



Editor's Message

Keep Humor & a Golden Defense in Your Back Pocket

by Ben Hershey

"The more you find out about the world, the more opportunities there are to laugh at it."

—Bill Nye, Interview with
Wired.com, April 2005

It's good to see that the industry hasn't lost its sense of humor yet. Last week I got an email flyer from a supplier advertising machines for processing wood waste. Amongst pictures of equipment was a close-up of a wood chuck with the following description:

Price: \$5.80

Condition: Poor

Description: Finger-biting, hole-digging, flea-bitten rodent that is rumored to "chuck wood," great for outdoor target practice.

I chuckled when I read it, and was grateful for a rare moment of levity. If nothing else, our humor will get us through these challenging times.

I just got back from the SBCA Legislative Conference in Washington. I have attended the conference many times in past years, but this time was more unique than any other...and not just because of the changes in our industry. This time, it is the landscape of our Congress and administration that has changed so drastically. One drastic change is that they want to try to fix everything immediately. With their foot firmly planted on the accelerator, the new administration along with a very willing Congress is trying to address the war on terrorism, carbon emissions, banking, housing, energy, health care, labor and possibly even immigration. With that as a backdrop, I visited my own Arizona Senator Kyl, who said little to calm my fears. He pointed out there is a real consequence to elections. Voters have effectively eliminated an effective opposition to check bad ideas at the door by slowing down the legislative process or forcing a "broader based bi-partisan" compromise on any of the bills being proposed to fix these huge problems. Kyl said the only real hurdle Congressional leaders face is dissention among their own party, which is hardly the check and balance our government needs. For a complete recap of this year's conference, turn to page 18.

Of course, one of the pieces of legislation currently being hotly debated in Washington is the Employee Free Choice Act of 2009 (EFCA). This was one of the issues on our list of talking points. I personally believe that the passage of this bill will have significant downside consequences for the companies in our industry. After reading Sean Shields' online bonus feature about the bill at www.sbcmag.info, I strongly urge you to call or write your Representative or Senator and explain how EFCA has the potential to limit our industry's growth.

We cannot sit back and hope this issue will go away. As example, around most of the Congressional buildings are banners from the various unions stating "WE are saving America, one union job at a time." If you did not think writing was important before, it is imperative our voice be heard. Many of you, like me, have built relationships with various lawmakers that don't involve putting money in someone's pocket. Now is the time for you to turn to those relationships and let your voice be heard. Relationships in the realm of politics are very important, which is why hosting plant tours with our lawmakers is one of the most powerful things we can do to ensure our industry has a voice in DC on pressing issues like EFCA.

In a challenging business environment where we are fighting tooth and nail for

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at a glance

- ❑ The SBCA Legislative Conference in May gave participants firsthand experience with the changes in Washington, DC.
- ❑ The Employee Free Choice Act of 2009 (EFCA) is a hot issue that needs your attention. Learn more about it in an online bonus feature at www.sbcmag.info.
- ❑ SBCA Legal Counsel Kent Pagel reminds us that using JOBSITE PACKAGES provides you with a "golden defense" in the courtroom.

every scrap of market share, lawsuits are inevitable. This brings us to the other focus of this issue: legal issues. In **Legal Edge** on page 14, SBCA Legal Counsel Kent Pagel warns of the potential increase in products and completed operations claims while the dust from the downturn settles. While it's true we should all be mindful of these risks, Pagel reminds us that there is a "golden defense" out there to protect us in the event of litigation stemming from the handling and installing of our products. That golden defense is SBCA's standard JOBSITE PACKAGE, one of the most affordable and effective methods of risk management out there. If you are not providing an SBCA Jobsite Package with every delivery to the jobsite, you are missing out on what could be your ticket out of the courtroom. In my opinion, it's one of the best values SBCA brings to its membership.

I wish everyone a productive summer. Remember to keep your sense of humor to lighten the load! **SBC**

SBC 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 FUTURE OF FRAMING

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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 Introduces Two New Truss Technology Workshops

Truss Technology Workshops are *the source* for education about the structural building components industry, and SBCA is pleased to announce two new courses:

1. **Summary of Changes to ANSI/TPI 1-2007:** Summarizes the key changes to the National Design Standard for Metal Plate Connected Wood Truss Construction.
2. **Overview of Lumber:** Covers industry statistics, lumber growth, harvest, transportation and how lumber is graded as it relates to the structural building components industry.

Building officials, fire officials and specifying architects and engineers may view these and other online TTW courses for **FREE** at ttw.sbcindustry.com. Quizzes and certification for continuing education credit (CEUs/PDHs) are available for \$25 each. Or, construction industry professionals may purchase a TTW subscription for access to all TTW courses and quizzes. Visit the TTW website today to view the courses that fit your education and training needs.

Professionals can also receive a TTW subscription by becoming an **Enhanced Professional Member** (www.sbcindustry.com/enhprofmem). This option includes many valuable print and online resources for those who work with components, such as BCSI booklets for wood and steel components, an online library of resources, and access to all online TTW courses and quizzes.

Why should SBCA component manufacturer members recruit or sponsor professionals for enhanced professional membership? Because it:

- Helps educate professionals about the SBC industry by offering useful tools and resources.
- Helps professionals gain valuable CEUs/PDHs to meet state licensing requirements.
- Gives professionals important technical information about structural building components at their fingertips.
- Enhances SBCA's membership and educational reach with participation and input from different segments of the building community.
- Earns component manufacturers double Top Chord Club points for each enhanced professional member they recruit or sponsor.
- Allows component manufacturers to receive rewards for Top Chord Club points they earn. This is a brand new program—visit www.sbcindustry.com/epmpoints to learn more.

If you'd like more information on Truss Technology Workshops or assistance recruiting members, please contact Trish at tkutz@qualtim.com or 608/310-6768. **SBC**

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