RESTRUCTURES & NAMES PRESIDENT**

On March 14, MITEK announced that it has restructured its U.S. Business Unit, MITEK Industries, Inc.

“The building components market is changing and this restructuring allows us to better address the evolving needs of our customers...,” said Gene Toombs, chairman and CEO of MITEK. “Our goal with these changes is to create an even better overall experience for our customers.”

The restructuring includes several internal promotions to newly created positions:

* **Joe Kannapell** has been promoted to **regional vice president**. In this role, he will have overall responsibility for sales and service in the Mid-Atlantic and Southeastern states.

* **Tom Mort** has been promoted to **regional vice president**. In this role, he will have overall responsibility for sales and service in the Northeast and Eastern Great Lakes states. Both Kannapell and Mort will also take on the role of executive account managers for a select group of multi-location, national accounts. [For full release, visit www.sbcmag.info/mitek.htm.]

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**In Memoriam**

Ronald Wright

Ronald Wright, 67, a cowboy, welder and entrepreneur who for many years owned Production Equipment and Engineering in Haltom City, TX, passed away on Thursday, February 17, 2005, at his home on the Brazos River in Parker County. Mr. Wright was born May 24, 1937, in Redwood City, CA. After high school, he worked as a cowboy for various ranches in Colorado and Texas. He also worked for several years at Clancy Corp. in Fort Worth. He started his own machinery manufacturing business in Haltom City, where he developed long-term relationships with customers around the world. He was well-known for his outrageous antics and practical jokes, as well as his unfailing generosity. He retired in 1998 and moved to his home in the Brazos River community of Soda Springs, where he enjoyed spending time with his family and friends. He is survived by his wife, Deborah; daughter Wendy Lundof; sons, Riff Wright, Trace Wright, Toby Wright and Jacob Patterson; and seven grandchildren. A more extensive look at Wright’s contribution to the industry is forthcoming in a future issue of Structural Building Components Magazine.

For an in-depth explanation of this summary, go to www.ism.ws/ISMReport/ROB032005.cfm.

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**Stay Connected!**

Chapter Teleconferences are a great way to keep informed about issues that affect the industry as well as to network with other component manufacturers. Join these upcoming calls:

* **April 13** | **May 11** | 1 pm ET
  * Call Anna for details at 608/310-6719.
Classified Ads

2 Used Model 2004 Turbo Machines
Single End - 10’ x 24’ at one time. Uses cost effective planer heads. Great shape. Safe Pictures available. 1-877-880-4572

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1996 6 blade mitre saw in good working order. Saw was been in daily operation until it was replaced. 2 sets of blades & 6 in. Conveyer, SBOK or Best Offer. Contact Bob: 772/465-2012 or bob@chamberstruss.com

Designers & Sales Personnel Wanted
UFPI is seeking experienced component design- ers and sales personnel for their Texas divisions. Excellent compensation packages and relocation assistance provided by our expanding facilities. Contact J. Johnson@ufpi.com.

Professional Engineer
Seeking a registered professional engineer with 3-5 years experience in the wood truss industry. Experienced in operating computer generated truss software. Good customer relations and organizational skills needed. Must be willing to relocate to Tennessee. Relocation package available with employee benefit program. Fax resume to 423/586-0483.

Ready for a Change?
Opitframe Software, LLC is looking for an experienced designer to join our dynamic software Quality Assurance team in Denver, Colorado. Join a professional company from a unique vantage point: design “whole house” jobs & help identify quality & feature issues to make our software the best for truss, panel & EWP designers in the field. Experience in residential construction, CAD & engineering is a plus. Excellent communication (oral & written), interpersonal & multi-tasking skills are essential. Excellent benefits inc. medical/dental/vision, vacation and holiday pay. Fax resumes to 704-552-8182 or pwyatt3@bellsouth.net.

Roof Truss Designers
M.C. Truss Inc. - Roof truss designers wanted for Central California. Located in Sanger: south-east of Fresno, 2 hours from Yosemite National Park, 3 hours from California Beaches. Looking for full-time, dependable persons, M/C experience preferred. Excellent pay with benefits, paid vacation and holiday pay. Fax resumes to 559/876-3540 or email to ashley@mctuss.com.

Searching for Talented Designer
Immediate opportunity designing two fairly complex, large-home designs per week. Must be able to work without assistance. Exp. w/ Alpine software preferred. Competitive hourly wage. Benefits incl. medical. 401K. Dynamic work environment. Email resumes to Gary Sartor: Garyg@ubntruss.com or fax 760/967-6178.

Truss Designers Wanted
Wood Truss Manufacturer near sunny Palm Springs, CA is seeking experienced Truss Designers. Excellent Compensation Packages. Relocation Assistance. Canadian applicants welcome. Spates Fabricators since 1976. Email resumes to: Dennis@spates.com

Wall Panel Designer
Woodinville Lumber, WA’s leading Wall Panel supplier, is looking for Wall Panel Designer for Bothell, WA location. Must have exp W/ CAD, understanding of load calculation/transfer, familiarity w/ wall panel products, ability to read construction blue prints & execute take-off list, & minimum 2 yrs exp in construction industry. Ideal candidate will display initiative, orderliness, patience, thoroughness & endurance. Excellent benefits inc. medical/dental/vision, 401K w/ match & immediate vesting, Pay DOE. Relocation assistance available. EEO/Drug Free Workplace. E-mail resumé to: jaime.gardner@woodinvillelumber.com or fax to 425/488-7409.

WTCA Financial Performance Survey
Surveys were mailed to WTCA members on March 14. Completed surveys are due May 16.

Looking for more Information?
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- Read the latest in Industry News • Visit the SBC article archives • Place an online classified • And much more!

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www.desauw.com

For reader service, go to www.sbcmag.info/monetdesauw.htm