



Wtca Update

#1 CFSC Membership Recruiter

One manufacturer went above and beyond when recruiting new members for WTCA's Cold Formed Steel Council (CFSC).

by Mike Noonan, WTCA's CFSC Membership Co-chair

Following the formation of the Cold Formed Steel Council (CFSC) in July 2006, WTCA decided to launch a competition to recognize the individual who recruited the most new members to the CFSC. The winner received WTCA's #1 CFSC Membership Recruiter Plaque, two free registrations for the WTCA Annual Workshop & Conference in March in Las Vegas, NV and recognition in *SBC*, at the WTCA February Open Quarterly Meeting and on the WTCA and CFSC websites.

All competitors deserve a round of applause for their efforts and their contribution to helping grow the membership of WTCA's CFSC. Honorable mentions go to the recruiters at Aegis Metal Framing (David Boyd and Steve Detter); Alpine/TrusSteel, an ITW Company (Dave Dunbar, Dave Goodwin and Tom Wilkerson) and myself. But in the end there was one who stood above them all—Joe Odgers of Bama Truss & Components, Inc. He recruited a jaw-dropping 15 component manufacturers and



"We thought with the CFSC being a new part of WTCA that it was important to show strength in numbers. I firmly believe in WTCA and what it is doing.... From BCMC to the day-to-day programs, BCSI materials and other literature, the assets that come from membership are endless."

—Joe Odgers, 2007 #1 CFSC Membership Recruiter

two associate members. But it's not like new members just fell into his lap; he put a lot of time and effort into recruiting new members for CFSC, and it paid off.

Exactly how did Joe go about this huge feat? He started by looking up component manufacturers online, along with names from a list of component manufacturer customers that he received from Tom Valvo (Aegis Metal Framing) and Dave Dunbar (Alpine/TrusSteel). In December Joe sent out close to 800 personalized letters encouraging other manufacturers to join, with membership applications for the CFSC included. In January, he sent a follow-up email to nearly 500 manufacturers and made a few hundred phone calls.

As for supplier members, Joe did several PowerPoint® presentations for engineering and architect associations like the Light Gauge Steel Engineers Association (LGSEA) – Southeast Chapter, the Structural Engineers Association of Alabama (SEAOA) and the Architects Association of Alabama (AIA). "We also always encourage all of the engineers that we [Bama Truss] work with to be involved in WTCA, just from the knowledge standpoint of membership," commented Joe.

So, after everything that he put into recruiting, does Joe feel it was worth the effort? "Absolutely," he said. "Specifically I feel that numbers are critical for CFSC as part of WTCA. And getting everyone on board with legislative issues and the educational programs is critical to the success of the council." The secret to Joe's ability to sell membership is because he truly believes in what he is selling: "We at Bama Truss have just realized in the last few years just how great all of the WTCA programs are,

and I want other people to realize the benefits of membership as well."

That's not to say that recruiting is easy, it can be intimidating to approach manufacturers with the purpose of selling an idea to them. But Joe had a very positive experience and felt like most everybody he dealt with was open to the idea of membership. Naturally they ask questions about what benefit they will derive from membership. So he would explain the educational programs, legislative issues, management programs like *ORisk*, and the literature available such as the BCSI documents, which after learning about all of the resources available they were very interested in joining. According to Joe, the hardest part was just getting them to sign the actual application and mail it in with a check. He quips, "All it took was for me to be a pain in the butt and keep calling them back to get them to finish that last part of sending in the application."

Clearly, the power of numbers is important to grow an industry. With fabricators united and speaking in one voice it is easier to accomplish goals. And with the concept of cold-formed steel trusses still relatively new, it is that much more important for the industry to have an association to represent itself.

Joe told me this is just one more reason to promote membership. "People are still not always thinking of WTCA as representing the entire structural building components industry," he explained. "The hard part is that in the past it was wood versus steel, so one of the obstacles I had to get over was that people still think it is a wood industry association. Well no, it's not. The name changed last year, and people need to realize that WTCA is representing ALL component manufacturers regardless of the material they use."

And thanks to Joe's recruitment efforts he was able to educate people that this has been and truly is the WTCA culture. "Once they saw that we [CFSC] were making strides, such as getting some of the language in BCSI converted and making other changes to include all of the materials, then it was pretty easy to get people involved." In addition to BCSI, CFSC has been able to draw upon other resources from WTCA and adapt them to have an emphasis on cold-formed steel. This provides a significant benefit to membership.

This is exactly why Joe feels that it is extremely important for all component manufacturers to help build membership for CFSC and WTCA: "I think everybody has different strengths, so for some people recruiting might not be for them. But it is important for everyone to be a part of WTCA, if it's not recruiting, then maybe it is something technical or educational...there is something for each personality. With my background being in sales, recruitment falls easily into what I do, and it is easy for me to sell membership since I believe in WTCA. If you believe in WTCA then you can sell membership." Remember, it's not about winning or losing. Whether you are able to bring one new member to WTCA or 100, every little bit counts and is a step in the right direction for us all.

As we accomplish initial tasks and membership grows, we want to be able to offer more ways to grow our industry. Commercial construction, where much of this product is used, is on a growth track. Cold-formed steel trusses allow design flexibility that architects and structural engineers are coming to appreciate. This is why it's important to become involved in an association that promotes our industry. With the efforts of Joe Odgers and all members, the rewards of membership in the CFSC are just beginning to be realized. Now is the time to become involved! **SBC**

Mike Noonan, Vice President of Marketing for Cascade Mfg Co in Cascade, IA, serves WTCA's CFSC as Membership Co-chair. For more information about CFSC, visit www.cfsc.sbcindustry.com or contact Jill at 608/310-6722 or jzimmerman@quallim.com.

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Marketing Committee Priorities

The Marketing Committee's priorities for 2007 focus on packaging WTCA products and services to better reach out to new markets and increase membership, while also helping members make the most of the association's tools and resources.

The committee's top priority, marketing BCSI, is to promote the updated BCSI booklet and B-Series Summary sheets, including the new poster layout of B3 that was developed with specifiers in mind. Truss Technology Workshops (TTWs) also top the list, with plans to develop new TTWs focusing on crucial industry issues—including the new BCSI—that will educate professionals in the construction industry, such as architects, engineers and building officials. The TTW site will also provide new tools for members and chapters giving presentations in their market. Development will begin on an online WTCA Encyclopedia tailored for industry professionals. Available for purchase through a subscription fee or tied to membership, the WTCA Encyclopedia will offer convenient access to WTCA's training programs, publications and resources, letting users create a training plan or reference library that best meets their needs.

Committee priorities for 2007 will also highlight how members can use WTCA products and services to brand and improve their businesses. Work will continue on SCORE (Structural Component Operations Reaching for Excellence). The first company qualified as SCORE Leader in January, and marketing materials will be created as needed for SCORE-certified companies. SCORE certification was created to provide members with new tools they can use to create and improve their own strategic marketing plans. Development will also continue on a Business Plan Tune-Up page on the WTCA website. This tool will provide members with a checklist outlining all WTCA programs available to regular members with detailed explanations of how the services help their overall business plan run smoothly.

Marketing Committee 2007 Priorities:

- BCSI Marketing
- BCSI TTW
- TTW Online Programs
- SCORE Marketing
- WTCA Encyclopedia
- Business Plan Tune-Up for Component Manufacturers - WTCA Programs to help you market



In an effort to centralize information on the WTCA website, this year the WTCA Board of Directors Handbook was posted on the WTCA website: www.sbcindustry.com/bdhandbook.

In addition to reference information useful to our board members, this new page includes a plethora of information of interest to anyone who would like to learn more about how WTCA's Board and committees work. Of special interest is a section called "Meet the Board of Directors," which includes photos and biographies for each of the WTCA board members. We hope you find this new addition to the website informative. Contact Anna (astamm@qaltim.com) with questions regarding this information or about how to get more involved with the WTCA Board or committees.

New WTCA Members

REGULAR MEMBERS

Bankston Truss

941 Hwy 341
Barnesville, GA 30204
770/358-2800
Mr. Chuck Bankston
Sponsor: Mr. Glenn Traylor

Brand Vaughan Lumber Company, Inc.

PO Box 1439
Tucker, GA 30085
770/414-9876
Mr. Russ French

Crown Structures, Inc.

5262 Longleaf St
Jacksonville, FL 32209
904/924-8164
Mr. Ruei Ho
Sponsor: Mr. Joe Odgers

Cushing Truss Mfg

1010 N Hwy 18
Yale, OK 74085-6664
918/387-2080
Mr. Harry Sneed, III
Sponsor: Mr. Joe Odgers

Grayhawk, LLC

PO Box 12111
Lexington, KY 40580-2111
859/255-2754
Mr. Colin Peets
Sponsor: Mr. Joe Odgers

Jasman Truss and Panel Technologies

1175 E North Territorial Rd
Whitmore Lake, MI 48189-9253
734/205-6800
Mr. Rich Simmons

Metal Truss of Indiana, Inc.

5520 S Harding
Indianapolis, IN 46217-9578
317/782-0379
Mr. Gregory I. Browning
Sponsor: Mr. David Boyd

Michiana Column & Truss

611 E Waterford
Wakarusa, IN 46573
574/862-2828
Mr. Jesse Riegsecker
Sponsor: Mr. Korey M. Bailey

Sanford Contracting, Inc.

1400 Iron Horse Industrial Park
North Billerica, MA 01862
978/663-0200
Mr. R. Thomas Sanford, Jr.
Sponsor: Mr. Joe Odgers

Steele Truss Company

118 Trade Rd
Plattsburgh, NY 12901-6259
518/562-4663
Mr. Peter Wynnuk
Sponsor: Mr. Joe Odgers

Sturdy Built Homes

702 E Airline Highway
Gramercy, LA 70052
225/258-4136
Mr. Tim Fontenot

Superior Truss & Panel, Inc.

2204 W 159 St
Markham, IL 60428-4805
708/339-1200
Mr. Bryce Welty
Sponsor: Mr. Joe Odgers

TEAM Panels International

1600 W Harvard
Englewood, CO 80110-1112
303/935-8575
Mr. Gregg Miller
Sponsor: Mr. Joe Odgers

ASSOCIATE MEMBERS

Ashburn Framing Contractors

310 MacNab Dr
Coraopolis, PA 15108
724/457-9947
Mr. William Ashburn

Listing as of 3/12/07

For more information about WTCA membership, contact Anna (608/310-6719 or astamm@qaltim.com) or visit www.sbcindustry.com.

New Resources

for Building Professionals

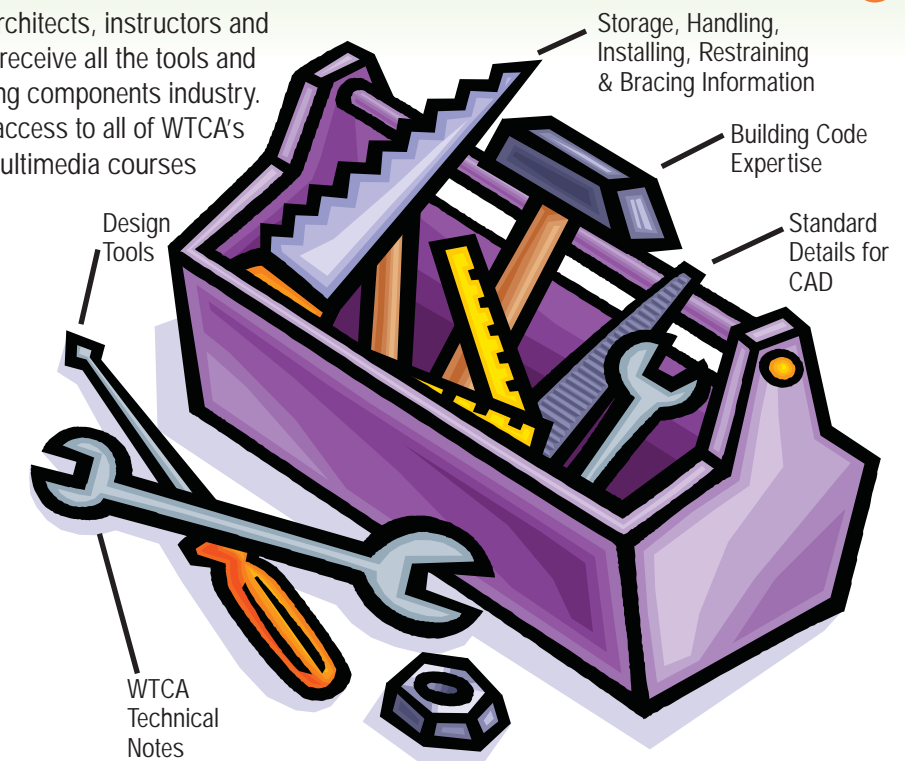
on the Structural Building Components Industry

WTCA Enhanced Professional Membership - Just \$165

Building professionals, such as engineers, architects, instructors and building inspectors can now join WTCA and receive all the tools and information you need on the structural building components industry. With this special offer, you receive unlimited access to all of WTCA's Truss Technology Workshop (TTW) online multimedia courses for a cost of only \$165!

Join today and enjoy benefits including:

- WTCA Professional Membership (\$125 value)
- Subscription to all TTW Online Educational Programs
- Member Pricing on Publications & Products
- *SBC Magazine* subscription (\$27 value)
- Members-Only Web Content
- Member Pricing on Education & Seminars
- WTCA Member Listing



BCSI-B3 Summary Sheet - Permanent Restraint/Bracing of Chords & Web Members



This poster reviews the various planes of the truss that typically must be restrained and braced. B3 also provides guidelines for:

- Restraint and bracing of the top chord, bottom chord, and web member planes
- Web member reinforcement
- Gable end frame restraint and bracing
- Restraint and bracing for piggyback trusses

To join or order publications, contact WTCA

6300 Enterprise Lane • Madison, WI 53719
608/274-4849 • 608/274-3329 (fax)

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6300 Enterprise Lane • Suite 200 • Madison, WI 53719
608/310-6706 phone • 608/271-7006 fax
www.sbcmag.info • admgr@sbcmag.info