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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

Robert Tiffin, President

Jackie Meiluta, Program Manager

Britain Graver, Administrative Assistant

WELCOME NEW MEMBERS

Allens Construction, LLC

Destin Allen
1020 Pillars Trail Southeast
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www.allensconstructllc.com

Native American Contracting LLC

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www.nativeamericancontracting.net

Nucor Building Systems

John Anderson

Hello Sasha,

Is There Anybody Out There?

In any market, on any given day, and especially as we focus on growing our industry, ensuring that customers can easily find our business and understand what we offer is crucial for success. How are you answering the question, “is there anybody out there?”



Visibility is the first step. If we are not easily discoverable, we miss out on countless opportunities to engage with new clients. This can be achieved through an effective online presence, including a well-designed website, active social media profiles, and optimized search engine listings. By being easy to find, we increase the chances of attracting a broader audience and driving more traffic to your services or products. As a value to you, our members, we are working to expand the “specialize in” field on contractor/erector company profiles. It’s a simple checklist of the services you offer and will make it easy for potential customers with a particular need to find you! Take a moment to complete the survey in the MBCEA App News Feed; customers are waiting!

Speaking of potential customers, referrals are invaluable to our business as they not only bring in new clients but also enhance our credibility and trustworthiness. We continue to share in more conversations with alternate sources (Barndominium, Cold Formed, etc.) recently of “how do our customers find your Contractors/Erectors to put up our buildings?” Having your specializations identified will help them find you!

When existing customers recommend our services to their network, it serves as a powerful endorsement, often leading to higher conversion rates compared to other marketing strategies. Additionally, referrals help us all build a loyal industry customer base, as clients who come through recommendations tend to have a stronger initial trust and satisfaction. This organic growth through word-of-mouth fosters a community of satisfied clients who are more likely to continue using and advocating for our services.

We continue to drive clear communication of what

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ask other Contractors and
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Visit the app store on your mobile device, search for MBCEA, and download our app. Follow the News Feed for exclusive announcements. Ask your fellow members for their advice in the Forums. Direct message other app users. Share the tools unique to your crew like TPI's Moosecock! Think of it as a year-round Contractor/Erector Roundtable. This app is for you!

our Association, our industry offers, as it is equally important. Customers (from Architects to end users) need to quickly grasp the value and benefits of a metal building system. This involves having a clear and concise message that highlights unique selling points. Whether it's through our website, marketing materials, publications (did you see the [Metal Construction News issue?](#)) or customer interactions, the information we share should be straightforward and compelling. When customers understand what our offerings are, they are more likely to make informed purchasing decisions, leading to greater customer satisfaction and ultimately more business for us all!

Moreover, accessibility and clarity build trust. When customers can easily find information about your business, our industry, it creates a sense of transparency and reliability. Trust is a fundamental component of loyalty and long-term relationships. Businesses that prioritize clear communication and accessibility are (often) perceived as more professional and customer-centric, which can significantly enhance their credibility in the market.

Finally, in an era where Architects and potential customers have numerous options at their fingertips, standing out is essential. By ensuring that we are easily accessible, our offerings are clearly communicated, we differentiate yourself from traditional building practices. This differentiation, along with our many other benefits, will be the deciding factors for customers when choosing us, and a metal building system for their end use.

Let's make it easy for customers to find your business, our industry, and to understand what we offer. Let's be visible, let's be clear and answer, "Is There Anybody Out There?", proudly as an industry, and as members of the MBCEA!

Be Safe, Be Great,

Robert Tiffin

President, MBCEA
National Accounts Manager, Silvercote

New Opportunity for Brand Exposure!

With 370 users and growing daily, the MBCEA App is the place to be seen! Industry Members are eligible to place an ad at the top of the News Feed, which is the landing page for all app users. [Take advantage of this new opportunity!](#)

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PROVE YOUR QUALITY WITH ACCREDITATION

AC478 Roundtable Thursday, September 19, 2024 - 2 pm ET

Please join us for an informative roundtable on our signature Quality initiative - AC478. On the fence about AC478? Check out the [MBCEA Youtube](#) channel for several testimonials.



When: September 19, 2024, at 2PM ET

Where: Zoom

What: Our panel of experts will entertain any/all questions on AC478.

Who: Cory Dukowitz, Safety Manager at Rice Companies will share his experience and Hance Construction will discuss meeting the Subcontractor agreement criteria.

[Register for AC478 Roundtable](#)

Have questions about AC478? Contact [Jackie Meiluta](#) Check out the [AC478 section](#) of the [Members Only area](#) of the MBCEA website . Hear from your peers on the [MBCEA YouTube channel](#).

Common Industry Practices - MBMA Resources Webinar Tuesday, October 8, 2024 - 12 pm ET

Find out what's new with MBMA's Common Industry Practices. If you aren't familiar with this document, then you really need to tune in because it is typically an integral part of the metal building manufacturer's contract documents. Learn what is included in the Common Industry Practices and what revisions and updates are going to be included in the new edition that will be coming out soon.

Also, learn about other MBMA Resources that should be of interest to MBCEA members and where to find them.

MBCEA Members, join us for the October session of our webinar series. Sponsorship is still available with the sponsor introducing the speaker while displaying an advertising slide at the opening of the session.

[Register for Common Industry Practices Webinar](#)

New Member Quarterly Roundtable Wednesday, October 16, 2024 - 1 pm ET

Consider it as a new member orientation of sorts. We want to make sure you're aware of and know how to take advantage of all the benefits of your membership. We'll cover how we communicate with you, how you can get the most exposure for your company, making sure all employees/staff have access, what's found in your Member Compass dashboard, member only resources, how to use the Member Directory, gaining access to the free MBI training, using the MBCEA mobile app, and more. Even if you're not a new member, if you're not taking full advantage of everything listed here, you'll want to join us to learn how.

Register for the New Member Roundtable



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How Do Presidential Elections Impact The Market?

by Shannon Fowler, IronBridge Wealth Counsel

Are you wondering how the presidential election could affect your investments? Every four years, uncertainty about the next president and their policies leads to more uncertainty in the minds of the American people. 2024 is no exception, given the extraordinary move by a sitting president to withdraw from the race. I often get the question: "Politics aside, which way is best for my bottom line?"

It's a fair question, and I'll offer you a fair answer: Would you believe there's not much difference?

[Learn More](#)

When Getting Something Better is Not Permitted

by Josh Quinter, Offit Kurman

As an out-of-house general counsel to my clients, I work on a lot of different things. Litigation has seen both an uptick in cases filed in the last 18 months and an increasing number of litigants looking for more than they are entitled to in terms of damages. In essence, they claim defective or deficient work against a contractor or subcontractor; and then they claim damages for those alleged defects and deficiencies that, if awarded, would give them a better deal than if they had received the benefit

of the original bargain. This is not permissible under the law.

[Learn More](#)



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MBCEA Chapters

Southeast Chapter News

Please note that the event previously scheduled for October is postponed until November due to issues with the venue. We're working to finalize another venue in the Orlando area and will share the revised date shortly.

Mid-Atlantic Chapter News

Mid-Atlantic Clay Shoot - 10/14, Lehigh Valley Sporting Clays - [Register here](#)

This will be a great opportunity to network, socialize and have fun. Prizes are to be won along with a 50/50 raffle. Registration includes 100 targets each, eye protection, 12 ga. shells, golf cart rental, breakfast and lunch. Gun rentals are available at the venue at your own cost.

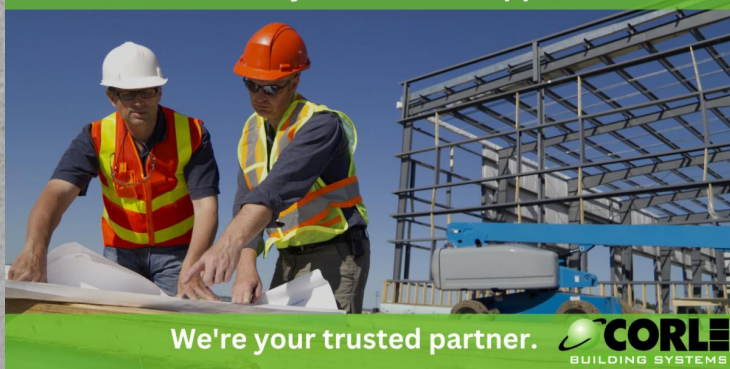
Thank you to our event sponsors: ATAS Intl., Butler, Therm-All. Event sponsor and station sponsor opportunities still available to purchase [here](#).

Mid-Atlantic Holiday Social - Save the date! 12/13, Normandy Farms

Northwest Chapter News

The Northwest Chapter is having a Virtual Roundtable Discussion on September 17, at 10:00 am. This is open to both chapter members and non-members so please share the emailed invite you received. [Click here](#) for more information and to register.

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SAFETY MOMENT – Craig A. Shaffer, CSP – SafetyWorks, Inc.

POWER LINE SAFETY – part 2

Adding to last month's power line topic, let's look at the crane operator's responsibility to identify the crane's work zone *before* beginning crane operations. The work zone must be defined by either:

- Demarcating boundaries (such as with flags, or a device such as a range limit device or range control warning device) and prohibiting the operator from operating the equipment past those boundaries, OR
- Defining the work zone as the area 360 degrees around the equipment, up to the equipment's maximum working radius.

Once the work zone is defined, the operator must determine if any part of the crane, its load line, or load (including rigging and lifting accessories), if operated up to maximum working radius, could get too close to an energized power line (20 ft. for lines up to 350kV).

If so, one of these safety measures must be used:

- Deenergize and ground – Confirm from the power line owner that the lines have been deenergized and visibly grounded at the worksite, OR...
- Relocate lines – Coordinate with the power line owner to have the lines relocated to a location beyond the crane's max. working radius + required clearance (20 ft. to 350kV), OR...
- Maintain min. clearance – Ensure that no part of the crane, load line, or load gets closer than the minimum required clearance (20 ft. to 350 kV) by implementing **encroachment prevention measures**.

Note that if the power line owner confirms line voltage, required clearance can be reduced to the values specified in OSHA 29 CFR 1926.1408 – Table A.

Next month, we'll close out the 3-part power line series with a look at what encroachment precautions entail.

OSHA Table A

Reduced Clearance if Line Voltage Known

Up to 50 kV	Min. 10 ft.
Over 50 to 200 kV	Min. 15 ft.
Over 200 to 350 kV	Min. 20 ft.



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We'd like to recognize our members' success and are asking for your help. Please share articles you've written, white papers published, industry awards received, how you're serving and giving back to your communities, project or employee success. The Marketing Committee will review submissions and may highlight them on our social media platforms, in the MBCEA app, and our newsletter. Submit via email to [Sasha](#).

Register Now for METALCON 2024!

Don't miss METALCON 2024! See the latest metal construction and design products and solutions from 200+ companies and service providers. Visit the MBCEA at booth 1811 and don't miss our AC478 session.

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MBCEA members receive free access to the Quality & Craftsmanship 101 11-module video series, \$200 off the annual subscription to the 102 IMP and 201 Retrofit Roofing Modules, and \$150 off the Guidelines for Temporary Bracing. The discount code can be found on our [Training page](#).

Every contractor and erector should have a copy of the guidelines and access the training!

Call for picture and video assets for the MB Curriculum!

Have you read the emailed update on the progress of the training program the MBI is creating with NCCER through MBCEA Subject Matter Experts? Have you answered the call for [Wall Sheeting](#) and [Standing Seam Roof](#) project assets? Help us help you!

In the News / Member Spotlight

[**MBMA Releases New Architectural Folio - The Milne Center for Ocean Science and Conservation**](#)

[**MBMA Welcomes Five New Members**](#)

[**Nox-Crete Publishes Densifier White Paper**](#)

"Summer's lease hath all too short a date." - William Shakespeare

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