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Editor's Message

What BCSI & Planos Have in Common

by Ben Hershey

I'm not going to tell you just yet why I think BCSI and pianos are similar. First, I would like to extend a special thank you to our outgoing President Bob Becht. Bob has guided WTCA through a very tough year as we adjusted the association to the changing financial dynamic of our industry and we have achieved much during the past year. The testing facility (SBCRI) is now fully operational and already finding out new things, the SCORE program has taken off with a growing number of companies making the decision to become SCORE certified, we have implemented an enhanced professional membership for engineers and architects, and we continue to make gains within the code community for the betterment of our industry.

Let me introduce myself. I have had the privilege to actually grow up in this industry and see the many changing aspects of it since my father, Don Hershey, started with his partners Dave and Henry Chambers the year I was born. I remember in high school learning to do cutting lists the old fashioned way, by hand and with a TI-55 calculator. Oh, and for those of you who recall, I remember sending the information for a girder truss over the phone line to On-Line Data for analysis at a lightning fast 300 baud. Since then, I have been in and out of the industry, returning again in 1994 to work with both the company I am with now and a plate supplier. Many very positive changes and growth to our industry have occurred over the years and even though all of us are experiencing the current downturn, we know all cycles have an upside. The exciting part of our industry is that we work together through our relationships with one another and our committed vendors to improve our ability to service the marketplace by making our customers, the builders, more efficient in building faster, with a higher level of quality.

What a very interesting yet exciting time to be taking the reins as President of WTCA. Everyone in the industry has had to make some challenging decisions this year on personnel and how they are going to guide their businesses through these very tough financial times. As I write this article, it is yet another black Monday with the stock market closing down 504 points and two investment firms biting the dust from the asset valuation mess. I recently read a draft of a new book called *How to Sell More in a Down Market* by Randy Goruk, who is part of our Professional Leadership Academy. If you are like me, you turn to co-workers, other industry friends and books to find some solution or idea to either get your company through a tough spot, or find a new way to sell your products or expand your market. Randy's book is written for our industry and has a lot of great tips, tools and inspiration for all of us. And let's not forget, you may be in production, design, operations, sales or transportation; everyone in the organization is a sales contact with our customers. I encourage you to find that book, friend or co-worker that will give you that additional ounce of inspiration to make it through this downturn.

As you know by now, the Board of Directors and membership has made the very important decision to change the name of WTCA—Representing the Structural Building Components Industry to the Structural Building Components Association (SBCA). Over the years we have seen component manufacturers expand their market through the production of not only wood roof and floor trusses, but also

Continued on page 8

Why you should be energized
about the coming year.



Don't miss the **SBC Buyer's Guide & Directory** polybagged with this issue. Learn more about many of the suppliers you saw at the recent 2008 BCMC show. If you find this guide valuable, please email us at editor@sbcmag.info.

at a glance

- ❑ The new president of SBCA is Ben Hershey of Alliance TruTrus.
- ❑ Our industry is unique in that we work together to make builders more efficient.
- ❑ The decision to change the association's name from WTCA to SBCA is a reflection on the products we now market.
- ❑ The spread of BCSI in our markets will help build our industry.

to wood wall panels; steel roof and floor trusses and wall panels; the distribution of I-joists, LVL, glulam, sheathing products, stairs, wind and doors; framing, house design service, professional services, framing, etc. Economies like this one also encourage entrepreneurs in our industry to find unique product lines and services to sell and other ways to provide manufactured building components to our customers. The decision to change our name is more a reflection on what we now produce and market without losing sight of where we started. It is exciting to see the growth of what those individuals who set WTCA in motion back in the late 1980s and early 1990s started.

The focus of this month’s issue is the handling, installing and bracing of building components. My belief is that no building component manufacturer should sit on the sidelines and not use the BCSI documents. We need to make sure that our customers have the tools they need to properly use our product when it is delivered to the jobsite. When I was very young my mom wanted a piano, so she bought one. My dad said, “Someone in this house is going to learn to play.” Well, that someone was me. His point was that the piano was not going to just play itself and produce beautiful music, it required instruction. Our industry’s customers are the same way. Our company has made a point of spending time with all of our customers, especially now, on the use of the BCSI documents. This extends to not just our customers but to the general contractors and building inspectors. If we want our products to continue to expand in market share, we need to make sure they are handled and installed properly. I encourage you to train your team and then use the JOBSITE PACKAGES with the BCSI documents to train your customers. They will appreciate the opportunity to learn and recognize that your company cares about the product you manufacture.

Finally, I would like to say that I am honored that you have trusted me to serve as your President this year. Those who have served before me know that I am stepping into some big shoes to serve after the founders of the industry and the association. My father was one of those men and he served as President in 1992 and 1993. I am humbled by what he and many others did to establish an industry that many of us can work in today. I have asked several members to serve as chairs of the various committees; Jim Finkenhoefer (BCMC), Richard Parrino (Legislative), Steve Stroder (Marketing), David Horne (QC), Scott Ward (Management), David Motter (E&T) and Jack Dermer (Membership). These men along with your Board of Directors and Executive Committee will continue to provide guidance to our association through this very tough year. I am also proud of our SBCA staff. They, like all of us, have had to endure changes because of the economy and I am grateful for their passion for our industry and continuing hard work on our behalf. Thank you for your continuing support of SBCA and the many vendors who advertise in **SBC Magazine**. Each one of you make this a dynamic and enjoyable industry. Together we will get not only the association through this economy, but also our industry. Have a great month and continue to strive for that selling niche! **SBC**

SBC Magazine encourages the participation of its readers in developing content for future issues. Do you have an article idea for a future issue or a topic that you would like to see covered? Email your thoughts and ideas to editor@sbcmag.info.



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The mission of Structural Building Components Magazine (SBC) is to increase the knowledge of and to promote the common interests of those engaged in manufacturing and distributing structural building components. Further, SBC strives to ensure growth, continuity and increased professionalism in our industry, and to be the information conduit by staying abreast of leading-edge issues. SBC's editorial focus is geared toward the entire structural building component industry, which includes the membership of WTCA – Representing the Structural Building Components Industry. The opinions expressed in SBC are those of the authors and those quoted, and are not necessarily the opinions of Truss Publications or WTCA.

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WTCA–Representing the Structural Building Components Industry Becomes SBCA

Madison, WI—The WTCA membership voted to change its name to the Structural Building Components Association (SBCA) on October 2, 2008. The vote took place at the association’s Annual Meeting, held during the Building Component Manufacturers Conference (BCMC) in Denver, CO. The vote, in combination with online input from members immediately prior to the meeting, garnered 119 component manufacturer responses resulting in over 92% of them favoring this direction.

This final evolution comes more than two years after the association’s leadership began discussing the membership’s business activities including products and services being provided beyond just wood trusses. In 2006, the WTCA Board and membership voted to change its name from the Wood Truss Council of America to WTCA–Representing the Structural Building Components Industry. This change most accurately reflected the diverse product lines and value-added services being brought to market by component manufacturer members.

At the time, 2006 president Don Groom said, “Most of our members have embraced many forms of components beyond wood trusses. In the future most of us will embrace new products and consider new raw materials for components. Embracing this change will help our industry continue to focus on the aggressive advancement of our being the future of framing for all building construction.”

SBCA President Ben Hershey, who advocated immediately moving forward with the final name evolution, said, “Over the years we have seen component manufacturers expand their market through the production of not only wood roof and floor trusses, but also to wood wall panels; steel roof and floor trusses and wall panels; and the distribution of engineered wood products among other things.”

The completion of the association’s evolution to SBCA will still allow WTCA to remain a separate council under the SBCA umbrella and will function similarly to the Cold-Formed Steel Council (CFSC). “The decision to change our name is more a reflection on what we now produce and market without losing sight of where we started,” Hershey explained.

SBCA Executive Director Kirk Grundahl said, “Our objective is to advance our industry’s best interests through the very positive foundation that the concepts undergirding SBCA foster.”

For more information about SBCA, visit www.sbcindustry.com. **SBC**



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