Readers Respond

In the January/February 2007 issue of SBC Magazine (page 74) Kirk Grundahl expressed his mild indignation at the possibility that ABC’s TV show Extreme Makeover: Home Edition might be taking advantage of the structural building components industry. His reasons for feeling this way are due primarily to the fact that the use of structural building components technology helps make the show as successful as it is, and some in the industry are starting to wonder why ABC has not returned the favor by contributing to the advancement or promotion of the structural building components industry. Here’s what one reader had to say:

Kirk,

I just read your article on Extreme Makeover and could not be more in agreement. You are correct, they have developed a formula that not only provides a great deal of profit for ABC, but it is also one that sucks a lot of charity out of the community. In the project we (FBMA) supported, for little or no recognition, we had members donate 10’s of thousands of dollars of time and materials. At the end of the day, the participating donors were “tapped” out. Sure one family benefited but there was nothing left for other worthy projects. They have used and abused the good hearts in the construction and building supply industry and soured many on contributing in the future.

— Bill Tucker, Florida Building Material Association

Do you have feedback on this or another article in SBC? Send your comments and opinions to editor@sbcmag.info.
Dear Reader:

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