

Thank you to these companies for their significant support and sponsorship of structural building components industry programs.

## 2007 Gold Advertisers

(Appearing in all 9 issues)

A-NU-Prospect  
BCMC\*  
Clark Industries Inc.  
Commercial Machinery Fabricators\*  
Eagle Metal Products\*  
The Hain Company\*  
Holtec (USA) Corporation\*  
Hundegger USA LC\*  
ITW Building Components Group Inc.  
Alpine Engineered Products\*  
ITW Building Components Group Inc.  
Intelligent Building Systems\*  
ITW Building Components Group Inc.  
Truswal Systems\*  
Klaiser Manufacturing Corp.\*  
The Koskovich Company\*  
Lakeside Trailer Manufacturing\*  
Mango Tech USA\*  
MITek Industries, Inc.\*  
Monet DeSauw\*  
MSR Lumber Producers Council\*  
Open Joist 2000 Inc.\*  
Panels Plus\*  
Pratt Industries Inc\*  
Precision Equipment Manufacturing\*  
Qualtim, Inc.\*  
Southern Pine Council\*  
Stiles Machinery, Inc.\*  
USP Structural Connectors\*  
Viking - Wall Panel Systems\*  
Wood Truss Systems, Inc.  
WTCA\*

\*Indicates Charter Advertiser Status • Listing based on contracts received as of 3/1/07

## 2007 Silver Advertisers

(Appearing in at least 5 issues)

Anthony Forest Products  
Biomass Combustion Systems, Inc.  
Canfor  
Eide Machinery Sales, Inc.  
Finnforest USA\*  
Impact Sales & Marketing Group  
L-M Equipment Co. Ltd.  
OptiFrame Software, LLC\*  
Princeton Delivery Systems  
Robbins Engineering\*  
Simpson Strong-Tie Co.\*  
SL Laser Systems LP  
Stoll Trailers, Inc.  
Tolleson Lumber Co. Inc.\*  
Triad/Merrick Machine Co.\*

## 2007 Bronze Advertisers

(Appearing in at least 3 issues)

NTA, Inc.  
Safety Speed Cut Manufacturing  
Trim Fit, LLC  
Wasserman & Associates, Inc.

For more information about our 2007 Program Advertisers or advertising in general, visit the SBC website at [www.sbcmag.info](http://www.sbcmag.info) or call 608/310-6706.

STRUCTURAL BUILDING  
**COMPONENTS**<sup>™</sup>  
THE FUTURE OF FRAMING

# FORGING AHEAD TOGETHER



## Editor's Message

### The Irony of 9<sup>th</sup> Grade Geometry

by Barry Dixon

"A job worth doing is worth doing together."

I've always been outspoken. I can remember sitting in my 9<sup>th</sup> grade geometry class questioning the use of all the formulas I had to memorize. I challenged my teacher to give me a single practical use for these formulas in the real world, other than being a math geek. He couldn't. Ironically, 25 years later, everything I do revolves around the basic principles of geometry!

In the early 1990s, I learned another valuable lesson that I originally resisted. My father urged me to become involved in the local component manufacturers' chapter, the North Florida Component Manufacturers Association (NFCMA). Again, I wanted to know how this would help me and our company. I reluctantly went to the meeting and found myself sitting in a room full of men that I thought I had nothing in common with. I sat at the meeting trying to figure out what the heck I was doing there. Now here comes the lesson. Apparently it was election night for chapter officers. When they began the nominations, I left the room for a quick bathroom break, since the nominations did not concern me. To my surprise, I returned to find I had been elected the vice president of NFCMA! Fifteen years later, I look back and see how beneficial it has been for my companies to be involved with industry organizations at every level—local, state, and of course, with WTCA at a national and at times international level.

NFCMA has been very active through the years in educating contractors, building and fire officials. Some of our major accomplishments have generated cost savings for component manufacturers, including the evolution from sealing all drawings to just sealing a cover sheet, which was established in our market years before it was the norm. There was even a period of time that Jacksonville required sealing truss placement diagrams, until our industry team (NFCMA and WTCA) worked with the City of Jacksonville to fully understand issues in the context of existing Florida law. This work led to the discussion with the City, and NFCMA's most recent project, electronic permitting, which we have been working on for the past couple of years. With a federal law in place called the Uniform Computer Information Transactions Act of 2002, the door was opened for greater use of electronic seals and signatures, which is encouraged so that all commerce can be streamlined.

While the law is clear and it is easy to discuss how to do this, the devil is always in the details. This program with Jacksonville has been a time-consuming endeavor, one that many other chapters are also addressing or will tackle in the future. Our work on this issue, through our grassroots efforts, is to bring about an electronic commerce process that meets the needs of the City, our builders in the community and all component manufacturers so there is a point where electronic permitting becomes a standard practice.

Following our involvement with NFCMA, my company got involved with the Florida Building Material Association (FBMA) at the state level. This relationship is especially beneficial from a networking perspective and is a capable legislative arm for building materials dealers and component manufacturers. Their legislative efforts have created many benefits for my company such as tax breaks and energy breaks for manufacturers, just to name a few. This has now evolved into FBMA and WTCA

Continued on page 8

### at a glance

- Being involved with industry organizations at the local, state and national level is beneficial.
- Without WTCA and the component manufacturers that volunteer their time, manufacturers would be on their own to develop training programs.

## Editor's Message

Continued from page 7

partnering together to have an even greater impact by hosting a Joint Legislative Conference at the Florida Capitol in Tallahassee. This significant event will bring our two industries together to meet with state lawmakers and advocate issues important to both groups: property and casualty insurance, property taxes, workers' compensation insurance, and impact fees and their effect on affordable housing.

When NFCMA became a chapter of WTCA in 1996, WTCA was just in the process of developing its chapter representation system, and NFCMA needed a representative for the Board of Directors. I must have left the room again...just kidding. Actually, I met with Kirk Grundahl, Don Hershey (retired, WTCA President 1992-1993), and John Herring (SelectBuild, WTCA President 1990) over dinner and they invited me to get involved with WTCA at the Board level. I was amazed at the knowledge and passion these men seemed to have for advancing the industry. I was also struck by how WTCA and its purpose fit together with our chapter and how each individual that became involved would really help make a big positive difference. When I signed on, I didn't know it would be a lifetime commitment. Twelve years and many changes later, it sure seems to be one!

The number one benefit I have received through my involvement with WTCA (other than developing lifelong friendships) is that I have had the privilege to be inside a sphere of knowledge alongside the most passionate and innovative manufacturers in the world. Every time I return from a WTCA meeting or event, I come back with a new-found idea to improve my company and, more importantly, I return with energy and excitement for my company to harness as well. The people I've met through involvement in WTCA have taught me many things through the years such as how to professionally run an organization. My work with WTCA has also shown me how the synergy of a group can accomplish so much more than individuals on their own.

I have had the honor of participating in many committees over the years, and the synergies that can develop in these groups are amazing. WTCA committees are the birthplace of many of the outstanding programs that exist today for the entire component industry. These programs are member-need-driven, usually due to an issue that arises in the industry. I have witnessed firsthand how component manufacturers expose issues in the industry and then team up with WTCA staff to create products such as In-Plant WTCA QC, Truss Technician Training (TTT), Truss Technology Workshops (TTWs), truss tags, JOBSITE PACKAGES, ORisk and Operation Safety. The beauty of these programs is that the demand and the guidance to create them are from WTCA members for all component manufacturers.

Without WTCA and the component manufacturers that volunteer their time, the vast majority of manufacturers would be on their own when it comes to developing solutions for the issues each of them face daily. However, it amazes me that more component manufacturers do not take advantage of these programs. I'm also concerned about how many manufacturers are operating at a much higher risk level than necessary—by not fully educating themselves on critical industry issues such as insurance and contract review. No one has to

# STRUCTURAL BUILDING COMPONENTS™

THE FUTURE OF FRAMING

### Publisher

Truss Publications, Inc.

6300 Enterprise Lane • Suite 200 • Madison, WI 53719

Phone: 608/310-6706 • Fax: 608/271-7006

trusspubs@sbcsmag.info • www.sbcsmag.info

### Editor

Barry Dixon

True House Inc. dba True Truss • bdixon@sbcsmag.info

### Art Director

Melinda Caldwell

608/310-6729 • mcaldwell@sbcsmag.info

### Managing Editor & Circulation Director

Libby Maurer

608/310-6724 • lmaurer@sbcsmag.info

### Editorial Assistant & Staff Writer

Emmy Thorson-Hanson

608/310-6702 • ethorson-hanson@sbcsmag.info

### Editorial Review

Suzi Grundahl

608/310-6710 • sgrundahl@sbcsmag.info

### Advertising Sales & Marketing

Peggy Pichette

608/310-6723 • ppichette@sbcsmag.info

Jan Pauli

608/310-6746 • jpauli@sbcsmag.info

Kirk Grundahl

608/274-2345 • kgrundahl@sbcsmag.info

### Staff Writers for April

Molly E. Butz • Emily Patterson • Marisa Hirsch

Sean Shields • Anna L. Stamm • Jim Vogt, P.E.

### Accountant

Mike Younglove

608/310-6714 • myounglove@sbcsmag.info

### Computer Systems Administrator

Rick Saindon

608/310-6717 • rsaindon@sbcsmag.info

### Send all ad materials, insertion orders, contracts & payments to:

Truss Publications, Inc.

6300 Enterprise Lane • Suite 200

Madison, WI 53719

Phone: 608/310-6706 • Fax: 608/271-7006

trusspubs@sbcsmag.info • www.sbcsmag.info

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.

Copyright ©2007 by Truss Publications, Inc. All rights reserved.

expose their business to these risks when the tools needed to effectively manage them are readily available through their membership in WTCA.

I have heard many excuses—especially when it comes to risk management—from people who haven't taken advantage of programs or gotten involved in their local and national industry organizations. These excuses remind me of the same conversation I had with my geometry teacher. Just because you cannot see an issue presently does not mean it doesn't exist. This never rings more true than when it comes to insurance, contract and other liability issues.

Along with risk management, WTCA programs also provide members with a cost effective way to launch critical industry programs at their plant. Many manufacturers can't afford a full-time HR/training department to create products like these, so by using WTCA offerings, manufacturers can focus on implementation without having to invest all of the time and energy involved with development. There's no contest when you compare the cost of using a WTCA program versus developing the training and educating process yourself from scratch, because with our programs the entire industry shares the developmental costs and anyone can use them to derive benefit.

Do yourself a favor...no, do the industry a favor and get involved with your industry associations at some level. Educate yourself and experience some of the great programs available. Let's advance together, and become wiser and stronger. With our participation, WTCA will evolve into an even better organization than it is today. We can work on even greater projects such as the testing facility, which is set to open this spring and jumpstart a new era of fact-based analysis that will benefit the industry for years to come.


See, I told you I was outspoken. Which, as I finish this article, reminds me of a conversation I had with my 12<sup>th</sup> grade English teacher...but that's a story for another time. **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@sbcsmag.info.*

Welcome to our newest  
SBC Program Advertiser...

Trim Fit, LLC  
(Bronze Advertiser)

Many thanks for  
your support!




Structural Component Operations Reaching for Excellence



WTCA SCORE Elite Reaching for Excellence



WTCA SCORE Leader Reaching for Excellence



WTCA SCORE Achiever Reaching for Excellence

"I predict that this program will become the standard by which component manufacturers are measured throughout our nation."

— Steven L. Stroder  
General Manager  
Carter-Lee Building Components  
(A Pro-Build Company)  
**SCORE Leader** ★★

Contact  
Marisa Hirsch at  
608/310-6740 or  
mhirsch@qultim.com  
for more information.

[www.sbcindustry.com/score.php](http://www.sbcindustry.com/score.php)

**The mark of industry excellence.**

For reader service, go to [www.sbcsmag.info/wtca.htm](http://www.sbcsmag.info/wtca.htm)


BEAMS • HEADERS • JOISTS • LINTELS • RAFTERS

# KRB GLULAM®

## BEAMS & HEADERS

2400 F<sub>b</sub>- 1.8 E

- Optimized strength using Norway Spruce machine stress rated (MSR) laminates
- I-Joist compatible sizes
- Full 3-1/2" and 5-1/2" widths available to match lumber sizes
- Also available in typical glulam sizes (3-1/8", 5-1/8" & 7" widths)
- Over 20% lighter weight than Southern Yellow Pine glulam
- Industrial grade (of high quality)
- Easily installed (No TOP/BOTTOM)
- No camber — always straight & true
- Each beam is individually shrink-wrapped
- Several ports of entry — we can service East, Southeast & Gulf port customers
- Available in lengths up to 51'



**finnforest** Finnforest USA  
Engineered Wood Division

[www.finnforestus.com](http://www.finnforestus.com) • 800/622-5850 • Fax: 586/296-8773

For reader service, go to [www.sbcsmag.info/finnforest.htm](http://www.sbcsmag.info/finnforest.htm)

# STRUCTURAL BUILDING COMPONENTS™

THE FUTURE OF FRAMING

[www.sbcmag.info](http://www.sbcmag.info)

Dear Reader:

Copyright © 2007 by Truss Publications, Inc. All rights reserved. For permission to reprint materials from **SBC Magazine**, call 608/310-6706 or email [editor@sbcmag.info](mailto:editor@sbcmag.info).

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) .



6300 Enterprise Lane • Suite 200 • Madison, WI 53719  
608/310-6706 phone • 608/271-7006 fax  
[www.sbcmag.info](http://www.sbcmag.info) • [admgr@sbcmag.info](mailto:admgr@sbcmag.info)