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## Editor's Message

### Stimulus Money? No Thanks.

by Ben Hershey

Two things you can do to protect your company...without government intervention!

Are you getting tired of hearing about the stimulus money for this and that, and not seeing any of it in your own pocket? I saw an advertisement the other day for Ford Motor Company touting that they had the foresight a few years ago to shore up their financials, and thus they are operating without government money. I can only imagine the pickup truck many of us are driving becoming a cross between a Smart car and a very small pickup. Not something I would want, but it seems to be the direction GM and Chrysler are going in.

I know that every company associated with our industry has had to go through real change. Not the government kind where programs are added and taxes go up, but real change. People, processes, and how we go to market are all a part of that change. It reminds me of the book, *Reengineering the Corporation*, which was all the rage during the 1990s. I wonder what the name of the best seller will be after this. Maybe you have a title in mind. Regardless of what the Obama “change” brings us, I know our industry will hold our heads high and say, we got through this without stimulus money. I’m certainly glad we’re retooling on our own—not the way the government wants us to.

In last month’s issue, I hope you read Kent Pagel’s article (page 14) about the “golden defense” of SBCA JOBSITE PACKAGES. Are you using them? We have heard numerous occasions where a company was **PROTECTED** because they have consistently used the SBCA JOBSITE PACKAGE material for all jobs shipped. All good lawyers will try to find ways around claims that arise from jobsite issues, but when we as an industry are using the same installation and bracing guidelines every single time, they will no longer have what can be an easy claim against us. There was recently a partial roof collapse in the Phoenix area. The company was protected because they sent the jobsite installation and bracing material contained in the SBCA JOBSITE PACKAGE...and were able to prove the material had been received at the jobsite. No one wants to see a roof or floor collapse; but EVERYONE should want to protect themselves against it in the event it does happen.

But it should not just stop at just sending SBCA JOBSITE PACKAGES. We should also be training our customers on why we send this information. SBCA has the tools you need in this area, including TTWs that provide the continuing education credits (CEUs and PDHs) they need to maintain their licenses. I remember when lawyers were having their “Mold Is Gold” seminars throughout the U.S. Once the lumber industry starting getting out the facts and fighting the issue consistently, that pay dirt essentially disappeared. The reason jobsite-related claims keep coming our way is because we do not use a consistent approach to best practices. If we use these jobsite packages consistently, I believe we can greatly lower the frequency of these claims.

Here’s another example of the value of SBCA services. I am proud that my company uses and is qualified under the In-Plant WTCA QC program. Are you? We had a recent incident that pointed out the value of the program. We had a jobsite where, imagine this, a building inspector actually questioned if we met the QC requirement in the city code. We went through all of our reports from the In-Plant WTCA QC

Continued on page 8

## at a glance

- One company was protected following a roof collapse in the Phoenix area because they proved they sent an SBCA Jobsite Package to the jobsite.
- If we use these jobsite packages to consistently send our message, I believe we can lower the frequency of jobsite-related claims.
- Certification in the In-Plant WTCA QC program helped our company show our compliance with the quality control requirements of a city building code.

program with the city inspector and showed documentation above and beyond the city’s requirement with our written QC manual and helped them to understand that our product met their standards.

But what was even better was that we had the opportunity to make a box-lunch presentation to the city inspectors using a SBCA TTW program on QC and related industry documents. When you have the database of information we have in the In-Plant WTCA QC, it is hard to refute our commitment to providing a quality product. The program is so important that there are some in our industry, and I am one of them, who believe that the SBCA QC programs should become a mandatory part of the third-party inspection requirements in the code.

The experience was a good reminder that we cannot rest on our laurels; we have to continually train the new generation and those who have not gotten their hands around the value of the best practices and educational programs that SBCA provides.

So here are two things that you can do to provide actual “change we can believe in” and “stimulate” your company for the better, and you don’t even need government involvement to do it. The SBCA QC programs and SBCA JOBSITE PACKAGES have very minor costs compared to the benefits you gain. And, if you can show your insurance carrier that you are consistently using these programs and that your company believes in risk management from the top down, you may even be able to keep those premiums from rising. Some companies actually lower their premiums by doing this!

Finally, this is the last issue before the BCMC Show in Phoenix this year. Have you gotten you tickets, your room booked, made plans yet? We all see signs of recovery, so what is holding you back from making sure your company is well positioned for the future? From networking with your peers and learning how to do something differently, better or in a way that allows you to be more profitable, to the educational opportunities with the education tracks and roundtables, to seeing the latest products and service our suppliers are working on, you CANNOT afford NOT to be in Phoenix September 30 to October 2.

Southwest Airlines tells travelers, “Grab your Bag, It’s On.” I think this is the same attitude we should have. There has been a lot of planning and efforts by our BCMC committee and from many of the exhibitors to make sure we have a robust BCMC Show that reflects the current economy we have. You will not find a tradeshow that provides more value specific to your business than at BCMC. So if you want have a passion for new information that will help you plan for future success, **grab your bag, we’ll see you in Phoenix!**

Thank you to all of our **SBC Magazine** advertisers, we appreciate the trust you put in us to deliver your message in each issue. And my thanks to all of our advertisers and exhibitors who are signed up for the BCMC Show. I hope that all my peers are continuing to use these valued partners. Have a great month! **SBC**

*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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Recruit New SBCA Members &  
Go to BCMC for FREE!

Want to go to BCMC in sunny Phoenix this year for FREE? Get people to join SBCA and you can earn a BCMC registration and hotel nights!

SBCA has a longstanding tradition of honoring top membership recruiters by awarding Top Chord Club (TCC) points. Members earn points for each new member they recruit, and SBCA keeps a running tally that accumulates year by year.

Now we’re sweetening the deal! Your TCC points will now be redeemable for awards! It’s our way of thanking you for your efforts in talking up the benefits of membership in SBCA. Any SBCA member who sponsors a new member (i.e., encourages them to take an action) earns points according to the following schedule:

- 5 points for signing up a new Enhanced Professional Member and getting them to use the BCSI B3 summary sheet best practices.
- 4 points for getting a component manufacturer that has not previously been buying and supplying JOBSITE PACKAGES to do so.
- 3 points for signing up a new Component Manufacturer or Supplier member.
- 2 points for signing up a new Enhanced Professional Member or a Component Manufacturer/Supplier that has been lapsed.
- 1 point for signing up a Professional Member.

It’s easy.

1. Talk to your peers about the value of SBCA membership.
2. Get them to join!
3. Earn recruitment points.
4. Redeem them!

Starting with points earned since September 1, 2008—the beginning of our 10<sup>th</sup> Annual Membership Drive—you can redeem your points after you collect as few as 3 or save them up until you earn 50. Plus, your points never expire. Earn this cool stuff!

- 3 Points - Awards (Choose 1)**
- TATO Test – Wood, Steel or EWP
  - WTCA Shirt while supplies last
  - BCMC 15% off one individual registration

- 10 Points – Awards (Choose 1)**
- TTT Recert Exam
  - BCSI Booklet & CFSBCSI Booklet
  - BCMC 30% off one individual registration

- 20 Points – Awards (Choose 1)**
- TTT course (Level 1, 2, 3 or Truss Basics) or TMO course – 1 seat
  - BCMC Registration – 1 person
  - 75 Regular JOBSITE PACKAGES or 50 CFS JOBSITE PACKAGES

- 30 Points – Awards (Choose 1)**
- 1 BCMC Regular Registration and hotel for 2 nights
  - TTT course (Level 1, 2, 3 or Truss Basics) or TMO course – 2 seats
  - 150 Regular JOBSITE PACKAGES or 100 CFS JOBSITE PACKAGES

- 50 Points – Awards (Choose 1)**
- \$750 Travel award – you can use anywhere, just submit your receipts
  - \$1000 Discount on a SCORE Package
  - 3 BCMC Regular registrations and 3 one-night hotel stays

Thanks to all TCC members for doing their part to foster continued growth of our membership! Check out the full list of prizes and other details at [www.sbcindustry.com/memrewards](http://www.sbcindustry.com/memrewards). Contact Anna (astamm@qualtim.com) with questions. **SBC**

# STRUCTURAL BUILDING **COMPONENTS**<sup>TM</sup>

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