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Editor's Message

The Business Teacher I Never Had

by Ben Hershey

"If I ran a school, I'd give the average grade to the ones who gave me all the right answers, for being good parrots. I'd give the top grades to those who made a lot of mistakes and told me about them, and then told me what they learned from them."

—R. Buckminster Fuller

I found this quote in a journal I was recently reading and it gave me pause to think. I certainly did not have a teacher or professor like that, but isn't that what seems to get us ahead in business? Here it is, May 2009, and we have seen 100 days of a new administration go by. I'm not sure what kind of grade you would give our government, but I believe they sure have a lot to learn about accepting responsibility and making the changes that are going to be positive for our society. In businesses across our industry, we make mistakes, we accept responsibility, we learn from it, and move forward with positive changes. Design and engineering has certainly been one of those areas over the years that we keep tinkering with, trying to find the best way to produce a package of truss design drawings and placement diagrams for our customers. The challenges with this are numerous and range from the personnel you have, the design software that works best for you and what will help you stand out from your competitors.

This issue of *SBC Magazine* covers some articles on Design & Engineering that may inspire you, or cause you to think. In Joe Falis' article on page 14, he discusses the issue of recovering design costs when you incur them. If there is one mistake our industry as a whole has made, it's that we have allowed ourselves to produce truss designs, details and placement diagrams (work product) that we do not get paid directly for at the time we perform that work. I assure you that architects and engineers will not allow work product to go out without getting paid for it. If someone is willing to do it for free, all that work will go to the free providers. And yet, our industry has grown over the years from simply supplying trusses to interpreting building designers' construction documents and producing component design information, which are then incorporated into the final plans. Imagine what your cash flow would be like, especially right now, if you were being paid up front for that work.

That is just one idea to consider, but is certainly better than doing nothing. Training your personnel is another area for you to focus on. Are your technicians or the candidates you hire getting training through the SBCA's Truss Technician Training program? What better time than now to assess your team's skill set and training needs. Through several conversations I have had, people seem to believe we will be out of our recession sometime in the future (notice I left the exact date open ☺). But in every down cycle we retool our businesses to change how we go to market with our products and services. Take advantage now of the personnel assessment and training tools available from SBCA; you will be glad you did.

Having worked with the association for several years now, I can tell you that our organization has faced many challenges, but we have never been just an average group. We have always tried to do what is right for our industry and YOU, our component manufacturer members. One of the events we do every year and do our best to produce the best we can is the BCMC Show. I have had the privilege to work with the BCMC Committee since 2000, and can tell you that each year after the show we spend a lot of time discussing what we did well and what we can improve. This year is no different, and the challenge is perceived to be even greater based on the recession. But, I remember the 2001 BCMC Show vividly. September 11, 2001 was a very tragic day for our country. At that time, we were just weeks

Continued on page 8

at a glance

- This issue focuses on Design & Engineering.
- Our companies would be better positioned for success if we charged for our truss designs, details and placement diagrams at the time they are complete.
- BCMC 2009 will take place September 30-October 2 in Phoenix. See you there!

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ahead of the BCMC Show in Louisville. The country was already into a mild recession and that day shocked our society. I recall the committee discussed attendance for the upcoming show and what we could do to bolster it. But what we did NOT do was bury our heads in the sand. Even though attendance was down, we had a great show.

There has been discussion amongst some in our industry regarding what to do about this year—BCMC or no BCMC. The show is going to go on; the more important question is, will you be there? Or better yet, can you risk not gaining the value of the knowledge, networking and planning for 2010?

One of the bright spots is that it seems people are now saying we are at the bottom and by either the last quarter of this year or the first of 2010, we should see some significant signs of recovery. I cannot think of a better time for you to go to a tradeshow that is geared to our industry and network with not only suppliers, but also your fellow manufacturers. We have shared quotes year after year from component manufacturers sharing the benefits of BCMC and what they learned from their experience. Each of us can use the quote above and share mistakes we have made in a setting where we can learn from our peers in other markets that may help us, give us a good idea, and learn from the educational sessions.

You will also find incredible value from the exhibitors who will be there discussing the services and products they supply and can also give you insightful advice specific to your business. Now, tell me...Where in today's economy can you get that kind of opportunity to learn from vendors, speakers and your fellow manufacturers?

BCMC 2009 is September 30 through October 2 in Phoenix, AZ. Start planning now to attend and set the foundation for your research, business evaluation and strategic planning. If you say "my time is too valuable," or "it's not worth it," you just might be that student above who gets an average grade for good answers, but misses the real opportunities to proactively advance your business' best interests.

On a personal note, as some of you know, I am one of many people in our industry who have had to battle some form of cancer this year. My recent surgery was successful and I am very grateful for the outpouring from those who have left phone messages or sent cards. Thank You!

Thank you to all of our **SBC** advertisers, BCMC Exhibitors and SBCA staff; I really appreciate what each of you do for the betterment of our industry. Have a wonderful month! **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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SBCA Launches Green Building Roadmap for Component Manufacturers

The Structural Building Components Association (SBCA) has announced a new green building initiative that will benefit cold-formed steel and wood component manufacturers supplying products to green-built projects. Several green building rating systems for commercial and residential construction have been developed, resulting in significant confusion surrounding the extent to which structural components are eligible for "green" points. One of the areas most commonly misunderstood involves the use of certified wood in trusses and wall panels, and the chain of custody certifications often required for supplying it.

At its March Open Quarterly Meeting, SBCA's Board of Directors voted to develop a roadmap for component manufacturers to better understand how structural components are eligible for points within various green building programs. Its first task was to develop green information sheets for component manufacturers to share with customers or include in structural component submittal packages. SBCA is also considering a truss tag to expand this education to building component installers, building officials and green building verifiers. These new resources are designed to provide information on the points available for wood and steel building components within LEED for Homes, LEED-NC and NAHB ICC-700. (See examples below, downloadable from www.sbcindustry.com/greenbuild.)

The new information sheets demonstrate that there are many points available in green building programs that component manufacturers can help builders and contractors attain. Unfortunately, many people in the building community have adopted a distorted view about how only certified lumber makes components eligible for green building points. The fact is, component manufacturers play a significant role in helping builders erect homes that are highly engineered with virtually no waste in the framing process. There are points in each of the programs for value engineering, componentized framing and reducing jobsite waste.

Additionally, SBCA has reformatted its green building web pages. The pages now outline ways component manufacturers can help their customers earn green points by complying with the requirements set forth in green building programs. This new information allows manufacturers to see that there are many points available beyond certified lumber. Visit www.sbcindustry.com/greenbuild to download SBCA's green info sheets and see why the SBC industry has been green since 1952. **SBC**

THIS WOOD COMPONENT IS GREEN
This wood component may contribute the following green points:

LEED-NC New Construction	LEED for Homes	ANSICC 700-2008 NAHB National Green Building Standard™
Total points available with wood components – 5	Total points available with wood components – 10 or 11	Total points available with wood components – 57
MR Credit 2.1 Construction Waste Management – 1 point	MR Credit 1.4 Framing Efficiencies – 3 points max	601.2 Advanced Framing Techniques – 9 points max
MR Credit 2.2 Construction Waste Management – 1 point	MR Credit 1.5 Off-Site Fabrication – 4 points	601.5 Pre-Assembled Components – 12 points
MR Credit 5.1 Regional Materials – 1 point	MR Credit 2.2a Environmentally Preferable Materials (certified wood) – 2 points max	602.2 Roof Overhangs – 4 points
MR Credit 5.2 Regional Materials – 1 point	MR Credit 2.2c Environmentally Preferable Materials (local production) – 2 points max	605.1 Construction Waste Management Plan – 6 points
MR Credit 7 Certified Wood – 1 point	MR Credit 3.2 Construction Waste Reduction – 3 points max	606.2 Certified Wood – 4 points
		607.1 Products Using Fewer Materials – 6 points
		608.1 Indigenous Materials – 10 points max

* The National Resources Defense Council (NRDC), SBCA and green building programs and standards confirm that structural building components play a central role in framing a green building. Materials like wood and cold-formed steel building components supplied by SBCA members reduce jobsite waste, use raw materials efficiently, are renewable and/or made from recycled material. Visit www.sbcindustry.com/greenbuild

THIS COLD-FORMED STEEL COMPONENT IS GREEN
This cold-formed steel component may contribute the following green points:

LEED-NC New Construction	LEED for Homes	ANSICC 700-2008 NAHB National Green Building Standard™
Total points available with steel components – 6	Total points available with steel components – 10 or 11	Total points available with steel components – 53
MR Credit 2.1 Construction Waste Management – 1 point	MR Credit 1.4 Framing Efficiencies – 3 points max	601.2 Advanced Framing Techniques – 9 points max
MR Credit 2.2 Construction Waste Management – 1 point	MR Credit 1.5 Off-Site Fabrication – 4 points	601.5 Pre-Assembled Components – 12 points
MR Credit 4.1 Recycled Content – 1 point	MR Credit 2.2a Environmentally Preferable Materials (recycled content) – 2 points max	602.2 Roof Overhangs – 4 points
MR Credit 4.2 Recycled Content – 1 point	MR Credit 2.2c Environmentally Preferable Materials (local production) – 2 points max	604.1 Recycled Content – 6 points max
MR Credit 5.1 Regional Materials – 1 point	MR Credit 3.2 Construction Waste Reduction – 3 points max	605.1 Construction Waste Management Plan – 6 points
MR Credit 5.2 Regional Materials – 1 point		607.1 Products Using Fewer Materials – 6 points
		608.1 Indigenous Materials – 10 points max

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