

STRUCTURAL BUILDING COMPONENTS MAGAZINE (FORMERLY WOODWORDS)

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President's Message



"WTCA Marketing Tools Help You Shine" by Richard Brown

Have you ever thought that the one thing you do every day is marketing? Whether we want to believe that or not, it is the truth. We daily "dress for success," "primp," "clean-up" or just generally try to look "our best." We're advertising ourselves. We're out doing promotions.

Now, what does all of the above have to do with trusses? Well, in most cases, nothing. But it does bring up one factor and that is that we should always be on our best behavior. This is just good business sense.

From time to time, I meet people in our industry that will make the statement that they're not salesmen. I have to take exception, in a lot of cases, because of the above. We're all out to promote, market or advertise. Some do it better than others do, however.

From time to time, a new product or new procedure comes into the marketplace. It is up to us to use it or figure out where we need to be in relation to it. Otherwise, our competition will beat us to the punch. None of us wants to be second best, so we have to be thinking about how to improve our businesses all the time and make sure that we "show" our customers that we are the best.

Sitting on the WTCA Board of Directors for the past six years has given me a little different insight into the marketing arena. It takes a lot of eggs to fill the basket, so to speak. WTCA has provided more marketing tools for the typical truss manufacturer than may meet the eye, with a professionalism that each of us can be proud of and use to showcase our companies and our industry. All that we have to do is use the tools that have been created for our benefit. There are the big items like *Framing the American Dream*® and the *Metal Plate Connected Wood Truss Handbook* that are highly visible. But more often than not it is the little things—conducting a Truss Technology Workshop with a chapter, troubleshooting with a builder or an engineer, creating an 11x17 warning poster so that we can put our placement plans on the back, contributing an article to *Professional Builder Magazine*, etc.—that are the solid singles that help to win the game in the long run. I think that our Marketing Committee has done and continues to do an excellent job in this area. It is worth thinking about how you can use the tools created by your association for the express purpose of advancing and promoting truss manufacturing.

In this issue of *WOODWORDS*, you'll find enlightening and interesting articles discussing our specific marketplace. As you read through it, I hope that you will be able to apply this

information to your everyday business challenges. You'll find that in the days and years ahead, these concepts and procedures will stand you in good stead and WTCA will be by your side assisting you in any way it can to help you brilliantly "show" that components are the framing method of choice.

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