



Chapter Corner

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



Chapter Spotlight

Educating Designers with the Michigan Chapter

by Anna L. Stamm

Marketing trusses directly to your potential buyers is one way to increase the acceptance and use of structural building components. But there is another way to increase market share—reaching out to building designers to demonstrate the benefits and ease of using components. So, how can your chapter reach out to designers? Why not try the Michigan example!

The Michigan Chapter is providing its members with customized binders of WTCA publications that have been specifically selected for the building design community. Members are able to hand-deliver or ship the binders to the architects, structural engineers and residential designers that they contact. The binders contain copies of the JOBSITE PACKAGE, *BCSI*, *Metal Plate Connected Wood Truss Handbook*, the design responsibilities document, and of course a list of chapter members. A cover letter explains that assistance is only a phone call away, so building designers are encouraged to contact chapter members for more information. The best part is that chapter members only have to pay the cost of shipping the binders—the chapter is providing the binders for free to all members.

This approach is excellent for any chapter that would like to add a personal touch to their marketing, provide a substantial package of structural building component-oriented publications, and reach out to all building designers. After all, the more information that architects, engineers, residential designers and specifiers receive on our industry's products, the more they will be inclined to use structural building components to create economical framing solutions for their customers. It's a win-win! **SBC**

Chapter Highlights

Iowa Truss Manufacturers Association

Despite the Midwest flooding, the Iowa Chapter held its summer meeting and golf outing in June. The day began with a plant tour of Engineered Building Design in Washington, IA. Thanks were extended Dave Mitchell and the employees of Engineered Building Design for the tour of the recently completed, and very impressive, truss manufacturing facility that contributed to more than 25 chapter members in attendance.

Following the tour, the meeting was held at the Washington Golf and Country Club. Ray Noonan gave the Education Committee Report. Andy Green and Al Esch presented a Fire Performance of Wood Trusses Workshop to the Monticello, IA volunteer Fire Department in March with

favorable evaluations. Given industry economics, however, the chapter will not seek further education opportunities this winter, but it will consider any requests as they arise.

Under new business, several items were discussed. The importance of attending BCMC was emphasized. Information from the Cedar Rapids HBA, "The Evidence Is In: Housing Pays for Itself," was distributed by Mike Farr and discussed. Also, a special recognition was made of Rick Terbrock who is retiring and was present for his last chapter meeting. Best wishes, Rick!

The afternoon of golf was enjoyed by most all who attended the tour and meeting. A special thank you was extended to the associate member sponsors. Rick Terbrock of MiTek Industries and Leonard Wasserman of Wasserman & Associates provided hole sponsorships. Prizes were contributed by Ted Alward of USP Structural Connectors, Josh Fitzgerald of Simpson Strong Tie, and Kari Cooling and Jim Kapsch of Holmes Murphy & Associates.

West Florida Truss Association

The West Florida Chapter continued to support the Give Kids the World charity this year. At the June membership meeting, it was reported that help was needed on five more villas. With an overall goal of 21 sets of trusses, they already had commitments of support (trusses, materials or monetary donations) from several chapter members: 41 Truss, Florida Forest Products, Kimal Lumber Company, Stock Building Supply, West Coast Truss, ITW Building Components Group, MiTek Industries and Simpson Strong-Tie Co.

The presentation at the June meeting was given by Kari Hebrank. With an update on everything to do with construction and Florida politics, Kari spoke on several topics. Regarding the Florida Building Code (FBC), she noted that the code language was changed under the "code plus" designation to no longer reference a 500-year storm event. She also commented on code changes for re-roofing, and noted that the effective date for the FBC had been moved to December 31, 2008. Kari also provided information on green building, specifically LEED and Green Globes. The members thanked her for her informative updates and interesting discussion.

Plans for the fall event were finalized at the July chapter board meeting. The 23rd Annual Building Officials Event will be held on November 7 at Robbins Engineering/MiTek Industries in Tampa. In addition to testing a field-repaired truss, the attendees will be able to earn continuing education credit for "Inspection of Installed Wood Trusses," a Truss Technology Workshop (TTW) from WTCA. Engineers from MiTek and ITW will deliver the presentation along with Robert Wall, PE of Architectural Services & Engineering. Sponsors for the event include: iLevel by Weyerhaeuser, ITW Building Components Group, Robbins Engineering/MiTek Industries, Simpson Strong-Tie Co., Structural Connections, Inc. and USP Structural Connectors.

Southern Nevada Component Manufacturers Association

At the July meeting, the Southern Nevada Chapter's Code Committee

Continued on page 58



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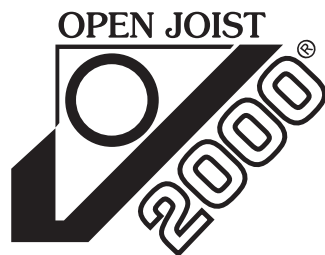
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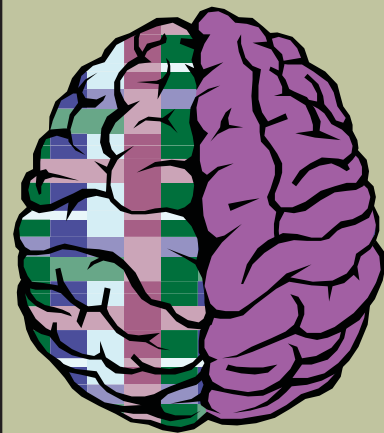
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Continued from page 56

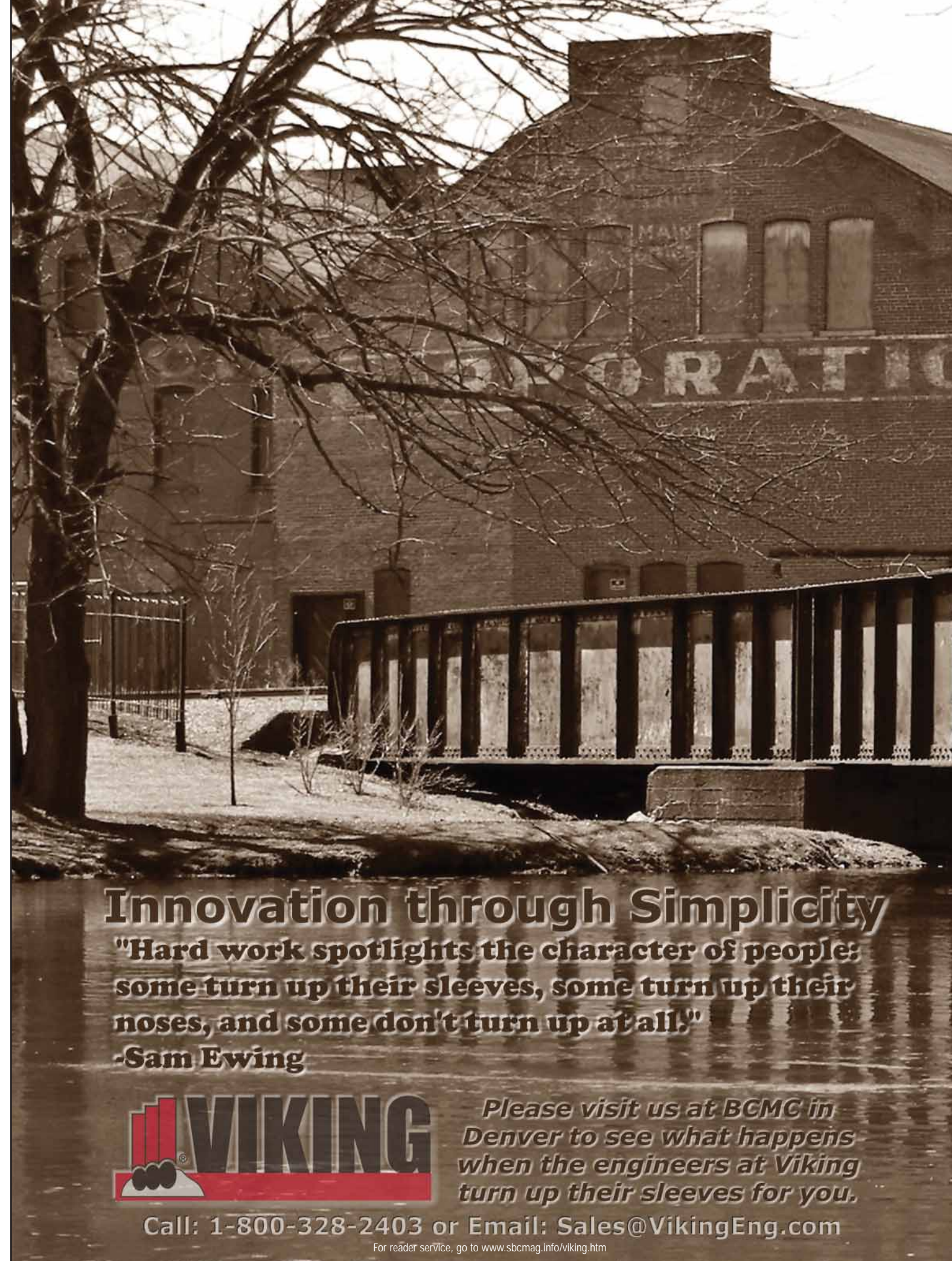
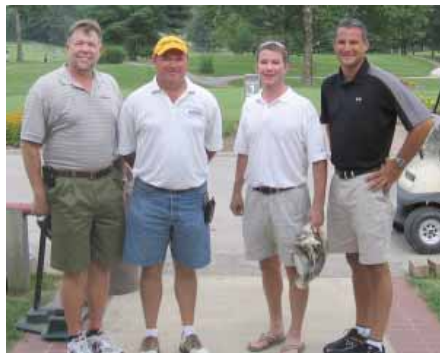
Co-Chair Rich Menge, PE, reported that the local building departments remain in the same status with the City of Las Vegas having only one plans checker and express plan check remains in effect for residential buildings up to 5,000 square feet. The city has further reduced its staff to a total of four building inspectors. The City of North Las Vegas interim senior building official remains subject to change every 30 days between officials within the department.

The flat growth rate in Las Vegas was discussed next. The Las Vegas Housing Market monthly newsletter reported that 884 permits were issued in June, making a total of 3,628 for 2008, resulting in a decrease of 61% from 2007. The estimated total for 2008 was given at 8,200, the lowest since the mid-1980s. The median new home price of \$269,900 was down 16.7% from 2007. Some 65% of closings in June were bank-owned properties. Directly then the resale market has an adverse affect upon the new home market. According to the report, this trend would likely continue through 2008 and into 2009.

The chapter welcomed its newest member, Desert Truss. All members were encouraged to attend the upcoming BCMC show in Denver, CO. Also, the date of the fall meeting was confirmed for October 16, but the location may be changed to a more convenient restaurant.

WTCA - Indiana

The Indiana Chapter held its first golf tournament and membership drive in July. Beautiful weather and great players combined for a terrific event. On the winning golf team were Don Simon of Nordic Engineered Wood, Ed Winders of Contract Lumber, Jay Bunyard of Wood Truss Systems and Brad Emmert of Timberland Lumber Company (see photo). In addition, there were two contests, sponsored by Nordic Engineered Wood and MiTek Industries. Winning the longest drive competition was Shawn Pell of Timberland. The prize for closest to the pin went to Jay Bunyard. Hearty thanks were given to MiTek and Nordic for sponsoring the contests, to the three hole sponsors—Pennsylvania Lumbermens Mutual Insurance, iLevel and Weyerhaeuser—and to Simpson Strong-Tie Co. for door prizes. Special thanks were also given to the golf committee, Brad Emmert and Ed Winders, for doing such a great job putting the event together. **SBC**



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