



Publisher's Message

Turn, Turn, Turn

by Libby Maurer

"Change has a considerable psychological impact on the human mind. To the fearful it is threatening because it means that things may get worse. To the hopeful it is encouraging because things may get better. To the confident it is inspiring because the challenge exists to make things better."

—King Whitney Jr.

Let's ring this New Year in right, with a meaty issue full of wall panel news, lots of talk about whole house design concepts, an update on where the component industry stands with the fire service, perspectives on a name change, and a special birthday. Whew. Take a deep breath; 2006 looks to be a wild ride.

You may recall that the January/February 2004 issue was *SBC's* first ever issue devoted strictly to wall panel manufacturing. You loved it, and thanks to your rave reviews, we've permanently added it to our line-up! Enjoy features spotlighting two component manufacturers who take very different approaches to their success. The folks at Blenker Building Systems (our cover story) have mastered customer service and relationship building, a theme that echoes throughout their sales, design, production and framing departments. The feature on Clearspan Components highlights an extremely efficiency-minded operation. Clearspan's focus on developing solutions from within their organization makes their plant truly one of a kind. Whether you are considering adding walls to your product mix or not, don't miss these two articles.

Whole house design: is it or is it not the future of this industry? Articles from Carl Schoening of Truswal Systems Corporation and Jay Deakins of Deacom, Inc. indicate it's a strong possibility. Schoening discusses the trend toward WHD in terms of a big shift in the demands of the component manufacturer's customer. Deakins takes the business approach to WHD, explaining why specialized business software is helpful for component manufacturers making the transition to a WHD business model.

Remember a time when it seemed as though the fire service would never accept component construction as the most efficient and cost effective modern building material? No so anymore, according to, well, the fire service. More and more, members of the fire service are eager to bury the hatchet and instead rally for more training to educate a new generation of firefighters about changes in building construction and new techniques to fight fires within such structures. Captain John Vardian of the Phoenix Fire Department (PFD) is leading the charge. With up to 50 percent of PFD's firefighters retiring in the next three years, Vardian sees a golden opportunity to incorporate building classification training into fire service education curricula.

Change is never easy for human beings. We're just not programmed to accept it willingly. If you've served in this industry long enough, you know that the marketplace has changed significantly over the last decade. The majority of you reading this are no longer producing exclusively roof trusses, which has industry leaders questioning whether the name "Wood Truss Council of America" is inclusive enough as we face the future. Be sure to read "Quarter-Life Opportunities: What Will WTCA Mean in the Future?," which includes the perspectives of two industry leaders as they contemplate an association name change. We encourage you to be a part of this decision; after all, the future is yours.

Welcome to 2006! Don't forget to keep in touch with us throughout the year. We enjoy hearing from you! **SBC**

at a glance

- ❑ This issue of *SBC Magazine* focuses on wall panel manufacturing.
- ❑ Two component manufacturers are featured in this issue: Blenker Building Systems and Clearspan Components.
- ❑ Additional feature articles spotlight whole house design concepts as they relate to the building components industry.

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