

MBCEA *all the news you need*



June 2021

Reaching New Heights, Together



**METAL BUILDING  
CONTRACTORS & ERECTORS  
ASSOCIATION**

### Quick Links

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[Member Directory](#)

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### 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

## WELCOME NEW MEMBERS!

### American Buildings Company - Nucor Group

Nick Mueller  
Goffstown NH 03045  
(508)450-9549

[Nick.mueller@americanbuildings.com](mailto:Nick.mueller@americanbuildings.com)  
[www.americanbuildings.com](http://www.americanbuildings.com)

### Cook & Krupa LLC

John Cook  
81 Jericho Turnpike  
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516-478-4110

[secretary@cookandkrupa.com](mailto:secretary@cookandkrupa.com)  
[www.cookandkrupa.com](http://www.cookandkrupa.com)

### Darnell Steel & Construction LLC

Chris Darnell  
836 Olive Hamlet Road

## Hello Sasha,

Happy June, Happy Father's Day and Happy (almost) End of Covid! As we slowly return to normal, I have had the opportunity to mix with a few more members. One thing that always seems to blow my mind is how few members actually take advantage of the access to training and education MBCEA provides.



Our mission is the professional advancement of members so it stands to reason (or at least I always assumed) the major reason companies join is to get in on that professional advancement ...but still too many don't. What is up with that?

I don't want to sound like a cranky old man, but for those of you not regularly using the MBI Quality and Craftsmanship Training Series to train your new recruits- **You know it is free, right?!** This series used to be sold for \$500 which was a discounted price for MBCEA members. A few years ago MBI updated the delivery platform (AKA the learning portal) and now offers unlimited access to the original series absolutely FREE to MBCEA members.

Full disclosure: if you want to test your employees, you will be charged \$10 per module or \$110 per employee for the full 11 modules but this is still a bargain.

The Quality and Craftsmanship series is just one example of the training opportunities available with membership. Our members area on the website has a whole section on free training tools and links to manufacturers' training. Our chapters offer monthly live and virtual events and there is the National Conference as well. I urge you to take advantage of any and all for two reasons. One – this is why you joined the MBCEA, I want you to get your money's worth! And two - a well trained work force is crucial to quality assemblies.

Companies that focus on training and safety are companies that will succeed! They will be able to recruit and retain new employees and will be able to take on bigger and more complex projects. They will improve the reputation and perception of our buildings. A win-win for all of us!

Last month we mentioned we were in discussion with NCCER to potentially develop a Metal Building Assembly Curriculum and we needed you to complete

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**How are you showing off your MBCEA Membership?**

**Do you have the logo in your email signature line and on your website, showing your affiliation? Do you have it hyperlinked to [www.mbcea.org](http://www.mbcea.org) so that others can learn about the benefits?**

**If you're a manufacturer or supplier, are you encouraging your builders and customers to learn more and join?**

**The logos are in the [Members Area](#) of our website. Download and use them!**



a survey. I would like to personally thank anyone that completed the survey. Things like this are really important for the greater good. (If you have not already done, please [do it now](#).) We appreciate your time. Several of you also contacted us with reports of an existing NCCER program (written in 1996). A few members of our Training Committee now have copies of this guidebook. You can order it [here](#). It is certainly our intent to not recreate the wheel or start from scratch. We would hope that this existing book could perhaps be updated in some fashion. We will keep you posted as this project progresses.

In closing, I would like to commend our Membership Committee. They have developed a series of flyers to inspire membership. There is a sample on the left. Click the pic to download. The strength of this association is a shared responsibility. Please forward this newsletter or perhaps one of the flyers to a colleague who is not currently a member. Maybe it will inspire them to join.

Stay Safe!

Regards,

Art Hance  
President, MBCEA  
President, Hance Construction

**Need help getting workers? Use this tax credit to pay a hiring bonus.**

The economy is quickly recovering from the pandemic and many area small businesses are seeing an increase in demand. But, thanks to stimulus checks, higher unemployment compensation, and continuing health and safety fears, many employers are finding it difficult to entice workers back to their jobs.

Some larger employers — from restaurant chains to **Wawa** — have been offering hiring bonuses. But **can small businesses still struggling** afford the same? Thanks to a little-known federal tax program, the answer could be yes.

The program is called the **Work Opportunity Tax Credit**. It's been around for a number of years, but was extended in December's stimulus bill through the end of 2025. The credit — which reduces the amount of federal taxes owed — can be a lucrative recruiting tool for small businesses that want to pay hiring bonuses.

Read more in [this article](#) by Gene Marks, for the Inquirer.

## How to Improve and Promote Safety in Construction

The construction industry poses unique health and safety challenges for its workers. In fact, about one out of every five workplace deaths in calendar year 2019 were construction-related, according to **OSHA**. Luckily, health and safety processes play a vital role in minimizing risks.

I spoke with two industry experts, **Steve Mellard**, national safety director at Anson Industries, and **Desiree Ropel**, safety manager at Hermanson Company, for an insider look into building a safety culture within the construction industry.

### The Importance of a Safety Culture

The term safety culture was first used by the International Atomic Energy Agency in its 1986 Chernobyl accident summary report to describe how the thinking and behaviors of people in the nuclear plant contributed to the accident. Decades later, successfully increasing employee buy-in to build a safety culture and safety program is still something that many construction organizations struggle with.

Aside from minimizing health risks and saving your organization money, a safety management program that fosters a safety culture also provides other benefits, including:

- Improvements in quality and production
- Increased employee morale
- Gains in employee recruiting and retention
- Better image and reputation among customers, suppliers and the community.

If having a safety program is the first step, the second step is ensuring that it is followed and enforced; otherwise, it will have little meaning or impact. Ropel points to the importance of buy-in from all employees: "It's less about the words on the pages and mostly about buy-in from the people," she says.

**Read more** for suggestions on achieving employee buy-in by Hewitt Roberts in EHS Today.

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## Why good leaders communicate how much they care

Leadership is about people and it's only about people. No one can lead a company, they can only lead the people who make up the company. There are no "team leaders," there are only leaders who lead the people on the team.

Stuff, businesses, buildings and budgets need to be managed, people need to be led.

That's why interpersonal skills are so critical for effective leadership. If you cannot relate to the people you're leading then you won't be leading them for long. Effective leaders know that communication is vital when attempting to relate

to others. That's why their efforts to improve their communication skills is never ending.

Many people occupy leadership positions but it seems these days as if fewer and fewer of them actually attempt to truly lead. They issue edicts and write policies without so much as a thought of how it may impact the people they supposedly lead.

Whether intentional or not the actions they take and the statements they make build barriers between them and the people they need to grow their organizations.

Read more to see what makes [Authentic Effective Leaders](#) by Steve Keating



## Want to get your name brand in front of more potential customers?

MBCEA's Member Directory averages about 630 page views a month! The public, and our members, are actively using it to find suppliers, manufacturers, builders. So we've built in some advertising opportunities you may take advantage of.

Here's [the link](#) to the Member Directory on our website. Check it out!

Advertising information:

- Ads run on a quarterly rotating basis
- Size of ad is 728 x 90 and created by you
- For the [main landing page](#), at the bottom, cost is \$500/quarter
- For the [map view](#), at the bottom, cost is \$450/quarter
- For the [Manufacturer/Supplier category view](#), cost is \$500/quarter for the top/heading spot. Cost is \$400/quarter above a letter (see A).

Ready to place your ad? Contact Sasha for an invoice!





## Tips to boost employee recruitment and retention

If you can't find workers, you're not alone. At each keynote speech I give, I ask the audience to raise their hands if it's difficult to hire new employees. Just about everyone raises their hand. I then ask if they have trouble retaining them. Again, nearly everyone raises their hand.

As the U.S. economy continues to improve, the labor shortage and skills deficit will only get worse. For example, the worker shortage in the manufacturing sector alone is estimated to reach 2.4 million by 2028, according to a Deloitte and Manufacturing Institute study. And the costs for companies are high, exceeding a trillion dollars in lost revenue over the decade.

What can companies do to attract more workers and retain them longer? Here are **nine strategies** by John Manzella in The Business Journals.

## MBCEA Chapters

### Carolinas Chapter News



### MBCEA Carolinas Summer Meeting 2021

The Metal Building  
Contractors & Erectors  
Association  
Carolinas Chapter  
Annual Summer Meeting

**July 15-18, 2021**

### Summer Meeting Schedule of Events

#### Thursday, July 15th, 2021 (Dress Casual)

11:00 A.M. – 12:45 P.M. Board Meeting – Jasper Room

3:00 P.M. – 5:00 P.M. Exhibits/Registration – Santee Pre-Function (Foyer)

7:00 P.M. – 9:30 P.M. Opening Banquet – Beach Pavilion  
**Entertainment by "Jasmine Commerce" (Solo artist)**

#### Friday, July 16th, 2021 (Dress Casual)

7:00 A.M. – 8:00 A.M. Breakfast Buffet – Salon D

8:00 A.M. – 8:20 A.M. Business Meeting – Salon ABC

8:20 A.M. – 9:20 A.M. Clifton Reasor- **"Building Technology: Drivers for Future Design"**

9:20 A.M. -9:40 A.M. Break

9:40 A.M. -12:00 P.M. Melissa Furman **"Leading for Today and Tomorrow"**  
**(Spouses and guests are encouraged to attend)**

12:00 P.M. – 1:15 P.M. Lunch – Salon D

1:30 P.M – 3:00 P.M. Volleyball Competition (Marker 71 / Beach)  
Refreshments will be served-(Beach Pavilion)

3:00 P.M – 4:30 P.M. Corn Hole Competition (Beach Pavilion)  
Refreshments will be served- (Beach Pavilion)

Evening

Open

**Saturday, July 17th, 2021**

7:30 A.M. Golf Outing (Shotgun Start) – Arthur Hills Course – Palmetto Dunes

6:00 P.M. - 6:45 P.M. Reception and Cocktails – Santee Pre-Function (Foyer)  
(Dress attire, Jackets requested for men)

6:45 P.M. - 11:30 P.M. Dinner and Awards Banquet – Salon EFGH  
Entertainment by “Gary Lowder / Smokin Hot” (Live Band)

**Sunday, July 18th, 2021**

Departure

**This year's meeting will be held at the Sonesta Resort Hilton Head Island 130 Shipyard Drive Hilton Head Island, SC 29928**

<https://www.sonesta.com/us/south-carolina/hilton-head-island/sonesta-resort-hilton-head-island/photos>

**We look forward to seeing you there!**

**Greater Ohio Chapter News**

Our **5th Annual GO-MBCEA Golf Outing** will be held **Friday, August 13th** at Bunker Hill Golf course in Medina, OH. Full details and registration forms will be sent out shortly. We are looking for sponsors! If you would like to be part of it, please contact Vic Miller, vic.miller@silvercote.com. [Click here](#) for Sponsorship Details!

We are working on a training day for Insulation best practices, and a Clay shoot for later this year. Watch for full details, dates, and locations!

**New England Chapter News****30th Annual Golf Outing to be held September 2!**

This year we have decided again to hold our tournament at **Lake of Isles** at *Foxwoods Casino Resort*. We have had great success over the last few years and feedback has been overwhelmingly positive. This has made our decision for one more year at this premiere golf resort an easy choice. This event is a major fundraising opportunity each year to help our mission to promote the Metal Building Industry in New England and nationally. The funds help provide education and training to our members for little or no cost.

[Entry Form](#)

[Sponsorship Form](#)

**Mid-Atlantic Chapter News**

We are pleased to offer several different levels of **sponsorships** for this year's 2021 events. We hope that you will consider helping us with these great events. Sponsoring gives you a great opportunity to get your brand name in front of your customers and helps us offer the important training our members need, along with contributing towards our annual scholarship program. Please let us know which opportunity you would like as soon as possible as they're on a first come first serve basis.

Save the date for the following events!

**7/23/21 - Annual Golf Tournament at Golden Oaks, Fleetwood PA**

**8/5/21 - Contract Drafting and Negotiation**

**Rocky Mountain Chapter News**

Our annual **Clay shoot** is happening **June 18th** in the morning at Kiowa Creek Sporting Club. We have 11 teams currently signed up and still have room for more. We thank our Silver sponsors Chief

Buildings and S-5! for helping us put on the event.

Additionally Scott Yarmer of Lefever Building Systems has stepped in to the Vice President role for the chapter.



## On CRM: Here's A CRM Application That Solves A Big Integration Problem

I think I've found customer relationship management software that actually solves a big problem for many of my clients: integration.

That software is called GreenRope and I learned about it from **a great interview** between small business technology expert Laurie McCabe and Lars Helgeson, the company's founder and CEO.

As I first read Laurie's recap of their conversation, I initially thought that Helgeson's description of his platform wasn't that much different than what other CEOs say about their CRM products. It does it all. It'll increase sales. It does all the kinds of things you would expect from most CRMs—contact management, marketing, service management, lead and forecast management.

[Read more](#) by Gene Marks in Forbes.

## Construction Law Corner by Joshua Quinter, Offit Kurman

### OSHA Provides Update on COVID Guidance

One of the topics discussed during the MBCEA National Conference was how to handle COVID related issues, including vaccine mandates. The primary drivers behind questions relating to mandating vaccines are protecting people when they come back to work and insulating the company from liability for COVID related incidents. The analysis on the legality of COVID vaccine mandates has not changed, as the Equal Employment Opportunity Commission's most recent publication confirms that vaccine mandates, with some exceptions, are legally permissible. The recent guidance from OSHA speaks to the separate issue of the employer's obligation once employees are vaccinated.

As most people know, the Centers for Disease Control and Prevention recently changed its recommendation on masking policies to allow those who are vaccinated to go without a mask in most settings. In an announcement on June 10, 2021, OSHA followed suit by indicating that employers can follow CDC's guidance on mask use and social distancing. In a fully vaccinated environment, masking and social distancing can be lifted. OSHA expounded its position by stating that if a portion of the company's work force is not vaccinated, the previous masking and social distancing guidance remains in effect in all physical spaces and areas where co-workers may come into contact with each other. Masking and social distancing is not required in any area where only fully vaccinated personnel are permitted.

[Click here](#) for the rest of the article.



## AC478 - Spotlight on STEEL WORX

With over 18 years in the steel construction industry, STEEL WORX continues to move forward by providing clients with the highest possible level of service.

Since STEEL WORX's inception, they have been a recognized leader in steel building innovation and pre-engineered solutions. STEEL WORX specializes in pre-engineered buildings and specialty steel fabrication. They travel nationwide to serve their customers. They provide in-house concrete services and have a patented structural stack system predominantly used in the storage industry. Their goal is to provide the customer a turnkey building envelope.



STEEL WORX was the 5<sup>th</sup> company to achieve and maintain IAS accreditation (AC478). They are also accredited to IAS accreditation AC172 for structural steel. STEEL WORX references this achievement in every proposal. They are proud of their accreditation.

## AC478 Accreditation Metal Building Assembly

Several members met via zoom last Friday to hear from DJ van Rooyen of STEEL WORX about why he chose to seek accreditation for his company. DJ wants more companies to be accredited so it can be in specs and large project bids can be held to the same standard. But regardless of this, he says his company is stronger for the process.

DJ shared that the rigor required to achieve his IAS mark was well worth it. They use it every day. Interestingly, DJ commented "on bigger projects they always expect this stuff, whether or not you are accredited you still need your OSHA and training credentials, you need site specific plans and JSA's. But we never thought we needed to worry about that stuff for the small jobs - we thought we could wing it. Now that we are accredited it has made us accountable to ourselves and our crew. We are stronger and better as a result."

Our next roundtable is scheduled for Friday, September 10. Please save this date. In the meantime, if you have questions or are considering accreditation, contact **Jackie** today.

**MBCEA is committed to this quality assurance initiative for all members.**





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"In metal buildings, design is important, as well as cost and service. We get all three from Vulcan Steel Structures."

-Tom Davis, Tom Davis Construction Inc.



## Update your Company Listing in the Member Directory!

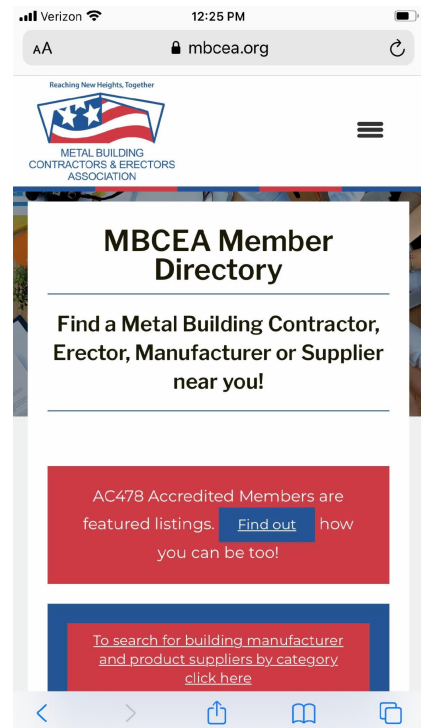
As you read above, MBCEA's Member Directory averages about 630 page views a month. Are you putting your best foot forward? Do people know who you are and how to find you? Have you uploaded your logo so you are identifiable? Have you entered your social media platform links? Is your website listed and your address correct? Have you chosen all the "Primary Business", "Product Industry/Category", "Specialize In" fields that cover the work you do? Are we missing any options in those categories that you would like us to add?

AC478 Accredited members are Featured Listings, which means they show up first on all results pages and are able to display a company overview in their profile. Take advantage of that benefit!

**If you haven't created your login yet to the new website, please follow the steps below or watch this short [how-to video!](#)**

- [Follow this link.](#)
- Enter your email and follow the prompts.
  - If the email entered is connected to your profile, you'll be prompted to set your new password.
  - If we do not have the email on file in our new system, you'll be prompted to create a new account.

Once you've logged in, you'll be taken to your Member Compass - our new website's portal for you to update your profile, see events that you are registered for, pay invoices, and more. If you have any questions please [contact us](#).



# METALCON

**TAMPA CONVENTION CENTER  
OCTOBER 6-8, 2021**

The only global event dedicated exclusively to the use of metal in design and construction is happening!

**Register now for access to 175+ exhibits, the Solar Center Pavilion, education with CEU's, special events, and more!**

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\*some exclusions apply



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## In the News / Member Spotlight

[\*\*MBCEA Members receive discount to MCA's Virtual Summer Meeting June 14-16\*\*](#)

[\*\*BlueScope Buildings North America, Inc. Announces New President of Varco Pruden\*\*](#)

[\*\*MBMA Announces 2020 Safety Award Winners\*\*](#)

[\*\*MBMA Celebrates 65 Years Throughout 2021\*\*](#)

[Vulcan Steel Structures Receives Prestigious MBMA Safety Award](#)

[New ATAS Facility Opens in University Park, IL](#)

[Metl-Span offers IMP Trained Class Webinars](#)

[S-5! Free Webinars and Training](#)

[METALCON 6-Part Business Academy - Register for the next session on September 1, 2021](#)

## 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."

*Life is short. Live it!*

MBCEA | PO Box 3429, Bethlehem, PA 18017

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