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Editor's Message

Testing Fosters Sustainability, Collaboration & Risk Management Strategies

by Joe Hikel

SBCRI can help develop sustainable building methods and has risk management benefits.

e are blessed to be involved in an industry that is innovative in nature. We have also invested in a very valuable industry tool that promotes that innovation. It hasn't been long since trusses themselves were a new idea, and the future is bright using technology to solve structural problems in building design for housing in a variety of creative ways. The SBCRI testing facility in Madison is that tool. In the past several years that the facility has been up and running, the staff has become more efficient at producing value-added results for both the industry and its proprietary customers.

The vision SBCA had when the idea of a testing facility was conceived was to leverage the testing results into a better understanding of load paths through structural building components and to use that knowledge to create methods to value engineer structures for our customers. Components have been developed using single element design logic since their beginning in 1952. There is a feeling that the next advancement of our industry will be due to greater understanding of the concepts surrounding system performance and taking advantage of these within component design software for both walls and roofs. One of SBCA's goals in developing SBCRI was the ability to test full scale systems and to use the results to optimize wood fiber and connector plate performance and revise the design requirements accordingly to create greater value in the components we sell. Isn't that the epitome of green? We should develop sustainable best practices for construction that help us use the resources at our disposal the best way we can in order to be good stewards of our environment.

As the facility has evolved, unexpected value has been created in areas we never imagined. An example is the collaboration of our association and our vendors, the lumber producers, on the subject of design values. I recently attended a meeting between component manufacturers, connector plate suppliers, and lumber producers after an issue came up during system testing. It was a very productive meeting that outlined the necessity of the entire supply chain to work together to solve industry challenges. In my 34 years in this industry, that meeting is the first example I know of where representatives of the entire supply chain met to resolve issues as a team.

SBCRI is a great tool to use as part of a risk management strategy as well. There have been several lawsuits defended using the facility to replicate failures that have occurred in the field, saving component manufacturers substantial claims in product liability and construction defect cases. You can read about one of these examples on page 16. Most of us don't think about these situations until they happen. It is great to have the peace of mind that there is a support system in place for us in a time that could cost us our companies if the wrong outcome occurs.

Last but not least, the facility can be used by individual companies on a proprietary basis to develop new products to keep all of us at the forefront of providing value to our customers. We need the ability to leverage our manufacturing expertise and harness our creative ideas to provide structural solutions that do not exist today. Testing the assumptions we make as new product developers is an essential strategy in the rapid advancement of our industry. New products bring differentiation and give our businesses the ability to add value and decommoditize our business models.

Continued on page 8

at a glance

- □ SBCA's vision for a testing facility is to create new methods to value engineer structures.
- ☐ Finding out about load paths through building components has been the focus of SBCRI's work
- ☐ The ability to do forensic testing in SBCRI is a useful risk management strategy.

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BCMC Build Kicks Off Fundraising Campaign

The BCMC Build Committee fundraising campaign for the September event is underway! This year, we will partner with Habitat for Humanity Indianapolis to give two Indianapolis families the dream of homeownership. The Committee is currently working with Habitat to confirm construction plans and site selection.

Fundraising Chair Jay Halteman said, "Far from a catch phrase, Building the American Dream is our passion and livelihood. This year in Indianapolis we look forward to greater opportunities for the components community to donate in the form of time, money and materials and at a level that is suitable for companies large and small."

There are four sponsorship levels: Hero (\$5,000), Partner (\$2,500), Friend (\$1,500) and Supporter (up to \$1,000). Sponsors at each level will enjoy a variety of promotional opportunities.

Hero and Partner level sponsors (\$5,000 and \$2,500 respectively) who donate by April 30 get first choice of an in-kind material donation. For more information about the perks available for Hero, Partner, Friend and Supporter sponsors, visit bcmcbuild.com/donate. The online contribution form is up and ready!

The Committee is also planning some special fundraisers during BCMC week, September 19-23. Stay tuned at <u>bcmcbuild.com</u> for announcements!

Contact Trish (tkutz@qualtim.com) with any questions about donations. **SBC**

Editor's Message

Continued from page 7

We develop technological solutions for structural problems using sustainable, renewable resources to provide shelter. SBCRI is a powerful tool in bringing our new product solutions to market. I can't think of a business I would rather be in. I wish everyone a prosperous building season. **SBC**

SBC Magazine encourages the participation of its readers in developing content for future issues. Email your thoughts and ideas to editor@sbcmag.info.

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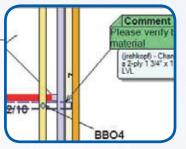
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