

# STRUCTURAL BUILDING COMPONENTS MAGAZINE (FORMERLY WOODWORDS)

May 1999

## Executive Director's Letter



"Favorable Response to New *WOODWORDS* Format" by Kirk Grundahl

This is our fourth issue, and we have been pleased by the response we have received to *WOODWORDS* being back in pre-1998 form. Here are some of the comments sent to us via email:

Kirk,

Just a note to say that Volume 1, Issue 1 of *WOODWORDS* looks great.

We agree with your editorial comments on the new directions for both *WOODWORDS* and *BUILDING with COMPONENTS* magazine.

Thank you for the consistent favorable direction in which you guide our industry as WTCA's Executive Director.

Ray Noonan  
Cascade Mfg. Co.

Hi Kirk,

The Jan/Feb 99 issue of *WOODWORDS* is awesome!

This should be required reading for every truss company owner, manager and salesperson in the U.S.

Just my (predictable) two cents.

Regards,  
Susan Harrelson

Kirk,

It's truly a pleasure seeing this publication back in its original form. It just feels and looks like

the right publication for our industry. The newsletter didn't have the same professionalism about itself. Thanks for making the change.

TrussGroup

Hi Kirk,

Just got issue # 1 of *WOODWORDS* and read that you are offering free subscriptions again. Congratulations. At the risk of sounding like a cheapskate, I am glad the decision was made. The money we would spend on a paid subscription is not our money. It is money that comes from building permits, and any place we can contain expenses, we will. I will complete the subscription form and get it off in the mail today. I thank you for carrying us the rest of the year after the decision was made to charge for the publication.

Thanks again.

J. David Lather  
Building Official  
Grand Traverse County  
2325 Garfield Road North  
Traverse City, MI 49686

Hi Kirk,

Just got our Jan/Feb issue of *WOODWORDS* and read that your staff sponsored Grand Traverse County membership in WTCA. I want to express our appreciation.

As I mentioned before, *WOODWORDS* is passed through the office and read by our inspectors and plan reviewer. The information found in the publication is important and helpful to us. Unfortunately, all too often, we find we are the only people looking at the final installations. Our interest is the same as the manufacturer's—correct and safe installations.

We still find trusses cut by carpenters, and the scary part is that the “cutter” is without a clue as to how they have compromised the entire system. It is incomprehensible that this still happens, given all the information sent to the jobsite by the supplier/manufacturer.

This is one area of our business where we can clearly see how good inspections can make a vast difference in how the finished product performs.

Thanks again,  
David Lather

These, along with the comments that I have received over the phone and at meetings, suggest that needs are being met with our publication, which is truly exciting. Our goal is to work hard to ensure that *WOODWORDS* is valuable and relevant reading for everyone in our industry. Please help us do that by letting us know how we are doing and what topics you would like us to cover.

We appreciate all the kind comments. It is knowing that this work is appreciated that provides the energy to work hard on it. From all of us at WTCA, thanks so very much for your support.

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