



Publisher's Message

Be Flexible, Get Creative, Continue to Prosper

“Opportunity is missed by most people because it is dressed in overalls and looks like work.”

—Thomas A. Edison

Fifty years ago, the industry's biggest challenge was convincing builders and general contractors to use building components. Now—in 2006—one of our biggest challenges is getting jobsite installers to properly and safely handle those components that you were so persistent in selling. That's why we're introducing **Handling, Installing and Bracing** as an editorial focus for the first time in **SBC's** history.

by Libby Maurer

Recently, 70 percent of One Minute Poll respondents said thanks to increased education in the marketplace, incidents, accidents and callbacks related to the handling, installing, bracing and erection of components have decreased. In the last several years, WTCA members and chapters alike have united in recognition of the need to spread awareness, education and training about their products among framers and the building official community. Multiple industry developed products have assisted manufacturers with their educational efforts.

In 2003, the *Building Component Safety Information* (BCSI) booklet was introduced as a comprehensive guide to key topics in truss installation. Now in its second edition, BCSI has been refined to include information on hoisting truss bundles, hip-end and long-span truss handling and installation, as well as more details on permanent lateral restraint and diagonal bracing. And the industry's focus on genuinely warning and instructing jobsite personnel has resulted in many

manufacturers choosing to send a jobsite package with every order delivered to a jobsite. To date, manufacturers have provided an impressive 371,000 WTCA JOBSITE PACKAGES, which contain B-Series Summary Sheets 1-4 (at a minimum). The distribution of JOBSITE PACKAGES has even been recognized in a new marketing program for component manufacturers called SCORE (see page 38 for details). Clearly, the industry takes installation safety very seriously.

Other educational resources that shouldn't be discounted are electronic presentations referred to as Truss Technology Workshops (TTWs). Nearly 61 percent of OMP respondents reported reaching out to truss installation contractors by providing “tool box” talks about proper handling, installing and bracing practices. TTWs make it easy for manufacturers to present and explain concepts relating to handling and installing their products on the jobsite.

Chambers Truss has put a new, younger spin on bracing education. That's right, they've partnered with a local high school to teach a drafting class proper bracing techniques. But a concern about and commitment to safety on the jobsite isn't Chambers' only motivation; their hope is that exposing high school students to building components early on will spark their interest in future careers in the industry.

IMPORTANT SAFETY INFORMATION

BCSI
BUILDING COMPONENT SAFETY INFORMATION

Guide to Good Practice for Handling, Installing, Restraining & Bracing of Metal Plate Connected Wood Trusses

HAZARD! WARNING! CAUTION! DANGER! ALERT! SAFETY!

JOINTLY PRODUCED BY

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at a glance

- ❑ The industry's focus on providing good field education has encouraged many manufacturers to send a jobsite package with every order delivered to a jobsite.
- ❑ Component manufacturers have provided nearly 400,000 WTCA Jobsite Packages to jobsite installers since the product was created in 2002.
- ❑ Two articles in this issue discuss the benefits of hosting plant tours, on the heels of a WTCA Board resolution encouraging hands-on education of the market.

Seventy percent of One Minute Poll respondents said thanks to increased education in the marketplace, incidents, accidents and callbacks related to the handling, installing, bracing and erection of components have decreased.

You may have heard the WTCA Board recently passed two resolutions relating to industry-hosted truss plant tours. The best way for groups like legislators, building officials, specifiers, framers and fire service personnel to experience a snapshot of the industry is to witness the component design and manufacturing process first hand. This is why the Board has challenged each chapter to host at least two plant tours each year. In the next several issues of **SBC**, we'll cover plant tours of all kinds. We start “One Tour at a Time” in this issue, in addition to a plea from an Illinois Congressman on page 76.

Finally, with housing starts on the decline for several consecutive months, now might be the perfect time to revisit your approach to marketing, evaluate your value proposition, and consider your customers' needs. Whether its time for an overhaul or simply some fine-tuning, authors Jerry Koskovich, Kirk Grundahl and Steve Shrader present helpful tips on what you can do to continue the evolution of your business and greater success in the future. **SBC**



Don't miss the second annual Supplier Showcase polybagged with this issue. Learn more about many of the suppliers you saw at the recent 2006 BCMC show. If you find this supplement valuable, email us at editor@sbcmag.info.

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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 of structural building components to ensure growth and continuity, and to be the information conduit by staying abreast of leading-edge issues. SBC will take a leadership role on behalf of the component industry in disseminating technical and marketplace information, and will maintain advisory committees consisting of the most knowledgeable professionals in the industry. The opinions expressed in SBC are those of the authors and those quoted solely, and are not necessarily the opinions of any affiliated association (WTCA) .



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