



Publisher's Message

Tending the "Grassroots"

by Libby Maurer

"That kind of life is most happy which affords us most opportunities of gaining our own self-esteem."
—Samuel Johnson

The term "grassroots" is often difficult to define and generally means something different to each of us. But in the articles we bring you in this issue, it is clear that grassroots is synonymous with at least one of these: people, spirit, vision and education.

Do you or someone you work with play mind games, fall into patterns of negative thinking, or seem to be triggered by certain personalities? Sure, we all do; it's what makes us human. In our cover story beginning on page 36, we've revealed one company that has turned its culture around by incorporating psychology in hiring and training procedures. In the last seven years, Boozer Lumber has grown by leaps and bounds in terms of sales, production capacity, and...self-awareness? That's right, the company has put a new spin on differentiation by studying how brain chemistry influences achieving success in the work place and the bottom line.

If you've ever wondered what all the hoopla about being involved in a local WTCA chapter is all about, don't miss "The Essence of the Industry Lies at Its Grassroots" on page 44, which spotlights the Western Component Manufacturers Association (WCMA) and its efforts to forge a relationship with the building official community in Oregon. Although still becoming familiar with each other, WCMA has been invited to participate in two meetings—one at the local level and one at the state level—for the purpose of shedding light on permanent bracing inspections. Thus far, the building inspectors have been receptive to the information in BCSI 1-03 and seem to appreciate WCMA's commitment to educating the marketplace.

Right now in China, a family is settling into its brand new western-style home built with wood trusses and wall panels, thanks to Wood Truss Systems of Indiana. "East Meets (& Builds) West" (page 54) chronicles the journey involved in setting up a state-of-the-art component manufacturing operation in Jiangsu Province, central China. Language and technology barriers aside, Wood Truss Systems assisted Cogent Home Manufactory in meeting its goal of manufacturing 3,000 homes each year.

In the March 2006 issue, we reported that Robert E. Mort, Sr., founder of Inter-Lock Steel Co., had passed away in December 2005. With the help of Mort's family and former co-workers, we've honored his life and contribution to the industry in "Leave a Legacy: Remembering the Life of Robert E. Mort, Sr." on page 64. It is certain that he will be missed, and his memory lives on in those who had the fortune of crossing his path.

You may have heard of a truss design issue that emerged over the last few years known as "chunk-out." Its technical term is actually "shear-out," describing a warning in design mode for situations where high tension members can tear out the wood at the edge of the teeth along the wood grain. Read more about this failure mode and the findings of the TPI 1 Project Committee in "Shear-out at High Tension Connections: "Chunk-out" Re-examined" on page 70.

Finally, don't forget to spend some time perusing the annual WTCA membership listing. Starting on page 76, this list puts you in touch with fellow association members and chapters—a key ingredient for healthy grassroots. **SBC**

at a glance

- ❑ This issue of *SBC Magazine* focuses on grassroots activities within the industry and also houses the annual membership listing.
- ❑ The cover story features Boozer Lumber, a South Carolina component manufacturer with a new perspective on sustainability.
- ❑ Another feature honors the life of Robert Mort, Sr.
- ❑ The concept of "shear-out" is explained in this issue's technical feature article.

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