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Editor's Message

Lighten the Mood in 2009

by Ben Hershey

"If a cow laughs, would milk
come out its nose?"

There is not one of us in this industry that is not being affected by the current economic downturn/correction or whatever you want to call it. Times are tough right now; people are losing their jobs, business sales are down and credit is tight. And while we cannot control the economy, what is clear to me is that those businesses that emerge from this will be more lean, better equipped, and better positioned if they take advantage now of the opportunities to improve themselves.

Ask yourself as you read this: What am I going to do today to better myself, my family, my business or my relationships? If you do not start with a positive approach, how do you accomplish that improvement? I am sure some of you may get an email or call from someone, or a passing comment that makes you smile and improves just that moment in time. I encourage all of you to try something. I have made it a habit to send out a message to all of my employees each day that is encouraging, uplifting or motivating. With all the bad news we are bombarded with, I realized it was better to try and start their day out with something else to think about.

**What am I going to do today to better myself, my family, my business or my relationships?
If you do not start with a positive approach, how do you accomplish that improvement?**

So you are asking, "Ben, what has it done?" I can tell you this, I see a few more happy faces and smiles that come through in their conversations with others. What are some of these positive thoughts and where do I find them when I need them? Books, tapes, motivational websites, etc. Here is one of the thoughts I sent out, "If you start your day with a smile, imagine the possibilities." We are all in this together with our employees and those around us. We are not going to change the world or the economy overnight, but imagine what would happen if you start with those around you.

I would like to start the year off with an appeal to all component manufacturers regarding the suppliers who advertise in **SBC Magazine** and those who exhibit at the BCMC Show. Our vendors need to hear from you! They provide services, equipment, new ventures and risk management opportunities to all component manufacturers. They are in the same situation you are, and making decisions about what magazine or show they are going to market their goods and services in. SBCA committees and staff are creating new ways that they can reach out to you and spread the message of what they have to offer. Our company makes a habit of only buying from those companies that support our industry through **SBC Magazine** and the BCMC Show. It is not only important to me, but should be to all of you. Their support of our industry translates to programs that benefit you through SBCA. Those advertisers and exhibitors who have supported our industry can also assist you at times like this. Contact them, schedule a time to meet to discuss your needs; you might find that they are very willing to help you or give you some bits of advice. Let them know that we appreciate their support of our industry's magazine and the BCMC Show.

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at a glance

- ❑ Businesses that emerge from these challenging times will be well-positioned if they take advantage of opportunities to improve.
- ❑ We cannot change the world overnight, but we can make a difference by encouraging those around us to be positive.
- ❑ Our company buys only from vendors that support our industry through SBC Magazine and the BCMC Show.
- ❑ Meeting with them to discuss your needs at this time may be very valuable to your company.

Now back to what I said above about bettering yourself and your company. How can SBCA help you with that? Have you checked out the SCORE program and the various components of it? Assistance with quality control, benchmarking, risk management, Truss Technician Training, and safety come immediately to my mind. Are you using these programs to improve your business? How about using BCSI documents, the jobsite packages to train your customers? Truss Technology Workshops to train inspectors, engineers, architects and fire officials? All of these programs were developed to make the job of promoting your company easier. So ask yourself, if I were using this program now, would I be better positioned in the future?

Right now there is just so much of the economic pie to go around and we are all fighting for that piece. But all downturns have an upside and you need to position your company so that our customers see the benefit we bring. The SBCA programs have been developed over the past several years to do exactly that for you. And to those who are not members of SBCA, I ask you to consider making the investment now. I know we are all evaluating costs and asking what we can do without. In my opinion, SBCA is not one of them; I believe the benefit you gain now and in the future will pay for itself many times over.

As you know, one of those important goals has already been accomplished—changing the name of our association to SBCA. The editorial focus of this issue of **SBC** represents one of the reasons that I feel this change is so important to the long-term growth and sustainability of our industry. Wood and steel wall panel manufacturing is one of the ways in which component manufacturers have expanded their markets beyond roof truss manufacturing. Conversely, more and more builders and framers are finding that building walls in a controlled environment is much more efficient and economical than building them on the jobsite. Now that SBCA’s name properly encompasses the activities of its membership, we are better positioned than ever before to serve our members’ needs. If you are engaged in wall panel manufacturing, I encourage you to seek out the many resources SBCA has developed for you.

2009 is off and going. We have a new President, Barack Obama, and I know my wish as I am sure is everyone’s is that we wish him well and hope for the best in the decisions he and others in our government are making for the betterment of our economy and country. Again, I encourage you to contact our advertisers and BCMC exhibitors. See what advice they can give you this month and please remember to thank them for their support of the industry. Have a great month and enjoy the articles and advertisements in this issue! **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 the Structural Building Components Association (SBCA). The opinions expressed in SBC are those of the authors and those quoted, and are not necessarily the opinions of Truss Publications or SBCA.

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New SBCA Product: Guide for Handling, Installing & Temporary Bracing of Wall Panels

A new safety document pertaining to wall panels is now available from SBCA. The Wall Panel Summary Sheet, *Guide for Handling, Installing & Temporary Bracing of Wall Panels*, was developed to demonstrate proper techniques on unloading, storing, lifting, erecting, installing, and temporarily bracing wall panels for framers and builders.

The Summary Sheet was developed with input from the SBCA Engineering & Technology Committee. Because of the diversity of the review group, the sheet represents the differing panel framing practices of many different markets. For instance, it covers tips for lifting wall panels by hand, by crane or by forklift, and includes recommendations for transporting panels both vertically and horizontally. It also covers how to set panels starting with exterior or interior walls.

Additionally, it includes specific information for protecting wall panels from weather and damage at the jobsite, temporary bracing guidelines to prevent wall panels from toppling during erection, installation tolerances to keep the wall panels in plane and plumb, and basic construction loading and materials placement recommendations. Numerous graphics and ANSI standardized safety alert symbols accompanied by written instructions provide an easy-to-follow reference.

Users of the BCSI B1 Summary Sheet will find the format of the Wall Panel Summary Sheet is very similar. It measures 11x17 and is printed in full-color. Like BCSI B1, it is blank on the back—perfect for printing wall panel placement diagrams! **SBC**

Connecting Members Together at SBCA Open Quarterly Meetings

2009 OQM Schedule

OQM: March 12–13, 2009
Grand Hyatt Denver • Denver, CO

SBC Legislative Conference: May 13–15, 2009
The Washington Court Hotel • Washington, DC

OQM: August 20–21, 2009 Renaissance Worthington Hotel • Fort Worth, TX

Board Meeting: October 2, 2009 at BCMC
Phoenix, AZ

For details or to register, go to www.sbcindustry.com/oqm or contact Melanie (608/310-6720 or mbirkeland@qualtim.com).

For reader service, go to www.sbcmag.info/sbca.htm

STRUCTURAL BUILDING **COMPONENTS**TM

THE FUTURE OF FRAMING

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