



Publisher's Message

An Industry on the Move

by Emmy Thorson-Hanson & Libby Maurer

"He who moves not forward,
goes backward"

—Johann Wolfgang von Goethe

Time doesn't slow down for anyone, and many people end up getting left in the dust as the world around them is continuously changing. With advancements in engineering and design constantly affecting the structural building components industry, it's important to stay on top of the most current information. In that vein, **SBC** is here to make your life easier by delivering the most pertinent and up-to-date information directly into your mailbox nine times a year. In this issue, you have at your fingertips several articles that will get you up to speed on what advancements are shaping our industry yet again.

Whole house design is a topic that's been covered in our pages for several years. Starting in 2004, we explained what a complete whole house design business model would mean to component manufacturers. In his 2005 June/July Editor's Message, WTCA President Kendall Hoyd approached the topic from the research perspective. In spite of all this coverage, it seems you haven't grown tired of talking about it. In fact, we recently conducted a One Minute Poll to see where you think this elusive new technology will take us. Check out the results of this poll as well as additional discussion on the topic of whole house design on page 38, "Component Manufacturers Weigh in on Whole House Design."

For many, the cutting edge of this industry comes from finding answers to the interesting questions working with components presents. Just like the questions about what designing the whole structure with one click of the mouse will be like, their answers may some day be printed in these pages. One critical step in that process starts with an exciting new facility currently in its final stages of construction in Madison, WI. The SBC Research Institute will be up and running soon, so turn to page 44 to find out more about what this state-of-the-art facility will mean to you and the industry.

While no one can say for sure what the future of design software will bring, we found a few companies that aren't waiting around. No amount of hype about a new product can speak to the vast capabilities of components in modern building applications like the designers at Richco Structures and John Arthur Consulting. The unique structures they built showcase the versatility of structural building components. Enjoy the unique projects that raise component design to an art form, beginning on page 28.

Jerry Koskovich is known for his passion for moving this industry forward, especially where automation is concerned. In this issue he discusses the benefits of automated jiggig starting on page 50.

The new WTCA Annual Workshop & Conference, held March 21-23 in Las Vegas, was a certifiable hit. Don't forget to check out page 56 to see why attendees liked the new format and why you don't want to miss out on next year's event.

While nothing can stop the passage of time, take a few minutes this month to slow down long enough to reflect on the direction in which you're moving, or if you're moving at all. We hope you find this issue representative of the forward-reaching direction of the industry at large, especially as it pertains to design and engineering. We think you'll agree that the future is indeed bright. **SBC**

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at a glance

- ❑ This issue acknowledges the design and engineering advancements that sculpt our ever-changing industry.
- ❑ Find out what component manufacturers are thinking about WHD software.
- ❑ Learn what you need to know about WTCA's new testing facility in this issue.
- ❑ See how two companies are stretching the boundaries of component design to create works of art.

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