

MBCEA all the news you need



June 2020

Reaching New Heights, Together



METAL BUILDING CONTRACTORS & ERECTORS ASSOCIATION

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Now that the country is starting to re-open, how do you feel about resuming normal activities?

Let me out - I'm ready to go

Select

I'll proceed with caution

Select

I'm going to stay hunkered down a while longer

Select

We want to hear from you!

Let us know what is important to you; what kinds of things you are interested in; what you need.

Sasha Demyan, Executive Director

Art Hance, President

Jackie Meiluta, Program Manager

Hello Sasha,



When I took over as President I was handed a thriving association with solid finances, an engaged active membership, a staff that handles our affairs in a professional and caring manner all during the best economy we have ever seen. How tough could this job be?

Well, that was then and this is now. We have been hit with a pandemic of proportions not seen in 100 years requiring us to cancel our national conference and develop completely new ways to deliver the tools and knowledge you need. Our economy has been devastated with record unemployment developing in just 60 days while many of us had full backlogs shrink overnight. Some of us lost loved ones or friends to the pandemic.

And now, we face another challenge. My position as President is not to be political and some of my messages have been met both positively and negatively as I'm sure this one will. As your President I feel I must comment on the issues that are tearing our country apart. I will do it stating what I myself will do and ask only that each of you look inside and make decisions on what you should do.

I must search myself for any signs of racism and admit them. I must stand up against the racist jokes and slurs that might come my way thru social media or direct contact. I must recognize that some of my deepest beliefs might require reassessment and be willing to admit if they do. I must reach out to those whose opinions and outlooks differ from mine and be more accepting of them. By these steps I hope to do my part to help our country heal.

In Memory / Tribute Wall

This Tribute Wall is a new feature to share information on friends in the industry who have passed. We know that our Association develops many lasting friendships and tight bonds. Without being too maudlin, please forward obits to Sasha so we can share here.

[Lynn Avis, Avis Construction](#)
[Rodney Borcharding, LASCO Inc.](#)
[Doug Deaton, Supreme Insulation](#)
[Linda Smigel, Therm-All](#)

To all the Fathers, I wish you a happy Father's Day.

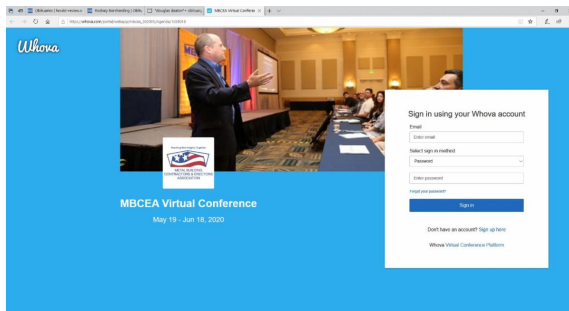
To a better tomorrow,

Art

Arthur E. Hance
 Hance Construction
 President, MBCEA

P.S. Metl-Span recently completed a [video](#) titled SteelStrong. Check it out and share!

MBCEA Virtual Conference

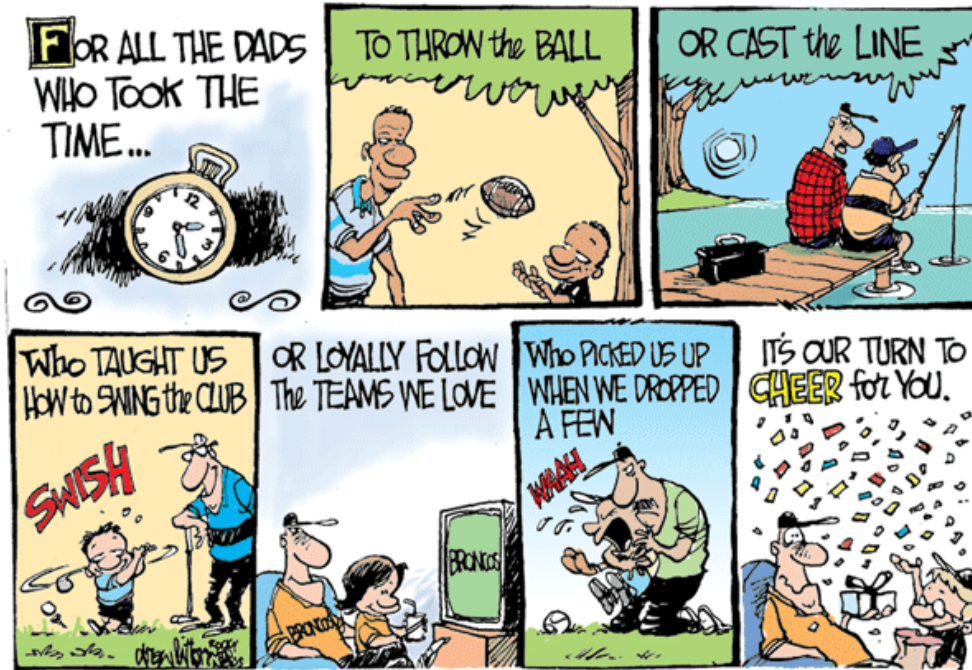


The only way to watch the webinars, interact with other attendees, visit the exhibitor profiles, and more is by [registering](#) and then downloading the [cell phone app](#) and [web app](#). Everything takes place through our Whova conference app. Download now if you haven't already.

There are only two sessions left!!

Plan now to attend **Technology in your Business** on Tuesday, June 16, 1 pm ET to see how three fellow member companies are benefiting from using technology to design, manufacture, and erect metal buildings. You will be able to ask questions live during this meeting format!

On Thursday, June 18, 1 pm ET a group of your peers, representing the MBMA and accredited contractors and erectors, will discuss why accreditation is important, how it benefits your company, what the process entails, and how MBCEA will help prepare you in **AC478 Accreditation - Benefits to the Industry**.



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MBCEA Chapters

Greater Ohio Chapter News



We are excited to announce the 4th Annual GO-MBCEA Golf Outing will be held on Friday, August 7, 2020 at

Bunker Hill Golf Course in Medina, Ohio.

The "GO-MBCEA" golf outing is a great opportunity to network with fellow contractors, erectors, manufacturers and suppliers and have some fun at the same time. And after the year we've had, who doesn't need something fun to look forward to. Contact Vic Miller for more information.

Sponsorship Opportunities

New England Chapter News

Designing with Insulated Metal Roof Panels
June 25, 1 pm ET
Register Now!

This online webinar focuses on design considerations when using insulated metal roof panels. Panel

Carolinas Chapter News

Don't miss out!
Deadline to Register for Summer Meeting extended to Wednesday, June 17th, 2020 at 12:00 (noon)

2020 Annual Summer Meeting

July 16-19, 2020
Sonesta Resort Hilton Head Island
130 Shipyard Drive
Hilton Head Island, SC 29928



[Hotel Reservation Link](#)

characteristics, paint finishes and roof geometry options are reviewed. Support structure requirements (ex: purlins, joists, decking) including steel alignment/tolerances, panel spans and roof diaphragm considerations are studied. Functional aspects including environmental control layers (air, vapor, water and thermal) are examined.

We are now accepting applications for the 3rd Annual MBCEA New England Chapter Secondary Education Scholarship. Please [click here](#) for further information.

Sign up now for [2020 Sponsorship opportunities!](#)

Mid-Atlantic Division News

We are now soliciting applications for our **2020 scholarship program**. While the program emphasizes supporting those in the metal building and/or construction industry, it is also open to member and member employees for students presently attending college and college-bound high school students.

These scholarships are a great way for MBCEA to help members provide opportunities for personal and professional development. Please take advantage of this wonderful program by applying or nominating someone else to receive the scholarship. Here is a [flyer](#) for you to disseminate to your employees and post in a public spot in your office.

How to Recruit Gen Z to the Construction Industry

Move over Millennials, Generation-Z workers are ready to take your jobs and here's why they'll succeed By Jessica Lombardo

Many construction business owners have a negative mindset when it comes to the Millennial generation of workers. These workers are categorized as lazy, entitled, narcissistic and job jumpers, all characteristics not suited for careers in construction.

Still, many companies are putting their efforts in to recruiting these workers in hope to help continue to close the labor shortage and skills gap the construction industry is facing. With most Millennials well in to their careers at ages between 24 and 38, the construction industry may have missed the boat on these workers.

Good riddance you say? Perhaps.

To better attract the next up-and-comers, a number of organizations are turning their focus to the next defined group of young people: Generation Z. Gen-Z workers were born between about 1995 and 2010 (ages 10 to 25). The leaders of this group are already graduating college and heading to work. They are 72.8 million strong and it looks like the financially prudent, entrepreneurial and hands-on aspects of the construction industry will appeal more to these individuals than their millennial predecessors.

or call: 843-842-2400 option 1
Group Code 0715MBCEAA

[Schedule of Events](#)

[Melissa Furman Bio](#)

[Wade Wilson – Osprey Safety Systems](#)

[Updated Registration Form](#)

[Sponsor Form](#)

[Credit Card Authorization Form](#)

The hotel has provided the following documents to address COVID-19 policies for the event:

[Welcome from Sonesta Resort](#)

[Sonesta's Covid Protocol and Procedures for Events](#)

Please join us.

We look forward to seeing you there!

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Managing Your Construction Business Brand

Knowing your brand will help with sales and marketing as well as business and employee improvements
 By Ron Roberts

Is your business branded? What have you done to publicize and reinforce its brand? Is branding something you should even be thinking about?

Branding has an instinctive appeal that all business owners crave. When your business is strongly branded your company's name is the first thing people think of when needing to find someone in your line of work.

To be clear, if your company is more than four or five years old it is branded among those who have experienced your services. In this case, your brand is really your reputation. Your brand (reputation) may be well earned or unfairly earned. Usually, the reputation of a young firm is pretty much in line with the level of service the firm delivers. This is the first impression phenomena that we are all familiar with on a personal level. A brand is about as flexible as concrete. Once it sets it is very difficult to break.

[Read More](#)



U.S. Department of Labor Issues Frequently Asked Questions and Answers About Face Coverings, Surgical Masks and Respirators in the Workplace

WASHINGTON, DC – The U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) has published a series of frequently asked questions and answers regarding the use of masks in the workplace.

The new guidance outlines the differences between cloth face coverings, surgical masks and respirators. It further reminds employers not to use surgical masks or cloth face coverings when respirators are needed. In addition, the guidance notes the need for social distancing measures, even when workers are wearing cloth face coverings, and recommends following the Centers for Disease Control and Prevention's guidance on washing face coverings.

These frequently asked questions and answers mark the latest guidance from OSHA addressing protective measures for workplaces during the coronavirus pandemic. Previously, OSHA published numerous guidance documents for workers and employers, available at <https://www.osha.gov/SLTC/covid-19/>, including five guidance documents aimed at expanding the availability of respirators.

For further information and resources about the coronavirus disease, please visit OSHA's coronavirus webpage.



RECRUITING

One of the best ways to recruit new workers is by empowering your entire company to act as recruiters for you. Create a strong culture of innovation so the entire company becomes recruiters.

Trust, transparency, communication and empowerment truly go a long way with a workforce. Offer your employees incentives to recruit new people and/or to help them survive the first 90 days.

When the team is happy and everyone is getting along productivity increases, employees are committed AND tell people in their social network what a great employer you are!

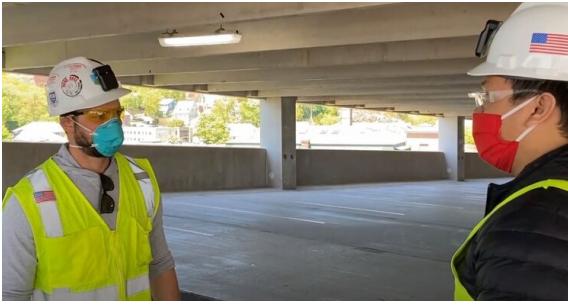


RETAINING

Recruiting is only half the battle. Make sure you have a strategy for on-boarding and retaining workers.

We may be iron strong tough guys but we still crave connections, rewards and respect.

Ask yourself are you doing everything you can to keep your employees happy? Do your crews "like each other"?



Triax Hard Hat Tags Monitor Social Distancing and Contact Trace Amid Covid-19

Triax Technologies, a wearable technology platform, has recently released hard hat tags that can not only monitor who employees come into contact with, but also alert workers if they are within 6 feet of each other.

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Air Leakage Testing is Coming, Are you Ready?

ASHRAE has set standards for maximum air leakage of a metal building and it is likely that those standards will become more stringent. Soon, it may be necessary to perform a whole building blower door test to verify compliance. Those changes will require special attention to air leakage concerns during construction. When that time comes, will you be ready?



MBMA and NAIMA are teaming up to get out ahead of the requirements by completing testing on a variety of metal buildings and insulation systems. If you'd like to be on the leading edge of this work and participate, the MBMA can offer the testing at no charge.

Please contact Vince Sagan at the MBMA office, vsagan@mbma.com or 216.241.7333.

In the News / Member Spotlight

[Phenix Construction Technologies to sponsor and co-host at the virtual MBCEA conference](#)

[Moffitt Corp is hosting a free Webinar on Ventilation Solutions - 6/19, 11 am ET](#)

[ATAS Announces Project of the Year Award Winners](#)

[ATAS International Participates in EPD on Roll Formed Aluminum and Steel Cladding](#)

[Shinhwa Group Expands Construction, Adding More Than 118,000 Sq. Ft. to Ongoing Building Efforts in Auburn, Alabama](#)

[Innovative Technologies for Sustainable Building Envelopes Course](#)

[MBMA Announces New Member - CIDAN Machinery](#)

[ATAS International Launches New Website for Transpired Solar Air Heating Collector](#)

[MBMA Releases Sports and Recreation Case Study](#)

[ATAS Announces 2019 Sales Team of the Year](#)

Would you like to feature your employees on the job in Metal Construction News?

"Site Scene" began in the February 2020 issue of MCN. Employees of several MBCEA member companies are featured. Check it out and see if you recognize them! Send in photos of your employees on the job!

[Click here](#) to read what to include, where to send them, and a common sense reminder in order to "reward and recognize the people on the job site who make this industry go."

Quote of the Day

"I keep my ideals, because in spite of everything I still believe that people are really good at heart." Anne Frank

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