



Wtca Update

Case In Point: True House Educates, Motivates with SCORE

CEO says SCORE makes his manufacturing plant "top shelf."

by Marisa Hirsch

T rue House, Inc. in Jacksonville, FL, views SCORE as a long-term goal. While the company has no reservations about participation, they believe that moving up through the levels of certification is a process, and they don't expect it to happen quickly.

"We're looking at it like a 'You don't sprint a marathon' type of deal," said Barry Dixon, CEO. "We're nipping away at it a little bit at a time. We're using [SCORE] as continuing education and a teaching tool for everyone in the company. It's making a huge difference throughout our company in morale and education."

True House, a certified SCORE Achiever company since May 2007, has been working toward Elite certification. Dixon learned about the program through his participation on the WTCA Board and committees, and getting True House certified was a pretty straightforward decision. After all, the company has long been a firm believer in WTCA programs. Dixon said they saw getting certified as a challenge, a way to encourage WTCA program participation, and a possibility for a unique advantage in the marketplace.

Though there weren't any doubts at True House about the value of becoming SCORE certified, working toward it taught management and employees about how extensive some WTCA programs are—and the need to have a real plan to implement them.

The biggest benefits Dixon sees in participating in WTCA programs is that they're professionally done, kept up to speed with the latest technology, and well organized. One of the hardest things about implementing company-developed programs is keeping track of them, said Dixon.

"You type [a program] and print it, put it in a drawer and then you can't find it," Dixon said by way of example. "Things change and the words stop making sense; they're not kept up to date with the latest codes and systems. You know WTCA programs are always going to be up to date, professional, clean, and you know where to access everything."

When True House decided to get SCORE certified, the company was participating in Truss Technician Training courses but was not In-Plant WTCA QC certified. That was a process the plant went through while preparing to get SCORE certified. They also switched from sending out their in-house jobsite packages to sending out WTCA's preassembled JOBSITE PACKAGE. At that point, they had fulfilled the three requirements needed to become an official SCORE Achiever company.

Since then, True House has been working toward its goal of Elite certification by implementing Operation Safety. The next steps will include sending the required employees through ORisk, and getting familiar with In-Plant Basic Training so they're prepared to send new employees through that program.

Dixon said that participating in SCORE has brought huge advantages to True House, thanks to the individual programs' benefits. "SCORE really just links all the programs together," he said. "It has helped us identify who our team players are



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and who really cares about our company. It also shows our employees that the company cares about our product. When you implement programs, it's a change in attitude."

Talking with other members who are using the programs is also beneficial, and something True House did when they were getting accustomed to the QC program. "I've found that other members and staff are good [resources] to help keep everything going smoothly," Dixon said.

Since getting SCORE certified, True House has saved thousands of dollars in quality and safety issues, and back charges have become rarer, said Dixon. In the marketplace, people know True House products are high quality because of the company's TTT and QC participation. "Being SCORE certified is more of a badge of honor for us," Dixon said. "It's kind of 'Hey, we're top shelf.'"

With things being slower for some CMs in the current market, Dixon said this is a good time to take a look at SCORE and the programs that fall under it—especially because of the heavily discounted SCORE packages that are now available. (Visit www.sbcindustry.com/score.php for more information about SCORE package subscriptions.)

"This is a time to learn more about your products, sharpen the saw, and reengineer the processes from the inside out," Dixon said. **SBC**

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at a glance

- ☐ True House views SCORE certification as an opportunity for continuing education.
- ☐ The company has reached the Achiever level and continues to pursue Elite.
- ☐ By taking part in the programs that make up SCORE, there have been culture changes and fewer back charges.

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