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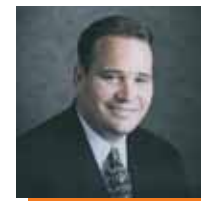
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Editor's Message

Reflections on a World-Class Year

by Don Groom

"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.

It's hard to believe that this is my farewell column. It feels like my term as WTCA President has flown by, but it's been an exciting year filled with countless projects aimed at advancing the structural building components industry. Our new president is about to take the reins, and I wish Barry Dixon the best as he embarks on what's sure to be another year of growth for WTCA. Barry, if you're reading this, good luck with this writing gig—it's not as easy as it looks.

In last year's parting **Editor's Message**, Kendall Hoyd discussed WTCA's ongoing transformation from a small-scale operation into a world-class organization. It's an ambitious goal, but one for which our association and membership continues to strive. Here's a recap of some of the work we as an association have accomplished this year. While the list is too great to cover everything in this column, here are a couple of our major accomplishments that take us another step closer to reaching our goal.

One of the most notable changes over the past 12 months is the evolution of WTCA's name to better reflect its work and purpose. The association's transformation from the "Wood Truss Council of America" to "WTCA – Representing the Structural Building Components Industry"—along with the website's new domain, www.sbcindustry.com—is much more than a simple name change. This evolution reflects membership's growing diversity as well as the marketplace's demand for a wide range of structural building components. The new name retains WTCA's brand equity while allowing the association to draw on its collective strength and focus on the advancement of components as the future of framing for all building construction. This change is a great strategic move for the association because the new name doesn't simply include the components available today, but also the products and design and engineering advancements that are sure to develop 20 and even 30 years from now.

Hand in hand with this transformation, WTCA further expanded its scope with the creation of the Cold Formed Steel Council (CFSC). As Joe Odgers, Sales Manager for Bama Truss & Components, Inc. and CFSC co-chair said, "The time is right to start CFSC. The market has matured over the past few years, and the cold formed steel business is here to stay. Being a wood and steel component manufacturer, we know intimately that our business is not a wood versus steel business; it is truly a component manufacturing business." CFSC meets a vital need in our industry by allowing there to be focus on specific market segments within our very diverse industry. Together, the diversity of WTCA's membership has tremendous potential to take our industry to places we have not yet considered and ensure that structural building components are the future of framing.

This year, our relationship with the Truss Plate Institute (TPI) grew even stronger. Building on successful collaborations such as the WTCA/TPI joint publications agreement, both organizations continue to pursue projects that show great promise for the structural building components industry. This collaboration includes working closely on our industry's research and testing facility. Our collective work will greatly benefit manufacturers and suppliers alike, through increased industry

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at a glance

- These are Don Groom's last few weeks as WTCA President.
- WTCA's transformation from the "Wood Truss Council of America" to "WTCA – Representing the Structural Building Components Industry" occurred this year.
- Groom thanks each member of the WTCA Board of Directors for their significant commitment to the association.

Editor's Message

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knowledge about the actual performance of components. Our goal is to gain valuable information on the precise flow of loads through a series of interconnected structural elements, which will result in improved understanding and cost efficiency of buildings. This work also has great potential to take our industry to new heights.

Our accomplishments this year, and the possibilities they offer for future successes, wouldn't be possible without the huge contributions of time, energy and imagination from WTCA's membership. First and foremost, I'd like to thank all of the members who actively participate in the WTCA Open Quarterly Meetings (OQM), attend chapter meetings, travel to our regional workshop and conference, and host truss plant tours. This grassroots local and regional participation drives organizational knowledge and shapes our policy. I'd like to thank each member of the WTCA Board of Directors for your significant commitment to our association. Because of your tireless work, WTCA has grown to be the effective association it is today. I'd also like to express my gratitude to all of the committee members, and especially the committee chairs: Bob Becht (Membership), Ken Cloyd (Marketing), Bob Dayhoff (E&T), Allen Erickson (Legislative), Doug Folker (BCMC), Ben Hershey (Management), Joe Hikel (QC), and Kendall Hoyd (Nominating and Past Presidents). Your hard work and all the extra hours you put in play a huge role in our association's and, in turn, our industry's success.

A big thank you to WTCA's staff for handling all the details that we often don't see. From creating new publications, to monitoring and working on code and legislative issues, to developing online educational programs, your work helps us develop and grow our industry. I'd especially like to thank Kirk and Suzi Grundahl, Executive Director and Managing Director respectively, for the endless hours they, with our staff teams, devote to ensure that WTCA stays strong. That's a key reason why our trade association is what it is today.

I've truly enjoyed my year as WTCA President and appreciate this opportunity to serve an industry that fills such a vital role in the marketplace. My tenure as president has taught me how important it is for every component manufacturer to get involved in industry issues. By attending chapter meetings on the local level to joining the Board or a committee, your involvement is essential to driving the present and future of your trade association. Getting involved does require investing some time, but you can play a crucial role in strengthening your business, your trade association and our industry. Many exciting challenges lie ahead. If you haven't already, join the effort by getting involved in WTCA, and help shape the future of the structural building components industry. **SBC**

SBC Magazine encourages the participation of its readers in developing content for future issues. Do you have an article idea for a future issue or a topic that you would like to see covered? Email your thoughts and ideas to editor@sbcmag.info.

STRUCTURAL BUILDING COMPONENTS™

THE FUTURE OF FRAMING

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The mission of *Structural Building Components Magazine (SBC)* is to increase the knowledge of and to promote the common interests of those engaged in manufacturing and distributing structural building components. Further, *SBC* strives to ensure growth, continuity and increased professionalism in our industry, and to be the information conduit by staying abreast of leading-edge issues. *SBC's* editorial focus is geared toward the entire structural building component industry, which includes the membership of WTCA – Representing the Structural Building Components Industry. The opinions expressed in *SBC* are those of the authors and those quoted, and are not necessarily the opinions of Truss Publications or WTCA.

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