



Chapter Corner

For more information about WTCA Chapters and how to become more involved, contact Anna L. Stamm (608/310-6719 or astamm@qualtim.com) or Danielle Bothun (608/310-6735 or dbothun@qualtim.com). Contributions to Chapter Corner, including pictures, are encouraged. Submissions may be edited for grammar, length and clarity.



Chapter Spotlight

Reaching Out to Building Designers with the Mid South Chapter

by Anna L. Stamm

In 2007, the Mid South Chapter members knew that they wanted to provide engineers with copies of *Building Component Safety Information: Guide to Good Practice for Handling, Installing, Restraining and Bracing of Metal Plate Connected Wood Trusses (BCSI)*. Finding a list of 3,000 engineers registered in the State of Mississippi alone, however, they also knew they would need a better marketing approach than simply mailing a copy to each individual on the list. Instead, the chapter decided to team up with WTCA staff to create a brochure that will accomplish many tasks.



The Mid South brochure is more than simply an ad for BCSI. With an introductory letter from the chapter and a complete chapter membership listing, it includes information on all of the technical resources available from WTCA, encourages engineers to take advantage of online Truss Technology Workshops (TTW) for continuing education, lets them request truss plant tours or live TTWs, enables them to sign up for an **SBC** subscription, and offers them a free copy of BCSI if they respond via mail, email, fax or an online form.

By reaching out to building designers, the chapter hopes to convey the benefits and ease of using components. After this list of engineers in Mississippi, Mid South will move on to additional engineers registered in Louisiana, as well as architects and specifiers in these states. The concept is that the more information that building designers receive on our industry's products, the more they will understand and use structural building components.

In addition, the Mid South Chapter brochure is now an excellent template for other chapters to customize. The content is easy to modify, the colors can be swapped out to build your chapter's brand in the marketplace, and you may reach out by offering free publications or simply promote the information available for free on the WTCA website. If your chapter would like to customize a brochure for industry professionals in your marketplace, simply contact Anna (608/345-4983 or chapters@sbcindustry.com) to discuss the options and devise an approach that best suits your chapter. **SBC**

Chapter Highlights

Iowa Truss Manufacturers Association

The Iowa Chapter held its fall meeting in conjunction with the BCMC show in Columbus, OH. High on the list of updates at the meeting was the perennial success of the ITMA Education Committee. The Education Committee members were once again thanked for their commitment to the SBC industry: Alan Esch, Lumber Specialties; Andy Green and Craig Thier, Cascade Mfg Co; Bruce Kinney and Scott Baker, TimberRoots New Hampton; Dave Mitchell and Jim Gach, Engineered Building Design; Rick Parrino, Plum Building Systems; Tod Hennessy, Alpine Engineered Products; and Tom Lambertz, Roberts & Dybdahl Co.

Tom Lambertz delivered the report summarizing the two Truss Technology Workshops (TTW) and two Fire Performance of Wood Trusses seminars held in 2007. One hundred percent of the evaluations received at the TTW for Builders in Iowa City and the Cedar Rapids Home Builders Association said the presentation was good or excellent. With a significant turnout of 135 attendees for the TTW for Grinnell Mutual Reinsurance in West Des Moines, the evaluations again documented the success of the presentation and emphasized the attendees' appreciation of the course content as well as the WTCA publications distributed. The Workshop for the Bernard, IA Fire Department was also a success, with every attendee reporting on the evaluations that their questions were answered very well.

Al Esch gave a report on the Live Fire Demonstration and Truss Plant Tour held in conjunction with WTCA and the Fire Service Training Bureau in Ames and Story City, IA in August. There were over 100 attendees and the information recorded will prove to be invaluable to our industry. Kirk Grundahl of WTCA also addressed the important learning opportunity presented by the fire demonstration and he emphasized the need to provide the information gathered to fire service associations throughout the country. Kirk and Al both expressed thanks to those ITMA members who contributed to the success of this event.

For 2008, the Iowa Chapter looked forward to its return to the State Capital Building for its annual Iowa Legislative Breakfast in Des Moines in late February. Chapter members invite their State Senators and Representatives to attend this annual function, and members of the Iowa Lumber Association and Iowa Homebuilders Association are invited to participate also.

Mid Atlantic Wood Truss Council

For its fall meeting in Pennsylvania, the Mid Atlantic Chapter was pleased to welcome fellow member Joe Hikel of Shelter Systems Limited in Westminster, MD as guest speaker. A featured speaker at the WTCA Annual Workshop & Conference, Joe's presentation was on truss shop costing. Especially in light of current economic conditions, members were reminded of the importance of understanding their costs. Chapter members were encouraged to share their ideas on costing as well during the roundtable discussion.

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REPRESENTING THE STRUCTURAL
BUILDING COMPONENTS INDUSTRY



9th Annual Membership Drive

Promote the value of membership and you could win!

#1 WTCA Component Manufacturer Membership Recruiter wins:

- #1 CM Recruiter Plaque for 2008
- #1 Recruiter Jacket
- Recognition in *SBC* and at BCMC

#1 WTCA Supplier Membership Recruiter wins:

- #1 Supplier Recruiter Plaque for 2008
- #1 Recruiter Jacket
- Recognition in *SBC* and at BCMC
- A banner promoting the supplier's company in the BCMC registration area

#1 WTCA Recruiting Chapter wins:

- Inclusion on the #1 Chapter plaque
- Possession of the #1 Chapter Traveling Trophy with the Chapter's name engraved in gold
- Individual Certificates of Recognition for each Chapter Member
- Ten customized Professional's Guide to the Industry binders, an \$800 value!
- Recognition in *SBC* and at BCMC



It's Easy to Recruit Members to WTCA, CFSC and Chapters

How to Participate:

- Start contacting potential members to remind them of the value of WTCA membership!
- Contact WTCA for recruitment supplies including lists of prospective members in your area, WTCA Annual Reports and membership applications.
- Make sure the members you recruit list you as the person who encouraged them to join!

"Once people get involved and take the time to assess the support they can receive, they can see the value of membership in WTCA. It comes down to us, the WTCA members, needing to go out and talk to nonmembers to find out what they are facing and encourage them to check out our support system."

— Bob Becht, WTCA President

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Also on the agenda was an update on the chapter's educational programs. In the fall, the chapter continued its outreach efforts and provided seminars for the PA Building Officials Conference (PennBOC) and NJ Department of Community Affairs (DCA)/Rutgers University. These presentations also generated several requests for more seminars and truss plant tours, including: a truss plant tour for Superior Walls of America, which has 23 factories producing precast concrete basement walls for homes; a full day tour and seminar at the next PennBOC conference at the Pennsylvania College of Technology, Williamsport, PA; and a request from a code official in West Lampeter Township, PA to provide training and tours.

At the chapter's Board teleconference in February, plans would be made for the next general membership meeting to be held on May 8 in New Jersey.

Wisconsin Truss Manufacturers Association

The Wisconsin Chapter held its fourth quarter membership meeting at the Holiday Inn in Fond du Lac, WI on November 8. We had a good turn

out of members and associate members at our final meeting of 2007. Thanks go out to Ryan Dexter, P.E. of the WTCA staff who delivered a presentation on the status of the ANSI/TPI 1 standard re-write and other code updates. It was very informative. Some issues that were discussed at the meeting were how to handle hanger information on drawings, wind uplift calculation and the inspector's interpretation of it, an update on the house fire in Green Bay and on-going WTMA training and assistance at builder and inspector seminars. At the conclusion of the meeting, Steve Johnson awarded Gene Geurts of Richco Structures the gavel plaque for his service as president for the past two-year term. Gene has served the WTMA for many years and continues to bring his knowledge and experience to the table at our WTMA gatherings. Thank you, Gene! After the meeting adjourned, members gathered for some fellowship before departing. Our next meeting was scheduled for February 13 at the Holiday Inn in Fond du Lac. On the agenda were a number of topics including WI state code issues, WTMA-sponsored training events and the outlook for 2008 construction in Wisconsin. We also welcomed our newest chapter member, Automated Building Components of Sharon, WI. Welcome, ABC Sharon! If there are any questions or comments for the WTMA, please contact WTMA President Steven M. Johnson at 608/884-6141 or by accessing the WTMA web site at www.wiwtca.com.

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WTCA – Northeast

At its January meeting, the Northeast Chapter elected new officers. Moving into the position of President was Brad Ferris of S.R. Sloan. John Jacksics of Universal Truss agreed to stay on as Secretary, and Shawn Simonds of LaValley Building Supply came on board as Treasurer. The chapter members extended a hearty thanks to John Goodrich for his service as Chapter President, recognizing his commitment to keeping the chapter involved in the marketplace while personally providing seminars and attending local meetings.

The Northeast Chapter continues to have a very busy Education Committee. Presentations were delivered in November to a group of building officials in Athol, MA and at a meeting of the Eastern States Building Officials Federation. Already lined up for 2008 were: a truss plant tour and barrel burn demonstration for Chief Kevin Gallagher of the Acushnet, MA Fire Department in February; a seminar for the Building Officials of Western Massachusetts in February; another seminar for the Eastern States Building Officials Federation Conference in

April; and a booth at the New England Fire Rescue and EMS Show in June. The members agreed to continue sponsoring these presentations and providing pertinent publications from WTCA.

Also at the January meeting, the chapter members welcomed a guest speaker from WTCA's Professional Leadership Academy. Discussing how to Survive and Thrive in a Down Market, Bill Bean of The Randall Wade Group offered short segments on the services available to members through the Professional Leadership Academy and provided some take-home value in the areas of planning and leadership training. The members appreciated the presentation and thanked Bill for his attentiveness to member needs.

The Northeast Chapter welcomes guest speakers for its chapter meetings. Anyone interested in speaking at its quarterly meetings in April, July or October may contact Brad Ferris or Anna Stamm of WTCA staff. **SBC**

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