

How to get from good *to best!*



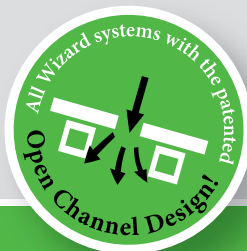
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Editor's Message

Refined Test Methods + Component Testing = Increased Market Share

by Steven Spradlin

We've got new data from truss modeling and market research!

I hope you've been able to keep up with the progress being made in the Structural Building Components Research Institute (SBCRI) over the last year. The bulk of the industry testing we've done to date has focused on refining our testing methods.

One example is the "WB" fixture discussed in the November 2009 issue that allows us to measure load paths through webs. Another is the pulley device introduced in the Jan/Feb 2010 issue that helps with even load distribution. While these advances probably seem insignificant taken on their own, they're adding up to substantial improvements in our testing process. System modeling is the next big project we're tackling, which we feature on page 12.

If I had to describe my ideal testing scenario, it would involve testing stick framing that complies with the building code against component systems. I believe that today's stick framing falls well short of components in terms of connections and bracing. Now I understand why the incremental improvements we've made to the testing process are so important. Web force testing, equal distribution of loads and accurate modeling will help tremendously in this type of testing! I'm sure there are various products and framing methods in your market that if tested in SBCRI, could lead to increased market share of your products.

Especially coming off of a very volatile time for the building industry, the more data we can gather and reference as business owners, the better decisions we will make.

On the topic of market share, something new is happening with **SBC Magazine**. Remember back in 2003 when the International Trade Commission (ITC) wrote a report about the market share of wood building components from 1997 to 2002? For years we have used it as the basis for gauging annual gross industry sales. Then in 2004, we combined this data with information in our database to create component sales by state. Each year since, we've taken these statistics to Washington, DC to emphasize the size and importance of the component manufacturing industry to legislators and other government organizations. I've found them very helpful because it's a single page snapshot of the revenues, number of employees and number of component manufacturers in Arkansas.

Hey Steve, do the math—2002 was eight years ago, you're saying. I know! The industry has changed a lot since then. We hit an unprecedented growth spurt and then experienced a major contraction in the last couple years. That's why we've made it a priority to clean it up, add to it and make the data more current.

at a glance

- ☐ In the last year SBCRI testing has helped us measure web forces, equalize load distribution and develop computerized truss models.
- ☐ Get critical market data from SBC's new Market Analysis Service.

At press time, we're just finalizing the details of **SBC's** new market research division, Market Analysis Service (MAS). Especially coming off of a very volatile time for the building industry, the more data we can gather and reference as business owners, the better decisions we will make. I'm sure you've appreciated having good, solid data at your disposal in the last couple years. I'm very excited about the MAS from **SBC Magazine**, because it will make us smarter.

Continued on page 8

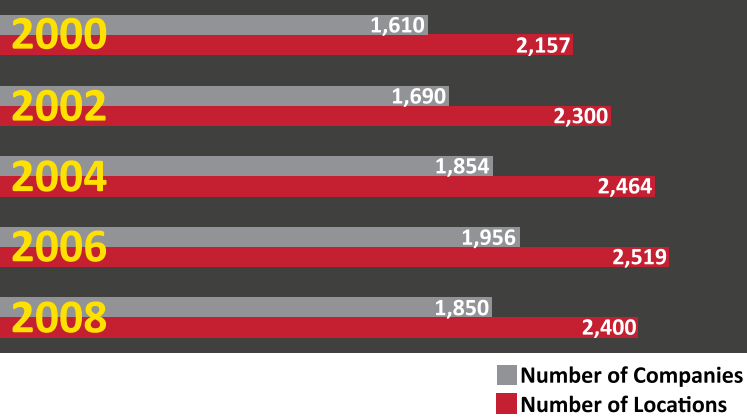
Editor's Message
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Today's industry market share data combines statistics from the U.S. Census Bureau, SBCA's Financial Performance Survey, the ITC report and NAHB Research Center to estimate annual sales, employment data and details about the market share of all building components.

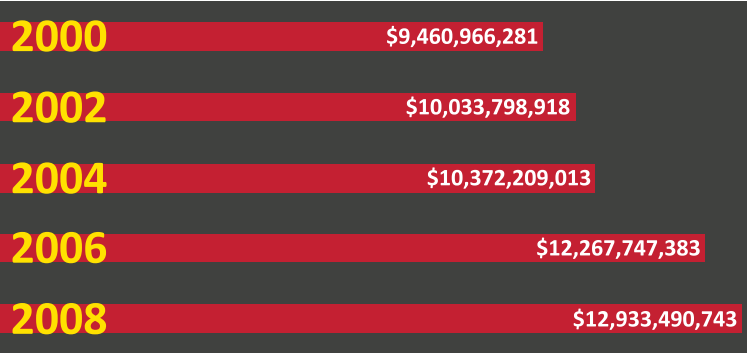
How can you get the new data? We have prepared a free sample of our high level data, which is posted on the SBC Legislative website: www.sbcleg.com/statistics.php. I encourage you to view this report at your leisure. I included a couple of representative charts at right. If you like what you see and what to know more about how you can get a more in-depth data analysis of the markets you serve and your own set of customized data, contact Libby at lmaurer@qualtim.com. I am certain you will find the depth of information we now have available valuable in your business planning. **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.

Total Number of Structural Building Components Manufacturing Companies & Locations 2000-2008



Total Structural Building Components Industry Sales 2000-2008



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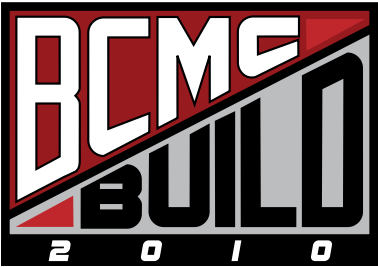
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Count 'Em: 5 New Things from BCMC!

BCMC is shaking it up this year! Check out these new and exciting opportunities.

1. **Show floor education.** Exhibitors will have the opportunity to host an educational session in their booth or in communities (shared space) on the show floor. Visit www.bcmcsow.com/learnconnect.php for more information on this program and to see an example of a "BCMC Community."
2. **Join us for BCMC Build 2010!** As part of our Building Community, Making Connections theme, we've volunteered to partner with Habitat for Humanity to fund and build a single family home. We have commitments from these Founding Sponsors (as of March 12, 2010):

- Clearspan Components, Inc.
- Eagle Metal Products
- Hundegger USA, L.C.
- iLevel by Weyerhaeuser
- ITW Building Components Group
- MiTek Industries, Inc.
- NUCONSTEEL, a Nucor Co.
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- Shelter Systems Limited
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- Stock Building Supply
- Simpson Strong-Tie Co.
- South Florida WTCA
- Truss Manufacturers Association of Texas
- USP Structural Connectors
- WTCA Ohio Chapter Association



Contact Melanie Birkeland (mbirkeland@qualtim.com) to make a commitment to help fund or participate in BCMC Build.

3. **Reduced hotel rates.** The Westin and Hilton hotels have agreed to drop their room rate and also offer free Internet in the guest rooms! The reduced rate is \$169 a night. We also have rooms available at the Omni hotel. Housing for BCMC will be available soon.
4. **Be our fan!** Join your peers and become a fan of BCMC on Facebook! Be the first to get the latest news and updates. Go to www.bcmcsow.com/facebook to become a BCMC fan!
5. **Chicken soup for the component industry.** Could we ever use it! The BCMC Committee has selected Roger Crawford as the kick-off speaker (his story was featured in the original book, *Chicken Soup for the Soul*), Mark Vitner with Wells Fargo for the economic forecast speaker, and the following breakout session topics:

- Risk Management
- Lean Manufacturing
- Design
- Preventative Maintenance
- Train-the-Trainer
- Business Training

We look forward to seeing you at this year's show! For more information, visit our website at www.bcmcsow.com. **SBC**

VTCR:
The most versatile
clip in the valley.

Simpson Strong-Tie introduces its latest connector for valley trusses, the VTCR. It quickly installs on top of the roof sheathing into framing and eliminates the need to add a support wedge under the valley truss or to bevel the bottom chord to match the roof pitch.

- **Single-sided installation for new construction or retrofit applications**
- **Clearly marked for fast pitch set up (pitches from 0 to 12/12)**
- **Installs with nails or screws for higher uplift loads**
- **Can be installed after the valley truss**
- **Uses fewer fasteners than the VTC2**

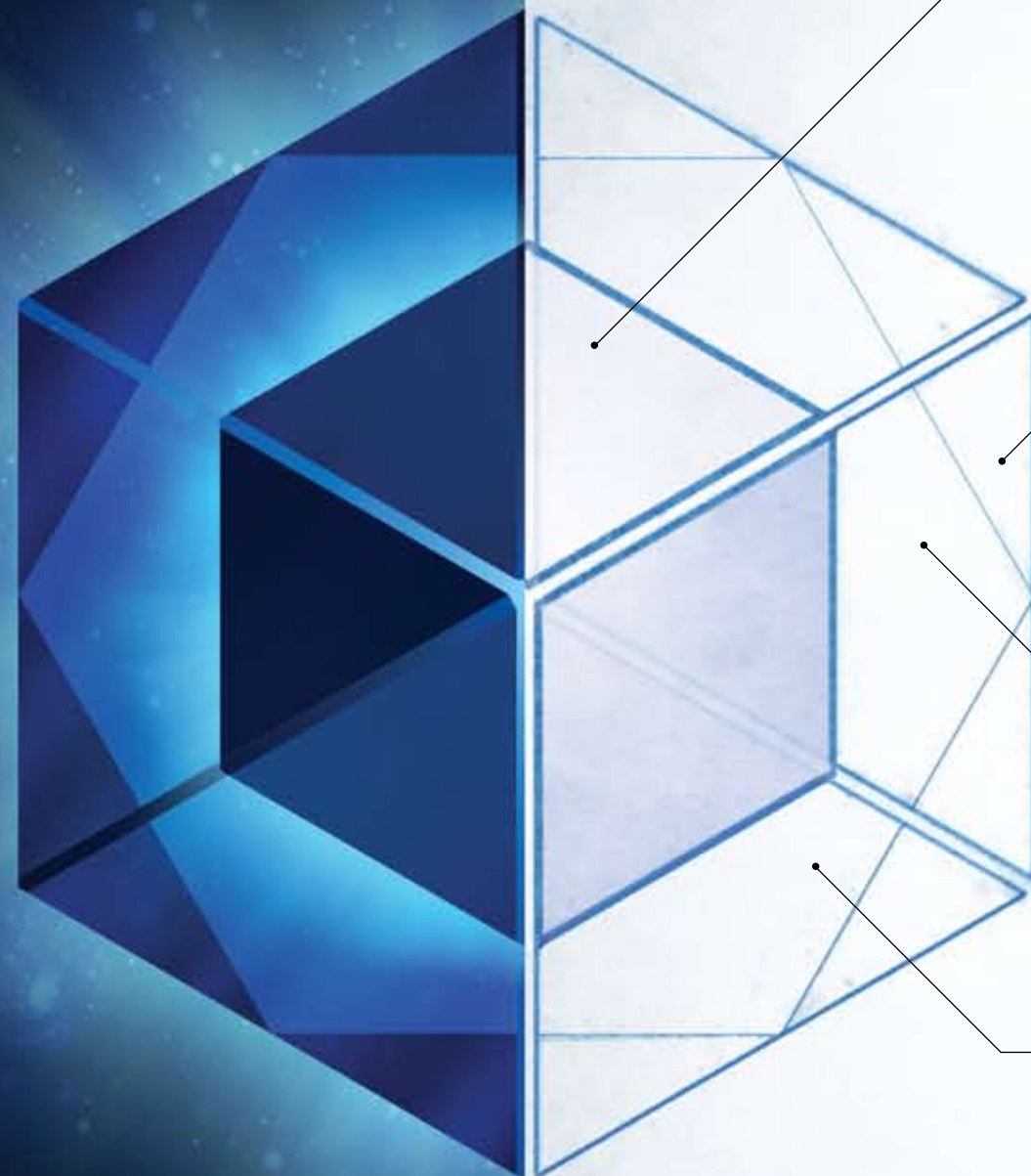
For more information, visit www.strongtie.com or call a Simpson Strong-Tie® representative at (800) 999-5099.

The VTCR is available this spring.

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