

The image features a background of a wooden building frame under construction against a clear blue sky. A large, semi-transparent red diagonal shape is overlaid on the left side of the image. The SBCA logo is prominently displayed in the upper left quadrant.

SBCATM

**Structural Building
Components Association**

2024

**Annual
REPORT**

Message to SBCA MEMBERSHIP

TWENTY TWENTY-FOUR WAS ANOTHER STELLAR YEAR FOR SBCA. Our association continues to invest in its staff, adding seven individuals. Three to replace departed members and another four for positions created to continue serving the interests of SBCA members. SBCA renewed its Technical Director position, giving the association and its membership a point person for technical matters including building code management, standards development, technical reports, and industry outreach. SBCA also created an Education Director position to oversee all things education and training. This allows for specific attention on BCMC education sessions, SBCA's learning management system, content creation and renewal, and OQM session coordination all under the direction of a single individual.

Beyond its investment in staff, SBCA stayed the course on fulfilling its Strategic Plan, continuing to *Grow and Engage Membership, Innovate and Adapt, and Develop Expertise*. 2024 marked the second year of the Strategic Plan, which proved to be a year where a lot of foundational pieces were put in place and progress made towards several initiatives. SBCA's Strategic Plan offers our association a roadmap over the course of several years and allows everyone involved with SBCA to operate off the same "sheet of music". Some highlights of SBCA's Strategic Plan activities include the European Offsite Tour, Innovation Grant, Membership Marketing Plan, and a new Learning Management System.

SBCA's committee structure remains strong with several committees meeting regularly and providing oversight into a variety of efforts our association engages in on a daily basis. This was the first full year for the recently created Education Committee which provided invaluable insights to other committees and staff throughout the year. The Engineering and Technical (E&T) Committee led an effort to revise SBCA's Building Component Safety Information (BCSI) guide. This effort reflects a significant effort by members of the E&T Committee as well as members of TPI's Technical Advisory Committee and members of the National Framers Council. All three groups working together provides for a new, modern BCSI that reflects the perspectives of the supply chain from design to installation.

Membership continues to be a bright spot for SBCA. Our association added 80 members across all membership types with a retention rate north of 94%. SBCA leadership and staff continue to focus on providing additional value for its members through endeavors like Digital QC, reduced rates for SBCRI audits, Open Quarterly Meetings, technical reports, and free educational content available to everyone. We are continuing along these lines with work commencing on a world class safety plan geared specifically towards CMs and renewed marketing efforts like Framing the American Dream-Texas.

SBCA also continues to work with other organizations to promote the interests of CMs in

the broader construction industry. While the relationship with TPI continues to be SBCA's strongest and most important relationship, we are working with the likes of NAHB, NCSEA, Home Innovation Research Labs, U.S. Department of Housing and Urban Development, NFPA, Oak Ridge National Laboratory, AWC, ALSC, ISANTA, and ICC. Working together with other organizations allows SBCA to develop its expertise and establish credibility for the use of components throughout the broader construction industry. SBCA is always looking to work with other organizations in a mutually beneficial manner whenever possible.

Beyond that, we are interested in hearing your feedback to know what resonates with you and what direction you would like to see SBCA head in 2025. We are always looking for members to participate in committees and by attending our various events throughout the year.

Please continue reading SBCA's 2024 Annual to learn more, as these are just a few of the highlights for SBCA throughout the year. Thank you for your membership and continued support of SBCA!

Jeff Taake
SBCA President

Jess Lohse
SBCA Executive Director



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2024 SBCA EXECUTIVE COMMITTEE

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IN 2024, SEVERAL NEW STAFF WERE HIRED ON TO THE TEAM AND THERE WERE MULTIPLE INTERNAL POSITION CHANGES. At the top of 2024, SBCA hired Greg Greenlee, P.E. as its Technical Director and Jennifer Gustafson was promoted to Director of Finance. The newly created Director of Education position was filled by Ashley Baker in February 2024. Also in February, Shannon Ambelang was hired as the Software Support Specialist and Nikki Hilton as Executive Assistant/ Receptionist. In March, Abby Langenberg was hired as Director of Business Development (previously called Director of Sales), Sean Shields was promoted to Director of Marketing, and Christine Wagner was promoted to Director of Communications/Managing Editor of SBCA Media Publications, *SBCA Magazine* and NFC's *Framing Today*.

Shortly thereafter, SBCA got back to it with the hiring of its newest position of Safety Coordinator with Corey Lane, followed soon after with an additional SBCRI Quality Assurance Auditor, Richard Gallo.

The SBCA team continues to grow as the association grows and as needed to provide necessary and valuable support to its membership and mission.



Jess Lohse
Executive Director



Molly Butz
Managing Director



David Kircher
Quality Assurance Auditor



Richard Gallo
Quality Assurance Auditor



Laura Yasick
Digital Resource Specialist



Shannon Ambelang
Software Support Specialist



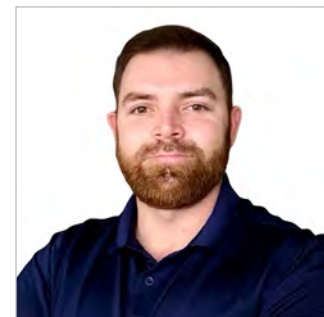
Jennifer Gustafson
Director of Finance



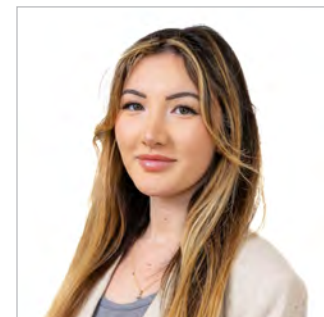
Greg Greenlee, P.E.
Technical Director



Talia Zanotelli
Membership Coordinator



Corey Lane
Safety Coordinator



Nikki Hilton
Executive Assistant/
Receptionist



Christine Wagner
Director of Communications/
Managing Editor



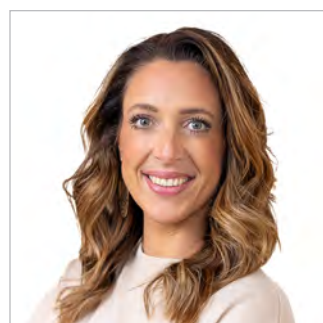
Sean Shields
Director of Marketing



Abby Langenberg
Director of Business
Development



Ali Saladin-Valerio
Director of Events



Ashley Baker
Director of Education



John Arne
General Manager
of Audit Services





2024 SBCA STRATEGIC PLAN

2024 MARKED THE SECOND YEAR OF SBCA'S FIVE-YEAR STRATEGIC PLAN.

At the direction of SBCA's Leadership, SBCA Committees and staff made significant progress on four of its Strategic Initiatives supporting SBCA's Strategic Pillars:

- Grow and Engage Membership
- Innovate and Adapt
- Demonstrate Expertise

Throughout 2024, SBCA executed its Membership Marketing Plan developed in 2023 that resulted in an increase in membership of 41 Component Manufacturer (CM) members, 26 Associate Members, and 13 National Framers Council Members, totaling 80 members, and a retention rate of 94%. Knowing that membership needs are constantly changing, SBCA updated its Membership Marketing Plan for 2025 and intends to execute on that plan throughout 2025 to further grow and retain SBCA membership across all levels including CMs, framers, professional and associate member types.

As part of its long-term member engagement plan, SBCA embarked on implementing an AI tool that aggregates its data across multiple platforms to better understand how various CMs are engaging SBCA's goods, services, communications, and events. With this new tool in place, SBCA leadership and staff will be able to better understand CM's individual journeys with our association and how to better engage them with the proper timing. This tool will allow insights into exactly what CMs find value in and better leverage communications with other CMs to draw awareness. In the coming year, SBCA will develop a better understanding of this tool and work to better engage its members and non-members.

Innovation continues to be at the forefront of SBCA's outreach and engagement with everyone in the construction industry. Highlights of the past year include expanded recognition of SBCA Innovation Grant participants, with five different innovations represented at BCMC including a People's Choice award. Beyond this, SBCA continues to solicit innovators from adjacent industries, universities, government organizations, and overseas operations. As such, SBCA led an Innovation Tour that included several CMs venturing to the United Kingdom, Germany, and Denmark. Participants observed processes for offsite construction in each country and visited a jobsite to better understand component installation and safety guidelines.

Additionally, SBCA, through its Education Committee, modernized its education and training offering through a new learning management system (LMS). The new LMS allows for improved management oversights and insights to their learners and offers a scalable approach that allows SBCA to efficiently grow the number of learners inside the component and broader construction industry. Learners will find a better experience with smaller, abbreviated modules that are modernized for today's learning experience. As SBCA moves into 2025, look for updated and refreshed modules both in education and training curriculums.

In its quest to demonstrate expertise, SBCA implemented the foundation for its new Knowledge Center (<https://kcenter.sbcacomponents.com/>) and populated it with multiple summary reports. SBCA plans to further populate the Knowledge Center with existing and new summary reports throughout 2025, laying the groundwork for promoting the Knowledge Center and further demonstrating expertise.

2024 Membership SUMMARY

Membership Activities

In 2024, SBCA focused on expanding and retaining its membership base through targeted efforts and new resources. 2024 brought 80 new members, including 41 Component Manufacturer members, 26 Associate members, and 13 National Framers Council members, showcasing strong interest in SBCA's offerings. Retention initiatives successfully limited member losses, with only five (5) Component Manufacturer, one (1) Associate, and one (1) National Framers Council members choosing not to renew.

To support growth, SBCA created a detailed

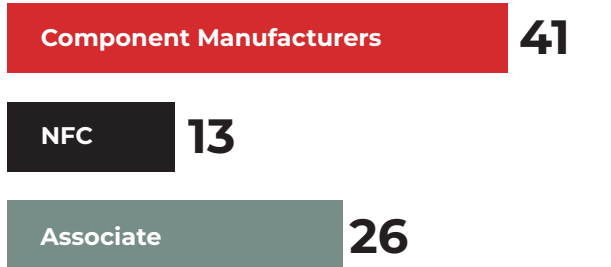
map highlighting both member and non-member Component Manufacturers across regions, helping identify areas with the highest potential for new members. The regional membership teams used this data to connect with high-interest prospects more effectively through their call-a-thons.

Additionally, SBCA introduced Potential New Member Boxes, giving prospective members a tangible introduction to SBCA's benefits. The "Top 10 Reasons to Join SBCA" whitepaper was also updated to align key benefits with current industry needs and reinforcing SBCA's value to both new and existing members.

2024 Membership Numbers



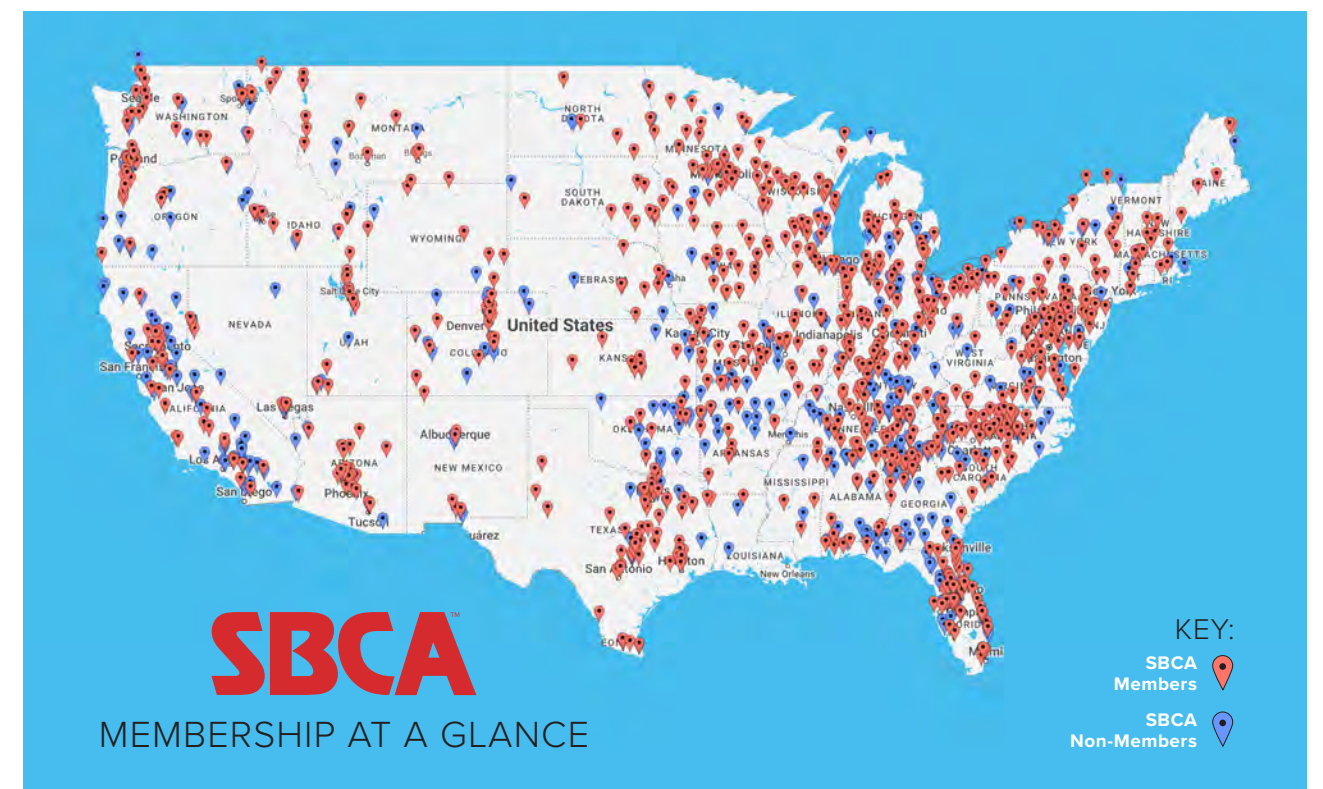
Number of Members Added by Type



Number of members Lost Due to Consolidation in 2024



Number of Members Lost Due to Dropping Membership



BCMC and Framers Summit

THE BUILDING COMPONENT MANUFACTURERS CONFERENCE (BCMC)

was held in Milwaukee, WI, in October 2024. As usual, the show brought together structural building component manufacturers (CMs) and framers from around the world for a week of learning and innovation throughout the supply chain. This year's show floor was the largest since 2007 with over 66,800 square feet of exhibit space sold. 127 unique exhibitors showcased their products, prototypes, innovations, and updates with 28 of them being first-time exhibitors. With 45% of attendees as decision makers in their companies and another 39% being in a manager role, BCMC continues to show success in attracting the right attendees to the show.

This year, we continued our efforts to integrate the Framers Summit with BCMC and make it a weeklong affair with events available Monday through Friday. All events were open and available to CMs and Framers alike, starting with a welcome event on Monday. Tuesday included social events plus supplier-led education sessions and Industry Roundtables where pertinent topics like design, technology, and safety were discussed. Wednesday continued the tradition of the keynote address at the morning's kick-off session. This year's Keynote Address was given by Daymond John of ABC's *Shark Tank*, where he discussed his grassroots start that turned into an empire of success. His energy and story were a great way to inspire and excite the crowd for the remaining show days ahead. The following day, SBCA's Executive Director, Jess Lohse, provided numerous SBCA updates followed by Zonda's Todd Tomalak, who gave the annual economic forecast which attracted hundreds of listeners. Show activities ended on Friday morning with two tour options: a plant tour at Richco Structures and a private tour of the Ascent MKE building, which is currently the

second tallest mass timber structure in the world.

After last year's inaugural success, BCMC brought back the SBCA Innovation Grant with some adjustments. The idea behind the award remained the same; the grant was awarded to a company (or companies) with an innovative product, tool, service, machine, or idea applicable to the structural building components and framing industry. This year, the selection committee chose five winners who all exhibited as part of their grant winning on the BCMC show floor; it was left up to BCMC attendees to vote for their favorite – the People's Choice Solution for 2024 was Paragon's D.A.N system, which fully automates the truss design process for efficiency.

Another significant event this year was the SBCA Foundation Dinner. Hosted at Discovery World in Milwaukee, \$131k was raised for the SBCA Foundation. The evening's highlight was the live auction which offered amazing items like a bear hunt in Montana, a weekend yacht trip along the Chesapeake, and a wine tour trip to Napa Valley. SBCA's annual Industry Awards were presented, as well, which honored the recipients of these awards: Gene Frogale of Blue Ocean Development with the Dwight Hikel Humanitarian Award and induction into the Hall of Fame; BJ Louws of Louws Truss won the SBCA Industry Leadership Award; Michael Schwitter of Alpine won the Dick Bowman Industry Enthusiast Award; and Norm McKenna received the first-ever SBCA Chapter Service Award.

SBCA staff and the BCMC Committee would like to thank Michael Schwitter of Alpine as he has fulfilled his two-year co-chair commitment. He will remain on the BCMC Committee as a member.

Planning for BCMC 2025 is already underway and we look forward to next year's BCMC in Omaha, NE, September 29-October 3!



ESSENTIAL OPPORTUNITIES

“For myself and SL Laser, the biggest event of the year is BCMC, with the OQMs a close second. It’s where we generate a lot of sales leads for the year. The show brings together the exact target market that we want to reach, and it’s the perfect opportunity for face-to-face meetings with customers and suppliers. The networking at BCMC is invaluable, and it’s also a great chance to collaborate with others in the industry.

I’ve been attending BCMC since 2007 – at the time, I had only been working for SL Laser for a week prior to attending my first show. I had a lot to learn then and after attending, recognized the value of attending the show yearly. Each year, there is something more which brings more value. It’s the best place to be every year to meet people in the industry.

Shortly after, I started volunteering for the BCMC Committee because I realized the networking that we do at trade shows, especially BCMC, is critical. BCMC produces a smaller crowd and has a more personal feel to it. Everybody knows everybody and you’re not just a number in the crowd. So I wanted to volunteer for the BCMC Committee to help keep running the show as it was and to help keep it as the best show out there. I’ve been volunteering on committees ever since.

The OQMs are also very valuable because it gives us a chance to meet some new faces, go different places, and learn about the different markets around the country. It’s nice too because more regional people come to OQMs that wouldn’t necessarily be focused on going to BCMC. It’s also good for me as a manufacturer to be able to go and talk to my suppliers and get things ironed out face-to-face. It’s a lot easier when you’re sitting there in person versus shooting emails back and forth.

Both BCMC and OQMs are essential for our growth and offer great value year over year, while providing opportunities for networking, collaboration, and building relationships with customers and suppliers.”

– **SCOTT MCDONALD,**
PRODUCT MANAGER
OF SL LASER SYSTEMS

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MAJOR ACTIVITIES

OQMs

SBCA’S OPEN QUARTERLY MEETINGS (OQMS)

offer attendees an opportunity to learn and network with CMs, Framers, and Suppliers from all over the country, Canada, and beyond. In 2024, the meetings took place in Fort Worth, TX, Asheville, NC, and Bellevue, WA. One large focus for the OQMs this year was providing additional value to attendees through educational content curated by the newly established Education Committee.

March brought us to Fort Worth, TX, where over 130 attendees gathered, one of SBCA’s largest OQMs overall and the largest since SBCA transitioned to self-management. Zonda’s Ali Wolf provided an Economic Forecast, proving very valuable as a mid-year forecast between BCMC shows, a big pull for the meeting. At this OQM, SBCA’s Component Warning Notice materials were introduced and discussed, in addition to increased education with panels on various truss design aspects. The next OQM took place in Asheville, NC, for another three days of education and networking. The meeting began with an update by the Education Committee and a demo of the new learning management system (LMS) implemented by SBCA, in addition to TPI updates on quality requirements. The second day included presentations from researchers at Oak Ridge National Laboratory covering manufacturing science and building envelope materials. The SBCA Innovation Grant winners were announced during the board meeting and the week was rounded out by enjoying the breweries and nightlife offered in such a fun city.

The final OQM of 2024 brought us west to Washington state where over 125 industry experts gathered. Committees once again had the opportunity to meet in person, including a joint BCMC and Education Committee meeting to review offerings

in anticipation of the upcoming BCMC show. Supplier-led education session applications were reviewed by the Education Committee which announced the successful presentations at the OQM’s board meeting. The event showcased a few panels reviewing some important events that SBCA participated in earlier in the year, including the European Offsite Tour and HUD’s Innovative Housing Showcase hosted on the National Mall in Washington D.C.

SBCA looks forward to adding more education to each OQM for 2025 in addition to providing expected industry and association updates and offering opportunities to network with industry leaders. Please join us as we anticipate travel to South Carolina, Washington, D.C., and California.



European Offsite Tour

2024 MARKED THE FIRST SBCA EUROPEAN OFFSITE TOUR. Inspired by the need and want for fostering innovation in the component industry, SBCA traveled across the pond to explore what other markets are doing compared to the U.S. Thus, the European Offsite Tour was born, furthering SBCA's strategic plan initiatives with an eight-day tour of industry specific facilities and innovation throughout Europe. From April 11th to April 18th, members participated in tours of jobsites, facilities, and manufacturing plants. They toured jobsites in the United Kingdom to understand how Europeans utilized offsite manufactured floor systems; they visited homebuilders in Germany to understand how they incorporated offsite framing solutions, including closed wall panels; and they visited a robotic roof truss facility in Denmark to see how European component manufacturers approach advanced automation. Those in the group shared

their enthusiasm for the trip and gained great perspective; each participant stated they would do another international industry tour in the future.

Tour Participants:

- Adam Finkenhofer, 84 Lumber
- Gene Frogale, Blue Ocean Development
- David Mitchell, Engineered Building Design
- Randy Post, Richco Structures
- Justin Richardson, Richco Structures
- Brent Wada, BotBuilt
- Jess Lohse, SBCA
- Ali Saladin-Valerio, SBCA

Facilities/Companies Toured:

- Donaldson Timber Systems
- Crendon Timber Engineering
- Whittle Gardens
- Baufritz Factory
- Taglieber Holzbau GmbH
- Stark Zimmerei
- Keitel Haus
- Palsgaard Spaer
- MiTek-UK
- Hundegger
- Trussmatic Oy

Read more about the trip here:

[SBCACOMPONENTS.COM/MEDIA/
AN-INVALUABLE-EXPERIENCE](https://www.sbcacomponents.com/media/an- invaluable-experience)

SBCA anticipates another European Offsite Tour in 2026. Watch SBCA's Industry News throughout 2025 for updates and to sign up for the next tour.



NETWORKING AND COMMUNITY

From a company perspective, 84 Lumber wasn't always as involved with SBCA as it is now. Recently, the company has embraced a more active role by getting more involved in committees, collaborating with the SBCA on the National Mall build, and other various projects.

"It's important to us here at 84 Lumber to get out in the field with all of our peers in the industry," said Adam Finkenhofer, General Manager at the company's Cartersville truss plant. "To be included in the conversations across industry markets and SBCA, getting involved in various aspects of the association, and connecting on new levels with our peers has proven to be very beneficial for us."

Adam's entry into the industry came naturally, having grown up with his father heavily involved with SBCA for nearly three decades. From a young age, he saw immense value in networking, sharing knowledge, and working together to tackle challenges.

"When I came on board with 84 Lumber, I noticed that we weren't involved in that aspect of the industry as much as the others," says Adam. "I asked if I could get involved with the SBCA and was given the green light, so I joined some committees."

Adam has enjoyed being on the Education Committee and SBCA LaunchPad, meeting different people from around the country, sharing stories of both success and challenges, and the many friendships that he's formed.

Many pieces of SBCA have proven beneficial to Adam as he's gotten more involved, such as the SBCA Offsite European Tour.

"In 2024, I had the opportunity to take part in the SBCA Offsite European Tour, which was a fantastic experience," says Adam. "It was very beneficial, especially as we rapidly grow at 84. Stepping outside of our comfort zone and seeing how other companies operate – how they handle challenges, their level of automation, and how they do things differently than we do in the States, was eye-opening. Learning from others' methods and technologies has given us ideas for our own operations. The trip also provided great opportunities for the attendees to connect. It's always nice to have the ability to talk to others in the industry and hear what they're experiencing, learn from one another's successes and struggles, and share ideas."

The most meaningful benefit for Adam has been the sense of community. Whether it's through OQMs, roundtables, BCMC, or committee work, Adam has seen how the industry comes together, setting aside competition to tackle shared challenges.

"It's the peer-to-peer networking that I find most valuable," shares Adam. "You gain a greater respect for your competition when you know them face-to-face, and it breeds healthier competition. Being able to just listen to the vast wealth of knowledge that comes from SBCA meetings has been incredibly beneficial for me."

For Adam, it's clear: the SBCA and the broader industry aren't just about components. It's about the relationships, friendships, and the shared sense of purpose that make the industry and this association stronger.

"SBCA provides a neutral ground for us to come together," says Adam. "It's a safe place to talk, share ideas, and make our industry stronger. We are a tight-knit group, and it makes us all better."

– ADAM FINKENHOEFER,
COMPONENTS GM OF 84 LUMBER,
CARTERSVILLE STORE

IT'S IMPORTANT
TO US HERE AT
84 LUMBER TO
GET OUT THERE
WITH ALL OF
OUR PEERS IN
THE INDUSTRY."

Media Activities

SBCA Media

One of SBCA's primary goals is to share the value of structural building components throughout the light-frame construction industry, as well as disseminate fresh ideas and best practices from one component manufacturer to another. SBCA Media accomplished both of these tasks through a variety of outlets, including *SBCA Magazine*, *SBCA Industry News*, NFC's new magazine *Framing Today*, *NFC Framing News*, podcasts, video, webinars, and press releases.

SBCA Magazine

SBCA Magazine was published six times in 2024 on a bi-monthly schedule and mailed to nearly 6,400 individuals each issue. With steady print subscriptions, it continues to be a testament to the value the magazine brings to its readers. The magazine content focused on topics that ranged from top chord-bearing trusses, automation, and lumber grading to workforce hiring advice, SBCA membership value and offerings, education, and a deep dive into IBC and IRC code changes. The

year provided a robust library of insightful and valuable content for the magazine's readers and SBCA members. *SBCA Magazine* is also available in digital format on the SBCA website and is emailed to over 9,000 subscribers via the Newsstand email, which was revised towards the end of the year to update the look and make it more mobile-friendly.



SBCA Industry News

SBCA Industry News continued to be the most widely distributed communication vehicle for SBCA, with an average of over 8,800 subscribers receiving the news emails weekly on Tuesdays. 2024 focused heavily on SBCA generated content in the form of press releases, staff spotlights, leadership spotlights, articles, weekly video updates, podcasts, and webinars. This year showed how important association-generated content is to membership, subscribers, and its general readers.

NFC Framing Today Magazine

New in 2024 was the inaugural issue of NFC's new magazine, *Framing Today*. *Framing Today* was published once in 2024, with an expected quarterly schedule in 2025. The inaugural issue was released at BCMC & Framing Summit in swag bags and at Framing events, in addition to being mailed to over 250 subscribers and members. The first issue, *The Introduction*, featured the history of NFC and SBCA, the Who and What of NFC, a Q&A for framers by framers, and detailed information on



the many efforts and events of NFC. *Framing Today* provides an outlet for framers and the general framing industry to gain insights and information, to connect and learn, and to share experiences, challenges, and success to help better the framing industry.

NFC Framing News

NFC Framing News is similar to *SBCA Industry News*, focusing on content of interest to members of the National Framers Council (NFC) and the overall framing industry. This news email is distributed twice monthly on Wednesdays and includes news topics such as OSHA citations, jobsite and workplace safety, and jobsite tools and equipment. Like *SBCA Industry News*, *NFC*

Framing News produced more SBCA/NFC generated content via press releases, articles, and safety efforts.

Component Connection Podcast

There were 11 *Component Connection* podcast episodes published in 2024, with over 6,749 listens over the course of the year. This audio-based vehicle explores everything from production and marketing best practices to risk management and leadership tips. The podcast interviews fellow component manufacturers and industry experts to glean valuable nuggets listeners can use to improve their companies.

Lumber Connection Podcast

There were 23 *Lumber Connection* podcast episodes published in 2024, occurring on a biweekly basis; over the course of the year, there were over 10,872 listens. With regular guests, Justin Binning and Ken Timmins of American International Forest Products (AIFP), the podcast provides a regular update on the North American lumber markets, with commentary and analysis focused on lumber species and



“I GOT INVOLVED BECAUSE I’M A FIRM BELIEVER IN IN TRADE ASSOCIATIONS FOR WHATEVER INDUSTRY YOU ARE IN. I AM VERY ACTIVE IN THE BUILDER’S ASSOCIATION AT THE LOCAL AND STATE LEVELS, AS WELL. IT’S IMPORTANT TO ME. I’M SUPPORTING MY INDUSTRY. SBCA SUPPORTS US, SO I SHOULD BE INVOLVED AS A MEMBER AND TAKE ADVANTAGE OF THE EXPERIENCES AND INFORMATION AVAILABLE. IT’S GIVING BACK.”

– KEITH KYLMALA,
PRESIDENT
OF KYLMALA TRUSS

grades most commonly used in the component manufacturing industry, providing information useful for those making lumber purchases.

Video

In 2024, SBCA’s Executive Director, Jess Lohse, continued to provide weekly SBCA updates via video that stream to Facebook, LinkedIn, and YouTube, and is posted on the SBCA website and emailed out to the weekly video subscribers. Additionally, SBCA continued its partnership with Association Studios, with an increase in video production throughout the year. From videos for BCMC to capturing footage of Framing the American Dream and HUD’s Innovative Housing Showcase to training videos and a multitude of promotional videos, SBCA Media’s video production has increased and improved, with the goal and plan to expand more with education and training video and marketing content in 2025.

Webinars

In the fourth quarter of 2024, SBCA started a webinar series aimed squarely at building designers. Entitled, *SBCA Building*

Designer Series, these weekly webinars covered a wide range of topics of interest to architects, engineers, and specifiers including truss connections, scopes of work, and construction details for roof trusses, floor trusses, and wall assemblies. Though the series was started at the end of the year, each webinar averaged over 100 registrants and 70 attendees. In addition to the live webinars, the videos of each webinar have been posted on YouTube and are averaging over 116 viewers.

Social Media

In 2024, SBCA embarked on a more comprehensive social media strategy that sought to not regurgitate weekly Industry News articles, but rather highlight key aspects of the industry throughout the year. Regular posts focused on general industry events and association developments and were scheduled each week on LinkedIn, Facebook, and Instagram. X (formerly known as Twitter) became the platform for official SBCA Media releases and alerts. Over the course of 2024, SBCA gained more than 250 new followers on Facebook and over 700 followers on LinkedIn.

National Exposure Through “Inside the Blueprint”

ON THE HEELS OF NATIONAL MEDIA COVERAGE SURROUNDING SBCA’S PARTICIPATION IN HUD’S INNOVATIVE HOUSING SHOWCASE,

SBCA was approached by Brandstar to highlight the benefits of the structural building components industry on their flagship television program, *Inside the Blueprint*.

Inside The Blueprint, now in its eighth season, has won several awards as a business-to-business (B2B) television series that airs nationally on FOX Business and Bloomberg News as independently produced branded content. Brandstar’s goal is to showcase companies in virtually every vertical industry to highlight their capabilities and success stories and explore how they impact the industries they serve.

In 2024, *Inside the Blueprint* is focused on taking a sweeping look at innovations in healthcare, industry 4.0, construction, sustainability, supply chain, transportation, technology, and the net zero carbon future. Each half-hour episode features two to three stories in a magazine format, presented as exclusive branded content for each entry.

SBCA was brought in to highlight the length and breadth of the component manufacturing industry in a segment titled, “Offsite Manufacturing Practices: Increasing Housing Supply, Enhancing Jobsite Efficiency, and Reducing Construction Costs.”

Over the course of three months, SBCA staff worked with Brandstar to craft a story and script. JL Schwieters Construction, a turnkey framer and component manufacturer SBCA member in Hugo, MN, was utilized as the backdrop for one-on-one interviews and to provide background footage to run throughout the segment. After the video shoot, SBCA



staff worked alongside Brandstar’s video editors to create a final product.

SBCA’s goal with this television segment is to highlight the entirety of the industry and SBCA, and not any specific manufacturer. Once the show airs nationwide, SBCA plans to leverage the segment to promote the industry to building designers, contractors, framers, home builders, and others who can aid in increasing the use of components in projects across the U.S. Furthermore, SBCA plans to make the segment available to all members to use for their own marketing and outreach efforts.

Framing the American Dream IN TEXAS

MOST OF THE COUNTRY'S HOME BUILDERS HAVE NOT GONE "ALL IN" ON MANUFACTURED COMPONENTS, which presents a significant marketing opportunity for the industry. According to the Home Innovation Research Labs' annual survey of home builders, it is estimated that roof trusses account for only 70% of the roofs framed in residential construction in 2023, from a high of 86% in the Midwest to 60% in the South. Open-web floor trusses account for only 5.4% of ground floors and 38% of upper floors framed in residential construction. Manufactured wall panels account for 8.4% of exterior walls framed in residential construction, where 89.4% of exterior walls are framed onsite.

Roof truss usage is particularly low in Texas, which has been America's largest housing market over the last two decades. For perspective, in 2023 Texas built over 300% more residential units than the state of California despite having a significantly smaller population. Out of the 1.42 million units started in 2023, Texas accounted for over 73,000 of them.

Finding the Obstacles

The real challenge is discovering what the obstacles are that prohibit their use in Texas and other markets like it. That is why SBCA conducted another Framing the American Dream-like effort in Austin in 2024. In partnership with Taylor Morrison, a large, national builder, and Buffalo Framing & Truss, a local turnkey

framer partner of theirs and a member of both SBCA and the National Framers Council (NFC), SBCA assessed the framing of two identical houses, one entirely stick-framed and the other entirely framed using offsite manufactured components.

SBCA also partnered with the U.S. Department of Housing and Urban Development (HUD) and Clemson University to conduct market research in the Austin market to collect sentiment data from home builders who operate in the market. The goal of this effort is to develop a clearer picture of exactly why the market does not adopt manufactured components, particularly in the walls and roofs.

Realizing the Cost Savings

The framing comparison was very similar to those conducted by SBCA in 2015 in Milwaukee, WI, and in 1995 in Houston, TX. Labor minutes were tracked, total material used was calculated, and jobsite waste was measured to provide a strong apples-to-apples comparison between the two framing methodologies. The difference in 2024 is that SBCA also hosted a multi-day live framing event while the component-framed house was erected. Aimed at builders, framers, and building officials, the event gave attendees an opportunity to spend time on someone else's jobsite, watch the installation process, and ask questions.

In addition, SBCA partnered with MiTek and True North to work with Taylor Morrison to capture the



total cost of each house from slab to the complete installation of the HVAC mechanical, electrical, and plumbing (MEP) infrastructure. The goal of this in-depth study is to illustrate why, even though the upfront cost of offsite manufactured components is often greater than delivering loose material to the jobsite, the total cost of each system in the end should be what the builder understands and relies on when deciding between the two framing methods.

Replicating the Event

Once the analysis is complete, the framing comparison data and the total cost analysis with the builder will be

very important information to share broadly across the U.S. over the coming months and years. SBCA plans to hold additional live framing events in Texas over the next year to get more perspectives from builders in other major housing markets.

The idea emanates from the plant tour concept which has proven to be an incredibly effective tool for the component manufacturing industry when trying to help others in their market understand their capabilities and areas of expertise. What has been missing is the real-world application of their products in the field and the realization of manufactured components' consistency and reliability.

Industry Relationships and Outreach

IN 2024, SBCA PUT CONSIDERABLE TIME AND EFFORT

into building coalitions and cooperating with other industry organizations and governmental bodies in an effort to promote structural components and lower barriers to their use. Following are brief summaries of some of the entities SBCA partnered with this year.

Truss Plate Institute

The relationship between SBCA and TPI continues to strengthen with each passing year. In 2024, TPI TAC members, as well as TPI Executive Director, Jay Jones, joined the working group tasked with updating the Building Component Safety Information (BCSI) guide. Their input, along with that of the National Framers Council (NFC), was crucial in effectively and efficiently overhauling the entire document to ensure it contains the best guidance possible for handling and installing trusses. The TPI and SBCA leadership also met in Minneapolis over the summer to discuss future opportunities for collaboration and alignment of goals.

National Association of Home Builders

SBCA's relationship with the National Association of Home Builders (NAHB) continues to deepen. NAHB has invited SBCA to collaborate closely on future design for the New American Home Project, focusing on improving project timelines and reducing material waste. In 2026, the New American Home will incorporate steel truss components, marking an exciting shift in innovation and structural integrity. NAHB has also extended an invitation to SBCA as a potential partner for the 2027 New American Home Project.

As an active member of NAHB's Leading Suppliers Council and Jess Lohse's seat on the Building Systems Council Board of Trustees, SBCA is uniquely positioned to advise on efficient framing and structural components that can streamline the construction process. Additionally, we are in discussions with NAHB about executing a project at IBS similar to the Innovative Housing Showcase (IHS), reinforcing our shared commitment to affordable, sustainable housing. NAHB's commitment to involving SBCA

in these initiatives signals a promising step forward in aligning our shared values of affordability, sustainability, and efficiency.

Home Innovation Research Labs

NAHB's Home Innovation Research Labs is an industry leader in collecting data from the home building industry and conducting in-situ, large-scale testing of building materials. In March 2024, they opened a one-of-a-kind fire-testing facility featuring seven furnaces with the most advanced technology available in the market, including the world's first and only stainless steel large-scale vertical and horizontal furnaces. The SBCA Board of Directors visited this facility in 2024 and is evaluating opportunities to conduct future testing at the lab.

Occupational Safety and Health Administration

SBCA has a long history of reaching out to various offices within the Occupational Safety and Health Administration (OSHA) from the Directorate of

Construction to the Directorate of Enforcement Programs. This year, SBCA has begun the process of developing an industry alliance relationship with OSHA on a regional basis to address various enforcement efforts as well as explore opportunities to further promote SBCA's industry-wide programs and resources that help to enhance workplace safety.

U.S. Department of Housing and Urban Development

SBCA and the U.S. Department of Housing and Urban Development (HUD) found additional opportunities to collaborate in 2024. In addition to the annual Innovative Housing Showcase event, SBCA brought in Clemson University as a partner for a HUD research grant tied to the Framing the American Dream events in Texas. This is a cooperative agreement that will extend through 2025. HUD is also offering opportunities through its national publications to promote the benefits of structural building components as they contribute to addressing affordable housing challenges.

American Institute of Architects

In 2024, SBCA took the first steps towards becoming a Professional Provider through the online

education offered by the American Institute of Architects (AIA). The goal is to develop a robust metal plate connected wood truss curriculum for architects that will offer continuing education units (CEUs) through both live and recorded education modules.

National Council of Structural Engineers Association

SBCA has developed a strong collaborative relationship with the National Council of Structural Engineers Association (NCSEA) while developing a series of proposed changes to the ICC's 2027 model codes. In addition, SBCA is working with NCSEA to potentially create a design guide for the specification and use of metal plate connected wood trusses (MPCWT) in light-frame construction.

American Lumber Standards Committee

In 2024, SBCA's Technical Director, Greg Greenlee, P.E., became a member of the American Lumber Standards Committee (ALSC), and has begun participating in the ALSC Board of Review meetings as a representative of the component manufacturing industry. In 2024, the committee reviewed and approved proposed changes to PS20, the standard that governs the grading of softwood lumber used in structural components.

International Code Council

Model building codes, including the International Building Code (IBC) and International Residential Code (IRC) are developed and managed by the International Code Council (ICC) on three-year cycles. SBCA is participating in this process by developing code proposals along with TPI, NCSEA, NAHB, and AWC, as well as reviewing proposals submitted by others looking out for the interest of SBCA. In addition to participating in the model code development process, SBCA also co-sponsored HUD's Innovative Housing Showcase alongside ICC in 2024.

Steel Framing Industry Association

The Steel Framing Industry Association (SFIA) is the body responsible for the development of the cold-formed steel framing standards previously promulgated by American Iron and Steel Institute (AISI). SBCA has reached out to SFIA to participate in the standards development process and represent the interests of cold-formed steel truss manufacturers. Along those same lines, SBCA has begun the process of working with SFIA to update the current CFS-BCSI guide and other industry-related cold-formed steel literature.

HUD's Innovative Housing SHOWCASE



SBCA PARTNERED WITH THE U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT (HUD) as a co-presenter of

HUD's Innovative Housing Showcase (IHS), June 7-9, 2024, alongside the International Code Council (ICC), the Manufactured Housing Institute (MHI), and the National Multifamily Housing Council (NMHC). For the second year in a row, SBCA exhibited at IHS with a two-story, 2,400 square-foot home.

Multiple SBCA members provided support throughout the event. 84 Lumber took the lead in 2024, providing all the structural framing elements, windows, and doors, as well as the installation crew for the framing of the house. MiTek supplied the marketing signage and audio-visual equipment at the event. Simpson Strong-Tie provided connection hardware, and BeLit and True Design Studios provided the architecture and engineering of the house design.

In addition to promoting the capabilities of offsite components (roof trusses, wall panels, and floor trusses), this year's event highlighted several new developments. The crew installed mock HVAC mechanicals, electrical, and plumbing (MEP) in open-web floor trusses to help demonstrate how components speed up installation, reduce field errors, and lower costs. The exhibit also incorporated new products like insulated wall studs in wall panels to enhance the energy efficiency of the home. The use of both floor panels and roof panels moved even more construction tasks offsite, thus reducing build time further compared to last year. Last year's 2023 build was completed in 12 hours, but these new methods shaved four hours off the framing time in 2024, completing the same structure in only eight hours!

Before the event even began, there was a buzz surrounding SBCA's exhibit. During a Congressional

Reception held in the shadow of the structure, lawmakers, their staff, and several agency civil servants walked through the house and commented on how quickly the house was framed and were encouraged by how easily these framing products could be incorporated into housing projects anywhere in the U.S.

Through enhanced media efforts, SBCA's exhibition was picked up by several media outlets (via SBCA, 84 Lumber, and HUD press releases). Press coverage of SBCA's exhibit appeared in *NPR*, *HBS Dealer*, *Builder Online*, *PR Newswire*, *KUAF*, *84 Lumber*, *LBM Journal*, *Industrial Equipment News*, *Yahoo News*, *Slice of Manufacturing*, *Bluebook*, *Craig Webb Analytics*, *Oak Ridge National Laboratory*, *Clean Technica*, *Federal Newswire*, and *Woodworking Network*.

As a co-presenter of the event, SBCA was privy to additional media exposure with a press event on the Tuesday prior to the event and press event on Friday, before the opening of the showcase. SBCA's Executive Director, Jess Lohse, provided commentary at the press event prior to the opening of the showcase and also at the reception following it, giving our association and industry multiple opportunities to expound on the benefits of structural building components to a very large audience.

Multiple SBCA staff were present prior to and during the event for the build, several press engagements, and the event itself:

- Jess Lohse, Executive Director
- Molly Butz, Managing Director
- Christine Wagner, Director of Communications
- Sean Shields, Director of Marketing
- Ashley Baker, Director of Education
- Abby Langenberg, Director of Business Development



SBCA INNOVATION GRANT

THE SBCA INNOVATION GRANT PROGRAM CELEBRATED ANOTHER YEAR in attracting new innovators, highlighting groundbreaking advancements in the structural building components industry. With over 20 applicants, five winners were selected to showcase their solutions at BCMC 2024 in Milwaukee, WI. Each grant winner had the opportunity to present their innovations on the show floor in Innovation Alley, where BCMC attendees voted for the SBCA People's Choice Solution for 2024. This year's People's Choice Solution award went to Paragon for their cloud-based SaaS for wood trusses, recognized for its scalability and seamless functionality.

The five Innovation Grant winners demonstrated the industry's commitment to innovation, offering solutions to streamline processes, enhance precision, and embrace emerging technologies.

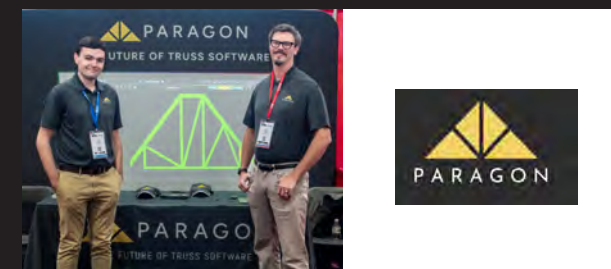
Looking ahead, the SBCA Innovation Grant will continue fostering creativity and encouraging industry-wide adoption of forward-thinking solutions to improve efficiency and quality in manufacturing processes.



CrowdBuild: *TwinBuild LVM* by CrowdBuild is an innovative estimating tool that uses advanced vision models to convert 2D floor plans into precise, whole-house quantity takeoffs. Due to the level of precision, the output not only can be used for preconstruction bids, but is able to serve as a "single source of truth" for the entire life cycle of the structure.



MiTek: *MiTek Truss Validator* is the first web-based tool for verifying the suitability of wood and Posi-floor trusses for specific projects. Launched in 2024, it helps designers and engineers quickly assess truss applicability, improving efficiency and confidence in their specifications.



Paragon: *Paragon's cloud-based SaaS for wood trusses* offers fast, scalable, and flexible performance directly from any web browser, without installations or updates. Developed since 2016, it uses cloud servers for efficient data processing and seamless truss job management.



Q4US: *Q4US's Universal Truss Manager (UTM)* streamlines truss design file management, enabling quick uploads, organized searches, and easy sharing with authorized personnel. It offers multiple viewing options, detailed truss information, and AI tools for strategic decision-making. UTM integrates with existing systems to enhance overall truss manufacturing processes, with Version 1 launching on June 1, 2024, followed by Version 1.2 in December 2024.



Virtek Vision: *Virtek Vision's Iris AI Panel Inspection System* leverages AI and Machine Learning to enhance component inspections to Industry 4.0. Unlike traditional methods, Iris AI adapts and learns from millions of images, identifying anomalies in real-time and notifying operators with laser-guided precision. This system improves accuracy, reduces manual oversight, and streamlines inspections, enhancing product quality and operational efficiency.

People's Choice Solution: Paragon



SAFETY EFFORTS

IN SEPTEMBER 2024, SBCA HIRED A SAFETY COORDINATOR, Corey Lane, to head up the creation of SBCA's NEW safety program. SBCA has maintained a stable of safety-focused training programs for many years and Corey will be focused on updating, revising, and creating new content for those programs. The goal of the new program is to deliver comprehensive resources built around a library of safety content that allows every member, small or large, to quickly and easily find assets they can use to formulate, grow, enhance, or diversify their occupational health and safety management system. The new efforts will begin with a complete overhaul of the currently available content and continue with the addition of a component manufacturing tool-and machine-specific library of processes and procedures. This new library will cover general safety, operating safety, maintenance, lockout-tagout, and more. SBCA plans to roll out the new content in batches, making it available as early as possible to the membership.

Component Warning Notice

THE COMPONENT WARNING NOTICE (CWN) is a brand-new series of tools, introduced in Q3 2024, intended to provide enhanced awareness for those coming in contact with structural building components. Component Manufacturers (CMs) have a duty to warn installers about the safety risks associated with the handling and installation of trusses and components. The tools include the Component Warning Notice Tag, the Component Warning Notice Sheet, and the Component Warning Notice Website.

The Tag

The CWN Tag is a notification to be placed on the products that component manufacturers produce, such as roof trusses and floor trusses. Like SBCA's other Truss Tags, the CWN tag is made of the same tough, weather-resistant, tear-proof, polypropylene paper so that it can stand up to the elements.

The CWN Tag is intended for application on every truss and component sent to a jobsite. Having a tag on every truss provides an opportunity for the CWN to be seen by all installers on the jobsite. The CWN Tag has detailed graphics and specific warning language and colors as stipulated in ANSI Z535, in addition to a QR code to the live CWN Website.

The Sheet

The CWN Sheet is now included in SBCA Standard Jobsite Packages in addition to being available for purchase on their own. The Component Warning Notice Sheet is comprised of safety information, specific warning language and colors as stipulated in ANSI Z535, and a QR Code to the CWN Website.



The Website

The CWN Website is a live version of the CWN at www.componentwarningnotice.com. This website will consist of the most up to date version of the CWN, allowing for improvement through the implementation process of this series of tools.

These three tools combined create a system for awareness for those that comes in contact with structural building components. The Component Warning Notice Tag and Component Warning Notice Sheet can be purchased on the SBCA Store. More information about the Component Warning Notice materials can be found at www.sbcacomponents.com/CWN.

BCSI REVISIONS

IN LATE 2023, A TASK GROUP WAS FORMED consisting of members from the Engineering and Technology (E&T) Committee, TPI Technical Advisory Committee (TPI TAC), National Framers Council, and the SCBA Technical Advisory Group. The objective of the group was to review the current Building Component Safety Information (BCSI) guide and make improvements where possible. Specifically, the group was interested in making the document practical, pragmatic, and technically sound as well as updating the appearance and format of the document.

The group finished its work on the BCSI document at the end of 2024 and the new document will be available at the end of the first quarter in 2025. From the group's finished work, the BCSI guide has transformed into a document with single column text and updated graphs. Most notable, the B-series arrangement of the document was replaced with a chapter layout to streamline content in a chronological order and reduce content redundancy. The updated BCSI guide will consist of 13 chapters in addition to the preface and appendices.

The technical content and recommendations in the guide were improved as well, particularly in the temporary bracing chapter. Where necessary, additional technical clarifications for the more



confusing aspects of the document were also added. Finally, another deliverable from the group is the development of technical justifications for the prescriptive recommendations that have been developed over the years.

The new BCSI guide will provide the users, including component manufacturers, designers, framers, and building officials with an easy to understand, and use, guide that provides background information as well as prescriptive recommendations for the safe installation and bracing of floor and roof trusses.

DIALOGUE AND COLLABORATION

“It is important for our company to have a presence in the industry and the association so that we have a voice. Back in 1993, there was a code change that went into the code cycle that didn’t make sense, and it took a while to get rid of it, so we started getting more involved to avoid that and to help the industry going forward. If we would’ve had people in the right places at the time, like we do now, we would’ve been able to correct the verbiage and voice our stance before it got into the code cycle. I wanted to get involved because things like that help save our company time, money, and allow us to be ahead of it so that we know what to say to builders and architects. Having the ability to have a voice and be involved makes you aware and knowledgeable, giving you the ability to be proactive versus reactive. It keeps us more aware and makes us that much better at what we do. Because of this, we have become a more valuable resource to our customers.

2024 has been very exciting for me as the E&T Committee Chair and the E&T Committee being charged with helping with the BCSI revision. It was fun, educational, and taxing all at the same time. Seeing how that revision process progressed, how we looked at the whole publication, came up with a whole new format, and got more people involved, has been awesome. There has been great dialogue and collaboration going into this document to make it more usable, logical, and well-thought out. From working with framers, CMs, P.E.s, TPI TAC, SBCA staff, and E&T, it has been a major team effort. The process was so much fun, and it was an honor to be one of the leaders of this.

This is my 43rd year in the industry and it has been good to me, my family, and my company. I feel that I can give back and share the load. I couldn’t see myself sitting on the sidelines letting others do the work; I want to do my fair share. I want to give back to all those who have helped me in the past, to those who were mentors. It is my responsibility to pass the torch and help others in the industry. The more involved you are with SBCA, the more you’ll get out of it, and the more fun you’ll have doing it, in addition to the lifelong friendships you’ll make. It’s not why I got started in SBCA, but it’s certainly why I keep going.”

– **HOWARD GAUGER,**
VICE PRESIDENT OF COMPONENT DESIGN
OF R&D THIEL/CCA



THE MORE INVOLVED YOU ARE WITH SBCA, THE MORE YOU’LL GET OUT OF IT, AND THE MORE FUN YOU’LL HAVE DOING IT, IN ADDITION TO THE LIFELONG FRIENDSHIPS YOU’LL MAKE. IT’S NOT WHY I GOT STARTED IN SBCA, BUT IT’S CERTAINLY WHY I KEEP GOING.”

MAJOR ACTIVITIES

DIGITAL QC

SBCA'S DIGITAL QC PROGRAM

CONTINUES TO GROW in both active users and functionality. A free Member benefit, Digital QC introduced multiple new features in 2024.

Critical Joint Pop-up

Making sure an inspection is complete before it's uploaded to the server is a critical task. New in 2024, if an inspector tries to finalize an inspection before all the selected critical joints have been inspected on both sides of the truss, the Digital QC app will alert the user, with a prominent pop-up, indicating which critical joints still need to be reviewed to complete the inspection.

Multi-language Selection

The first versions of the Digital QC app and Server-side Website were available only in English. Now, both the Digital QC and Server can be translated to Spanish or French, making it easier for non-English speakers to participate as QC inspectors and managers.

Export Your Data

Whether you like to geek out while you craft your own reports or you want to connect your Digital QC data to your in-house data, Digital QC inspections can now be bulk exported in several formats. Choose from PDF, CSV, or JSON to export your data in groups so that you can use it to improve your operations processes and procedures to ensure you're manufacturing the very best components.

On-going Upgrades

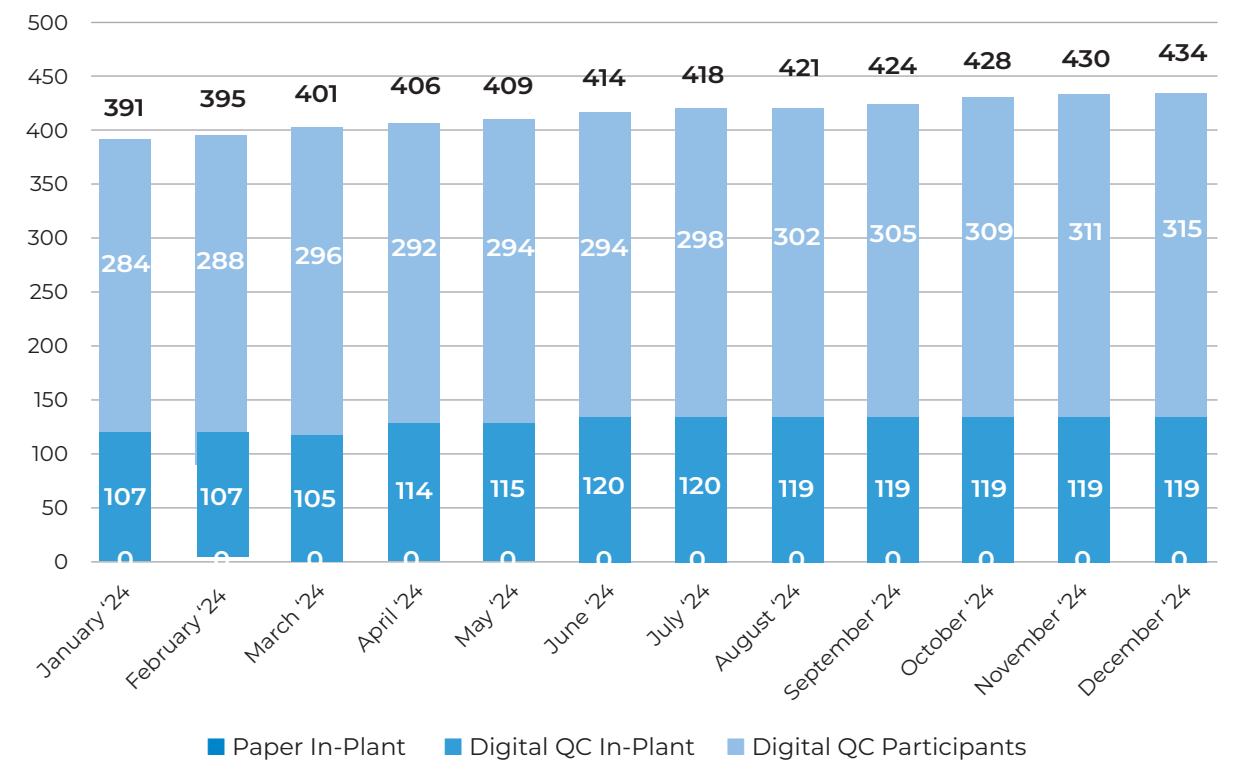
Whether it's adding big new features or small refinements to the user interface, SBCA is continually making improvements to the Digital QC program. There are several new improvements coming in 2025; stay tuned for more information via *SBCA Industry News*, email, and the Quarterly Quality Control memo.

DIGITAL QC HAS COME A LONG WAY. IT IS A LOT MORE STREAMLINED NOW AND EASIER TO USE. IT IS SO MUCH BETTER THAN THE PAPER AND VELLUM. IT MAKES OUR QC GUY'S JOB MORE ACCURATE AND EFFICIENT. WE ARE ABLE TO USE THE CAMERA ON THE TABLET TO TAKE A PICTURE OF THE PLATE PLACEMENT, AND GET A PASS OR FAIL RESULT RIGHT AWAY. WHEN SHOWING RESULTS, YOU CAN PULL THEM UP ON THE TABLET INSTEAD OF THE VELLUM PAPER WITH SMUDGES AND PENCIL LINES.

- JERIS RUS,

GENERAL MANAGER OF BLACK HILLS STRUCTURAL COMPONENTS

SBCA Digital QC Locations



2024 Education Content Updates

SBCA'S EDUCATION EFFORTS HAVE BEEN GREATLY ENHANCED

with the implementation of its new learning management system (LMS), SBCA Academy. The new platform offers an updated, streamlined, and intuitive learning experience.

Following the selection of the new LMS in March 2024, SBCA migrated from its previous platform, transferring all existing content and creating custom portals for companies. Learners were enrolled and existing courses were delivered as they had been previously. The new LMS brought significant improvements, including immediate enrollment capabilities, simplified data access, and enhanced management oversight. With company-specific portals, administrators can easily track progress and manage data, ensuring a smooth and efficient user experience.

Education content revisions began soon after the new LMS was up and running. This began with a careful review of existing content to understand and identify areas for enhancement and new development. Flowcharts were created to map out new pathways to outline the learning journey and direct the creation of microlearning modules. This approach established two primary learning tracks: Education and Training.

The Education track is designed to be freely accessible for all users and includes foundational content like Truss Manufacturing Orientation (TMO) that has been completely revamped. Instead of lengthy courses with limited flexibility, the Education track includes 26 newly developed microlearning modules, each designed for flexible, tailored learning



experiences that meet individual and company needs. The Education track modules are complete, and SBCA staff and the Education Committee have reviewed the materials. Sample learning pathways will be developed to highlight the diverse options a learner can take based on specific educational goals.

The Training track is specialized and will be available with an account; it offers more advanced and certification-focused content, such as the Truss Technician Training (TTT). By restructuring current offerings into microlearning modules, SBCA aims to enhance engagement and knowledge retention. Updated content will include new video components and interactive elements that ensure a modernized experience. Module development is underway, and SBCA anticipates the Training track to be completed in early 2025.

"I started working for Builders FirstSource – Nicaes four years ago, which is when I first did the TTT program. It was a beautiful way to start my professional path in this industry as I had developed my career in vertical design for steel and concrete and field supervision previously. It was especially helpful because in Nicaragua, we use the metric system, and the TTT teaches the Imperial system. It was also helpful to learn about U.S. construction in general; it provides a wider perspective and understanding about what we're doing behind the scenes as designers. As a trainer now, I am very familiar with the management side of the education programs, and it has been great to see the progress of our team in the program."

– KENNY PEREZ,

BFS Components Training Lead – Nicaes
at Builders FirstSource

"I studied civil engineering and had a solid understanding of construction, but it was different than in the United States. In Nicaragua, we mostly build with concrete and cinder blocks, so we didn't learn much about wood construction. Having exposure to wood through the TTT was very helpful. Since I had some knowledge on loading and trig, it helped me bridge the gap between the knowledge I had in construction here in Nicaragua with the construction in the U.S. This has helped me in my day to day and provided me with great knowledge. I still find myself looking back at my old TTT notes, which have been useful as a refresher on various things. SBCA has provided me with the tools to do my job and do it well as a truss technician."

– GIOVANI MEJIA,

Truss Technician I at Builders FirstSource

"I joined the company three years ago and have been developing a new design staff. For two years, we went through our own in-house design training and paired new hires up with mentors, but we were looking for further validation and verification of what they were learning, something we could hold the designers accountable to, and to also continue with their education. That's when and why we implemented SBCA's TTT program. We started by challenging our designers to become TTT 1 certified by the end of the first year, which also factored into their performance reviews. If they have a minimum of two years of design experience, then they move on to working towards certification in TTT 2. We also use the TATO test when hiring designers to see what their level of knowledge is before joining the team.

In addition to the TATO and TTT, we also use SBCA's In-Plant Basic Training for our plant personnel to ensure correct and consistent procedures in the plant. When people have worked in one location their entire career, it's easy to assume what they have been doing is how it's done. But we've been getting back to the basics and ensuring that our team is trained and knowledgeable of today's practices.

As managers and as a business, the TTT and other SBCA training courses give us an insurance policy. It puts some verification to the training. Especially with the new guys coming into the industry – it gives them something to learn and to be proud of. We make a big deal out of it and also frame their certificates. It adds a level of professionalism to everything, and it helps people stay at the next level. SBCA's training programs are taking our plant to the next level."

– TRAVIS WHITE,

VP of Truss Operations
at Tindell's Building Materials

CHAPTER ENGAGEMENT

2024 PROVED SUCCESSFUL FOR CHAPTER ENGAGEMENT, with a total of 37 chapter meetings held across the country. These gatherings provided valuable opportunities for members to connect, learn, and unwind together in various settings. The diversity of activities, from baseball games and dinners to engaging educational sessions and a few rounds of golf, made each meeting a unique experience tailored to the interests of SBCA members.

A Variety of Activities

SBCA chapters took an enthusiastic approach to foster community and collaboration this year. Members enjoyed baseball games, offering a relaxed and fun way to network and cheer on their favorite teams. Dinners allowed for more intimate discussions, helping strengthen relationships and share insights in a more casual setting.

The educational sessions held at chapter meetings were especially impactful as they allowed members to stay informed about industry trends, best practices, and regulatory updates. Through these sessions, members gained valuable knowledge they could take back to their businesses, enhancing their professional growth.

For those seeking a blend of business and leisure, golf outings proved to be a popular choice. These gatherings provided a relaxed environment to connect with fellow members while enjoying a day on the green. Beyond the game, the golf events also supported meaningful causes: SBCA of the Capital Area donated their net proceeds to the SBCA Foundation

and Endowment, while the Truss Manufacturers Association of Texas (TMAT) contributed their net proceeds to Operation Finally Home.

Reconnecting with Inactive Chapters

In addition to active meetings, we took significant steps this year to reconnect with some of our inactive chapters. Through “pulse check” meetings, SBCA reached out to gauge interest in reactivating chapters that had paused their activities. These sessions were insightful, helping SBCA better understand the needs and concerns of its members in those areas. Several chapters expressed renewed interest in reestablishing meetings and are optimistic about reigniting these communities in the coming year.

Looking Ahead

Looking back on the year’s chapter engagement, it’s clear that these gatherings are more than just meetings; they’re essential touchpoints that bring the industry together. The variety of activities and opportunities for education and connection allowed members to build stronger bonds and return to their companies with new insights, strategies, and connections that can positively impact their teams and drive industry progress.

SBCA is excited to see the momentum carry into the new year, with even more opportunities for growth, learning, and collaboration. SBCA thanks everyone who participated, organized, and supported these chapter meetings – this engagement is what makes the industry thrive!

STRATEGIC THINKING AND MANAGEMENT

I started my career in 1990, working part-time as a lumber picker, gradually working my way through different roles until purchasing the company. My involvement with SBCA began around 2004, when I started attending local chapter meetings. It was at those meetings that I connected with others in my region and other local business leaders. I realized that the others in the chapter were connected into the industry in a way that I wasn’t, and I wanted to know why. I started getting SBCA emails which had information on upcoming events, which led me to my first OQM in 2020 and my first BCMC in 2021. It was a great social opportunity to get to know people and to learn from several panels. Coming out of this meeting, I felt like I was not only learning but that my voice was being heard. Over the years, I feel like I’ve gotten a huge benefit from each event I’ve attended, and they just keep getting better and better. These are the meetings you are supposed to be at, and if you’re not here, you’re not doing your job right. If you want to build your business, this is where you want to be.

I’ve learned a lot about not only what’s available to CMs from a software and hardware standpoint, but also from a strategic thinking and business management perspective. From all of the education opportunities to the various resources, SBCA has been a pivotal part of my business. One of the really cool things about OQMs and BCMC is that it’s not just CMs that you’re connecting with, it’s framers, suppliers, and more in the supply chain. You get to hear both sides of the story, from the manufacturer to the consumer.

In addition to the national events that SBCA puts on, I am very active in and the president of our local SBCA chapter, the Northwest Truss Fabricators Association (NWTFA). I have had the privilege of being heavily involved with a network of industry professionals who share valuable insights and support through this. The most significant benefit of being part of the chapter is the opportunity to connect with other manufacturers in the region because it is crucial to understand what’s happening both locally and nationally. I’m fortunate to be in the same region as some really great people who are willing to share and help one another. In April 2024, NWTFA hosted the Northwest Expo – we brought in some outside speakers who presented on AI and how that is going to be impacting the future in our field, in addition to insight into IT and innovations within a truss plant, and an economic forecast for our region. We also host a golf tournament every year, which provides a good chance to meet with people in a non-competitive, non-business environment, furthering the connections and friendships made. It has been great to have friends in the business to bounce ideas off of, and being part of this allows that.

– **CHAD JOHNSON,**
PRESIDENT
TRUSS COMPONENTS OF WASHINGTON, INC.

“OVER THE YEARS, I FEEL LIKE I’VE GOTTEN A HUGE BENEFIT FROM EACH EVENT I’VE ATTENDED, AND THEY JUST KEEP GETTING BETTER AND BETTER.”

INDUSTRY SURVEYS



Financial Performance Survey

The Financial Performance Survey (FPS) is a long-standing SBCA benchmarking survey intended to provide financial and operating information based on a wide cross-section of SBCA's membership.

While valuable, many Members reported that the process to fill-out the survey was cumbersome, and participation began to dwindle. The Management Committee made it a priority in 2024 to refresh the survey, make it more approachable to complete, and regain participation. Their efforts were not in vain as the participation for the 2024 survey far surpassed the 2020 participation, ringing in at 201 locations.

The newly formatted survey was sent to SBCA Membership in late June 2024 and the final results were published to the SBCA website in November 2024, available only to the Members who participated in the survey.

Survey participants got valuable information about everything from Average Revenue by Building Type to National and company-size breakdowns of Manufacturing Costs, Delivery Expenses, Selling and Administrative Expenses, and more.

For more information regarding SBCA's Industry Surveys and to participate in future iterations, visit www.sbcacomponents.com/surveys.

SBCA/JBREC Structural Component Survey

In 2024, SBCA continued its collaboration with John Burns Research and Consulting (JBREC) to collect and disseminate data unique to the component manufacturing industry. JBREC is a trusted source for solid, well-sourced data on the housing market, and this cooperative agreement further enhances the

value of the information they provide to the broader market and raises awareness of what component manufacturers see from their vantage point in the residential construction supply chain.

Each quarter, JBREC sent out a survey to over 125 voluntary component manufacturing locations. Participants answer a brief series of questions intended to measure overall sentiment on whether business is better, worse, or the same from quarter to quarter. The survey also delves into short responses on the reasons behind those sentiments to try to identify patterns or trends in either the supply chain or customer activity.

Only survey participants are granted access to the results, so if interested in participating and receiving the quarterly results from this survey, go to www.sbcacomponents.com/jbrec to register today.

Wage & Benefit Survey

The SBCA Wage & Benefit Survey (WBS) is a great way for component manufacturers (CMs) to stay competitive in today's market. This valuable survey underwent a complete makeover in 2024 with the intention to focus only on the most essential pieces of information CMs need to understand where their organization stand with regard to wages, benefits and incentives. This year's pared down survey was conducted Q1 of 2024 and the results were available to only those companies that participated in the survey. In 2024, 174 locations took part in the survey marking the new version a success!

Learn more about SBCA's Industry Surveys at www.sbcacomponents.com/surveys.

Structural Building Components Research Institute **SBCRI**

STRUCTURAL BUILDING COMPONENTS RESEARCH INSTITUTE (SBCRI)

is an ISO/IEC 17020 accredited organization that performs quality assurance inspections primarily for component manufacturers (CMs). It is accredited to inspect wood trusses, steel trusses, wood wall panels, and steel wall panels. The SBCRI ANAB Virtual Audit Update was conducted in December 2024. At the close of 2024, there were 332 plants in the program and a total of 348 audits performed each quarter. 88% of SBCRI

users are SBCA members and 61% are using Digital QC. There are no pricing changes expected in 2025.

New in 2024, an additional SBCRI Quality Assurance Auditor, Richard Gallo, was hired, and started performing supervised audits before the end of 2024. Additionally in 2024, quarterly memos were sent out to QA and QC users – the memos discussed important issues affecting quality assurance activities and quality programs. This effort will continue in 2025.

BENEFICIAL INVOLVEMENT

Luke has been around and involved with SBCA for a lot of years, with his first BCMC back in 2010. “Once I became the GM of my first component plant in the Kansas City is when I really started to get into the loop with SBCA and attending the Open Quarterly Meetings, and of course, BCMC.

I started in the industry the day after I graduated high school in 2000. That very next day, I drove to Lincoln, NE, from my small town, to work at Millard Lumber. It was there that I learned the how to’s of cutting lumber to assembling trusses, and even got the opportunity to frame a few houses. Over the years, I moved around Nebraska and Kansas filling different roles within Millard Lumber, started wall panel lines, a brand-new plant, and even worked in design. Eventually, I found my passion in sales and became the Commercial Division Manager for Millard, later moving to Mead Lumber’s team as the Commercial Salesperson, eventually taking over as the General Manager of Truss Craft in March of 2018, and now taking on my newest adventure as Division General Manager for Professional Building Supply – Comtech here in North Carolina.

Throughout all this time, my involvement with SBCA has been very beneficial. Ultimately, the networking, the education, and being part of something bigger than just my company and my division, has had the biggest impact for me. When I am GM of Truss Craft in Grand Island, NE, it’s so easy to get tunnel vision, and to just go to work every day. It’s easy to think, I build trusses and wall panels, and we’re providing materials and products for people to provide shelter across the midwest. But it’s when you go to BCMC and Open Quarterly Meetings that you allow yourself to think about the big picture and dream bigger. It provides a space to think about all the great things that we, as an industry of component manufacturers, are doing across the country and across the midwest. It’s exciting for me to come back to my operation after these events with new ideas and a broader understanding of the industry before getting back to the daily grind.

From the friendships I’ve built to learning about what’s going on in other markets to wanting to stay

in front of it all, SBCA has provided a space for that. I truly look forward to seeing people at the OQMs and building new relationships through the networking at each of them, and continuing with lifelong friendships made through the years. I also want to be an industry leader. I don’t want to just be a truss plant. I want to be an innovator and a leader, and the best way to do that is to stay in front of what’s coming, changing, and developing in the industry, and the OQMs offer that. We have so many great conversations on what’s happening in the industry and it’s great to be a voice at the table and hear others. Digital QC is a great example of this – you’re not going to know about these things up front if you’re not at the meetings. You’ll hear about it over time, but the meetings give you additional insight, and as things start to change and affect the industry, you’re a part of the conversations and decision-making.

It’s also fun to hear about what’s going on in other markets – just on how they’re doing, lead times, challenges, successes, solutions to problems. There’s a lot of trends that build in the same direction, and having the ability to talk to people in other areas and be able to know that this is going on there is awesome insight and allows us to have better awareness of the industry. Not only that, but there’s so much inspiration in the room. A lot of these guys have been around for a long time, and it is inspiring to me to see the things these guys have accomplished throughout their careers.

I have loved the direction SBCA is heading in over the last few years. It’s amazing, very user-friendly, and personable. The fact that I can pick up the phone and call a staff member with a question is really valuable to me. That makes you want to be a part of the association and interact with other members and people of the industry more. We’re here for a purpose and having such helpful and passionate members and staff really helps drive the desire to be a part of SBCA even more.” – Luke Wiesen, General Manager of Truss Craft Structural Components

– LUKE WIESEN,

DIVISION GENERAL MANAGER – PBS –
COMTECH – US LBM – FAYETTEVILLE, NC

Committee UPDATES

Executive Committee

SBCA's Executive Committee is comprised of its four officers and three at-large members, elected by SBCA's Board of Directors. This year saw the departure of Jeff Smith of Builders FirstSource as he departed the industry for a leadership position at another company. The Governance Committee identified and recommended Howard Gauger of R&D Thiel/Carpenter Contractors of America to the SBCA Executive Committee who subsequently voted Howard to a three-year term. The Executive Committee continues to meet weekly with SBCA Executive Director, Jess Lohse, reviewing ongoing association business and providing counsel to SBCA staff while monitoring various metrics important to the success of SBCA.

Governance Committee

The Governance Committee provides oversight and insight to a variety of important SBCA necessities and functions including bylaws and policies. Anytime SBCA embarks on a new policy or bylaw edit, it typically goes through a review process by the Governance Committee. This allows for a centralized location that understands the complexities of SBCA's bylaws and policies to ensure whatever changes are made have a necessary and positive impact on the association. Beyond bylaw and policy oversight, the Governance Committee reviews ongoing nominations to SBCA's Board of Directors and several other high-ranking positions within SBCA, including Executive Committee At-Large Members, and Secretary who ultimately ascends to SBCA President.

Finance Committee

SBCA's Finance Committee continued its mission of providing financial analysis, advice, and oversight of SBCA financial matters. It ensures SBCA has the funding to provide member benefits through operations and activities. In 2024, the committee worked with BMO Wealth Management to continue growing SBCA's investment portfolio to ensure there are reserves for operational expenses. The committee meets quarterly to discuss SBCA's cash positions and review the performance of SBCA's investments.

Advocacy Committee

The Advocacy Committee explored practical opportunities for helping component manufacturers get more engaged in advocating for their businesses and the industry with elected officials and building officials. To that end, SBCA reached out to the National Association of Home Builders (NAHB) and entered into a collaboration with their national and affiliate lobbyists to invite component manufacturers to join their home builder customers on Capitol Hill to lobby for a pro-housing agenda. Held in June on the heels of HUD's Innovative Housing Showcase, this "fly-in" provided the industry with a golden opportunity to talk to federal lawmakers and agencies about the barriers that hold back additional housing construction and hamper affordable housing. In 2025, one of the three OQMs will be held in the Washington, D.C. area, presenting another opportunity to approach Congress with the industry's biggest challenges.

Another potential opportunity is the introduction of a bill by Rep. Adam Smith (D-WA) that seeks to address affordable housing through offsite construction, and would create a national building standard for it. His office approached SBCA to seek input on the legislation, and initial conversations offer hope there would be an opportunity to bring structural building components under the umbrella of this bill.

BCMC Committee

2024 started with the annual BCMC Committee Site Visit in January. The Committee took a hard hat tour of the new building of the Baird Center that was under construction. They were able to see the vision and progress made that helped the group feel confident in planning through construction. The Baird Center proved to be a beautiful venue for BCMC 2024 and the BCMC Committee delivered on its mission to provide the best BCMC venue possible. Other important show related items were discussed including schedule changes, including moving the long-standing Fellowship Breakfast to Thursday morning, leaving the lunch hour free of scheduled activities, and moving the Industry Celebration and show floor closing up by 30 minutes sooner. Small details like these make a large difference in the attendee and exhibitor experience, and the committee understands the importance of seemingly insignificant details.

The BCMC Committee makeup saw a few changes for 2024. Zach Shephard of Engineered Building Design moved into the Component Manufacturer Co-Chair seat for the 2024 and 2025 show. The Framers Summit Planning Committee was fully integrated into the BCMC Committee, which added four additional members – Tim Aspinwall of Shelter Products, Chris Breedlove of Ace Carpentry, Pedro Loureiro of Nomad Framing, and Chris Tatge of Dynamic Construction. The group recommitted to regularly scheduled meetings and continual communication throughout the year. The committee met once a month to discuss updates and pain points from both attendee and exhibitor perspectives, leading to approvals and solutions.

Onsite, the committee was responsible for having discussions with attendees and exhibitors alike to gain feedback for future improvements which have been shared with the larger group and are already in consideration for 2025.

Education Committee

This year, the newly formed Education Committee maintained strong momentum, meeting weekly in subcommittees and monthly as a full committee. The subcommittees focus specifically on OQM/BCMC education, Virtual Local Chapter education, and the SBCA Academy, while the full committee maintains oversight of these educational efforts.

Throughout the year, the committee worked diligently to develop diverse and impactful education sessions for OQMs and BCMC. Committee members participated in numerous planning meetings and collaborated with speakers and panelists to create engaging content designed to provide members with practical tools, techniques, and insights that support professional development and enhance industry knowledge. Each OQM highlighted a specific industry theme, such as design or innovation. Feedback on post-event surveys and BCMC education session surveys indicated that this approach was well received. Planning for 2025 OQMs and BCMC sessions is underway; the committee aims to communicate the educational focus ahead of each OQM in 2025.

The committee also developed a webinar series aimed at equipping SBCA chapters with knowledge and resources on a variety of topics that promote chapter growth and success. The first presentation and set of resources in this series, "The Local School Connection," has been created and set to be recorded in early 2025.

Finally, the committee played a key role in the selection of a new LMS for SBCA Academy. As SBCA shifts away from the traditionally formatted courses, the committee's oversight and periodic reviews have allowed for significant progress to be made in the Academy. Two main learning tracks were developed – Education and Training – where a blend of revitalized existing content and new content has been restructured into microlearning modules.

E&T Committee

The E&T Committee, along with TPI TAC, NFC, and the SCBA Technical Advisory Group met regularly this past year to update and revise the BCSI guide. The group finished its work on the BCSI document at the end of the year and will start work on the B-series sheets in 2025.

The committee also reviewed and approved five new technical documents for SBCA's new Knowledge Center. They have been reviewing the library of existing Structural Research Reports (SRRs) to determine what changes are necessary to conform with current code requirements. The committee has also been developing a transition plan to convert the documents from their current format to one of the new technical document formats that has been developed. This work will continue into 2025.

Additionally, the committee also worked to develop proposed modifications to the *International Building Code (IBC)* and the *International Residential Code (IRC)*. These model building codes are open for proposed changes every three years. The proposals developed this year addressed quality assurance and quality control requirements in the codes, established consistency with ANSI/TPI 1, and modified current language to more closely align with industry practice.

Management Committee

SBCA's Management Committee is committed to providing practical tools and resources that component manufacturers can use in their facilities. One of the committee's biggest priorities this year has been revising and restructuring the Wage and Benefit and Financial Performance Surveys.

Both surveys have struggled to garner good participation over the last few years due, primarily, to the complexity of the information each survey requested. The committee began with restructuring and abbreviating the Wage & Benefit Survey for release in January 2024 and was pleased by the greatly increased participation. For 2024 (2023 data), the Wage and Benefit Survey returned 174 participants. The final report was posted for participating companies to download in April 2024.

Following the success of the Wage and Benefit Survey, the committee turned its attention to the Financial Performance Survey. Similarly, the committee worked to simplify the survey questions, making it more approachable for locations to participate in and another successful return on investment was had. The survey was sent out in late June and received a total of 201 responses. The final report was posted in November 2024 for all participating locations to download.

The Management Committee will continue to review and refine the SBCA Industry Surveys and encourages ALL locations to participate. These benchmarking surveys provide an array of valuable data any company, small or large, can use to compare their operations with those of other companies in the industry. These insights can help a component manufacturer understand what might be driving multiple factors within their manufacturing plants.

Marketing Committee

The SBCA Marketing Committee had a very busy year. Between three in-person meetings at the OQMs and four additional virtual meetings, committee members had a lot to weigh in on. The committee's primary areas of focus were ensuring effective leveraging of SBCA's participation at HUD's Innovative Housing Showcase (IHS), which was a very successful event. The IHS house was constructed, with the help of 84 Lumber, in under eight hours, and over 2,500 people walked through the structure over the three-day event. There were over 25 articles shared and/or published that featured SBCA's structure, including a feature story on National Public Radio (NPR) that was broadcast across the country.

The second meeting discussed an opportunity out of IHS called *Behind the Blueprint*, which would produce a 5-7-minute video about our industry and air it on Bloomberg News, Fox Business News, and several online media platforms. Additionally, the committee discussed the Framing the American Dream study in Austin, TX, and a three-pronged approach to developing and publishing educational content for building designers throughout the U.S.

Membership Committee

Co-chaired by Gene Frogale and Larry Dix II, the 2024 Membership Committee focused on strengthening both member acquisition and retention efforts to support SBCA's ongoing growth. This year, the committee's work, alongside SBCA staff, brought in 80 new members—41 Component Manufacturers, 26 Associate Members, and 13 National Framers Council members. Though seven total members did not renew, SBCA's retention initiatives kept the drop of Component Manufacturers to just five, Associate Members to one, and one NFC Member, underscoring the success of the association's enhanced retention approach.

To help identify regions with the greatest potential for growth, the Membership Committee collaborated with SBCA staff to create a detailed, pinned map highlighting locations of both member and non-member Component Manufacturers.

The Membership Committee also spearheaded the creation of Potential New Member Boxes to be sent to high-interest prospects, in addition to the updating of the "Top 10 Reasons to Join SBCA" for Component Manufacturers and Suppliers, ensuring that our value proposition aligns with current industry needs and highlights SBCA's most relevant benefits.

QC Committee

The QC Committee met virtually at regular intervals to discuss various quality related issues. In 2024, the group worked with SBCA staff on narrowing definitions relevant to the quality realm of component manufacturing. The committee also oversaw SBCA efforts to develop a Quality Bootcamp to be held in a variety of cities in 2025. The goal of these bootcamps is to engage member and non-member CMs to further their education on quality issues including proper methods for conducting inspections via manual/paper and electronic means. SBCA staff also started a quarterly memo to highlight and discuss important quality issues, where the committee assisted staff in identifying relevant issues to be included. The committee also provides continuous oversight on the Digital QC program to make improvements where necessary.

Safety Committee

The SBCA Safety Committee has been dormant since May of 2022. However, with a new focus on safety and the addition of a Safety Coordinator, the Safety Committee will likely have new life in 2025. This Committee will be an excellent group to help guide the content for the new Safety Program.



SBCA LaunchPad

At the 2023 Q3 Open Quarterly Meeting in Buffalo, NY, the SBCA Board approved the transition of the Emerging Leaders Committee to the SBCA LaunchPad. Since then, the LaunchPad curriculum was drafted, and the first class of members were identified. In 2024, the group met in-person at the Q1 and Q2 Open Quarterly Meetings and held virtual meetings in between. In year one, LaunchPad has covered the history of the Industry and Association,

the Ins and Outs of SBCA, Internal Inventory, and hosted a Book Club meeting. The goal of the new program and format is to provide a solid foundation for future participation in SBCA and the various leadership roles that make the association tick. LaunchPad is currently accepting applications for any CM, Framers, or Supplier members who would like to join and learn more about SBCA and leadership development.

NATIONAL FRAMERS COUNCIL

NFC Leadership

The National Framers Council (NFC) had leadership transitions in October 2024. After four years as NFC President, Chris Breedlove of Ace Carpentry, became Past-President, with Pedro Loureiro of Nomad Framing as the new President. NFC also created a Vice President role, filled by David Schultz of Simple Homes and Treasurer filled by Jacob Knott of Bruce L. Jones Contractor.

These leaders will continue their work on the NFC Steering Committee, which has driven key initiatives throughout 2024, including major events, *Framing Today* magazine, and the development of a succession plan. Their combined expertise will advance NFC's mission and strengthen the framing industry.

President

Pedro Loureiro

President
Nomad Framing LLC
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pedro@framingthefuture.com
609-860-8790

Vice President/President-Elect

David Schultz

Chief Construction Officer
Simple Homes
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david@simplehomes.com
970-231-7438

Past President

Chris Breedlove

President
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Chris Tatge

Co-Owner
Dynamic Construction
Stoughton, WI
chris@dcmaterialsllc.com
608-228-5082

SUCCESSFUL BUSINESS AND GROWTH

The National Framers Council has had the most profound impact on me and my business. Before getting involved with NFC, I had 10-15 employees and wore a toolbelt every day. I thought that I had reached the pinnacle of success. Then, I met Kenny Shifflet, Scott Stevens, and George Hull – they were all businessmen and framers. The big difference though was that they were selling lumber along with labor packages, which gave them the ability to ensure the success of their labor while driving additional value for their customers, providing order to a chaotic industry. I decided that I wanted to learn from these guys, so I got involved. To have access to guys like this through NFC and SBCA makes me feel very lucky. That's the thing about the Framers Council, you have a bunch of guys who want to help and share their success stories with others in the industry. NFC and SBCA have provided me the opportunity to meet people that I can call up and ask for help, and now I can do the same for others.

Having the ability to learn from the successful people of the industry, having them available to me, and being able to pick up the phone to some of the most successful people in the industry is the sort of tool and access that you can't get anywhere else. I later went on to buy and sell materials, selling my first wood package in 2018, which sold for 170% of the total revenue I had made the entire year before. My company grew and made the Fastest Growing company in America by Inc., Magazine. I would never have looked outside my market or business without the National Framers Council.

– CHRIS TATGE,
PRESIDENT OF DYNAMIC CONSTRUCTION

NFC AND SBCA HAVE PROVIDED ME THE OPPORTUNITY TO MEET PEOPLE THAT I CAN CALL UP AND ASK FOR HELP, AND NOW I CAN DO THE SAME FOR OTHERS.



Steering Committee

The National Framers Council (NFC) Steering Committee has had an impactful year, solidifying its role as the guiding force behind the NFC's mission to support and advance the framing industry. This dedicated group of leaders has worked tirelessly to shape the direction of the organization, overseeing events, publications, and initiatives that resonate with members and industry partners alike.

Throughout the year, the Steering Committee provided consistent oversight for all NFC events, including the successful Golf Tournament, content at Open Quarterly Meetings, the Annual Planning Sessions, and the framer dinner held in Fort Worth. Each event offered invaluable opportunities

for members to connect, learn, and collaborate, strengthening the sense of community and purpose that underpins NFC's efforts.

In addition to events, the Steering Committee played an instrumental role in the development of *Framing Today*, NFC's new magazine, ensuring the publication stayed aligned with the interests and needs of framing professionals. They also worked closely with various NFC committees, fostering an environment of collaboration. The committee's commitment to advancing NFC's goals was further emphasized by their work on a succession plan, paving the way for future leadership and a sustainable organizational structure.

One of the most engaging initiatives from the

Steering Committee was the introduction of monthly open discussion topics. Each month, a different committee member led the conversation, bringing unique insight to topics relevant to the framing industry. These discussions not only encouraged members to share their perspectives, but also allowed the committee to stay attuned to the issues most important to those within the industry.

This year's achievements highlight the Steering Committee's dedication to building a robust foundation for NFC's future. Through strategic planning, and a focus on continuous improvement, the committee has ensured the NFC remains a central resource and advocate for the framing industry. As they look forward to the coming year, the Steering Committee's vision and leadership promise continued growth, engagement, and success for the NFC.

Product Standards Committee

The National Framers Council (NFC) Product Standards Committee has made strides in setting industry benchmarks and providing essential resources that help framers and builders streamline their work. The committee's focus on practical, impactful standards is helping to improve communication, accuracy, and efficiency across the industry.

One of the committee's major accomplishments was the publication and promotion of the Dimension

Protocol. This protocol addresses key dimensions and measurements critical to framing work, offering standardized guidelines that ensure consistency across projects. By establishing common language and expectations around measurements, the Dimension Protocol is designed to reduce errors and enhance collaboration between framers, designers, and project managers. Since its release, the committee actively promoted the protocol, working to encourage widespread adoption and demonstration of the benefits of a unified standard.

In addition to the Dimension Protocol, the committee started developing Request for Information (RFI) Guidelines. Recognizing that clear communication is essential to the success of any construction project, the committee crafted these guidelines to help manage and streamline the RFI process. Once complete, the RFI Guidelines will serve as a resource to guide framers in making precise and effective information requests, reducing delays and confusion on the jobsite.

The NFC Product Standards Committee's efforts reflect its commitment to creating resources that address real-world challenges. By setting clear standards and offering practical tools, the committee is helping to drive efficiency, accuracy, and better project outcomes across the framing industry. Their work this year has laid a strong foundation for continued improvements, as they develop protocols and guidelines that support NFC's mission.

NFC Safety Committee

The NFC Safety Committee made significant strides in 2024, focusing on initiatives that enhance safety and awareness across framing jobsites. Their efforts this year reflect a commitment to providing members with practical tools and resources to create safer working environments. As such, the committee developed a customizable safety banner template to promote a strong safety culture on jobsites. This template allows NFC members to display personalized safety messages, reminding workers and visitors of the importance of staying vigilant about jobsite safety.

Additionally, the NFC Safety Committee participated in several National Safety Initiatives through the National Safety Stand-Down to Prevent Falls, where the committee supported the nationwide effort to raise awareness about fall protection by providing members with resources and strategies to reduce fall-related incidents, and the OSHA-sponsored Safe + Sound Week, which emphasizes proactive safety and health programs.

Further, to support ongoing education, the committee added four new Toolbox Talks to NFC's library. These concise, practical guides help members address key safety topics during jobsite meetings, fostering a culture of continuous learning and awareness. In addition to the Toolbox Talks, the committee began developing resources focused on best practices for heat illness prevention. These materials will provide members with strategies to keep crews safe in extreme temperatures, a growing concern in many regions.

The NFC Safety Committee's 2024 initiatives demonstrate their dedication to fostering safer jobsites and providing valuable tools for members. With ongoing projects and updates, the committee continues to lead the charge in promoting safety and well-being across the industry.

FrameSAFE

The National Framers Council's safety program, FrameSAFE, continues to be a cornerstone resource for promoting safe practices across framing jobsites. The NFC Safety Committee diligently worked on updates to ensure that FrameSAFE remains a comprehensive, relevant, and user-friendly safety program that addresses industry standards.

FrameSAFE provides framers with essential tools to establish and maintain safe work environments. The program offers a safety manual tailored to framing operations, with modules on key topics such as fall protection, equipment handling, and site hazard awareness. It also includes resources and updates that help framers stay aligned with industry best practices.

The updates the Safety Committee are currently developing aim to enhance usability and incorporate the latest information. These revisions will include expanded content on emerging safety concerns and practical guidance on adopting new standards. By continually evolving FrameSAFE, the NFC reaffirms its commitment to equipping framers with the knowledge and tools they need to keep safety at the forefront of every project.



Safety Stand-Down PHOTO CONTEST

In support of the 2024 National Safety Stand-Down, the National Framers Council (NFC) encouraged participation through a Toolbox Talk and photo contest, inviting framers to engage in safety-focused activities and by submitting photos. 2024's contest winner was Modu-Tech, a Maryland-based company recognized for their active commitment to safety.

Modu-Tech's entry included photos of their fall protection meetings held throughout the Stand-Down week, along with details of a comprehensive training session on ladder safety and fall prevention led by Brian Morvan, President of Safety First, Inc. Modu-Tech highlighted the importance of this training for:

- **Fostering a Safety Culture:** Empowering employees with skills to identify and prevent fall hazards.
- **Reducing Injury Risks:** Reinforcing ladder safety practices to create a safer workspace.
- **Ensuring Compliance:** Staying updated with industry standards and regulatory requirements.

This dedication to safety underlines Modu-Tech's strong support for both the NFC and FrameSAFE program. Congratulations also to our contest runners-up: Nomad Framing, LLC, and Quality Buildings.

Framer Summit at BCMC

The Framer Summit at BCMC brought together framers and industry professionals from across the country for an inspiring and educational experience, packed with networking, insights, interactive sessions, and a robust show-floor over three days.

The event kicked off on Tuesday with a lively meet and greet that included a bar, followed by roundtable discussions. Attendees had the chance to connect informally while engaging in focused conversations around key industry topics. This casual atmosphere allowed participants to share challenges, insights, and strategies with peers and experts alike, setting a collaborative tone for the days ahead.

Wednesday marked the opening of the exhibit hall, with 75 framer-focused exhibitors presenting the latest tools, technologies, and solutions tailored to the needs of framing professionals, in addition to the start of the education sessions.

Thursday continued the educational journey with sessions and wrapped up with the inaugural “Nails and Ales” session, combining industry conversation with a social twist, where attendees discussed topics in a relaxed setting over drinks.

The Framer Summit at BCMC provided a well-rounded experience for attendees, combining learning, networking, and a show floor full of industry innovations. With a diverse range of sessions and an expansive exhibit hall, the Summit illustrated the growing commitment to enhancing skill sets, advancing collaboration, and driving the framing industry forward.

Framer Dinner in Fort Worth

In late March, the National Framers Council (NFC) hosted a gathering in Fort Worth, TX, in conjunction with SBCA’s Open Quarterly Meeting. Sponsored by Hull Associates and held at Ruth’s Chris Steakhouse, over 30 framers attended the event, which offered an evening of networking, learning, and camaraderie.

The evening began with a presentation from 2024 NFC President, Chris Breedlove, titled “Survive Through ‘25,” focusing on strategies for navigating the challenges of today’s market. Following Breedlove, NFC Past President Chris Tatge discussed jobsite safety, drawing from a previous OSHA grant that supported safety training. The relaxed setting allowed attendees to connect, share experiences, and engage in meaningful discussions.

Golf Outing

The National Framers Council (NFC) hosted their annual Regional Meeting and Charity Golf Tournament April 29-30, 2024, at Turf Valley Resort in Ellicott City, MD. Attended by over 100 industry professionals, the event focused on supporting youth construction education, with net proceeds going to the SBCA Foundation and Endowment charitable causes.

The two-day gathering opened with the annual meeting consisting of presentations from industry leaders who covered essential topics like the lumber market, OSHA regulations, and construction safety.

The following day featured a charity golf tournament, with participants uniting in friendly competition to raise funds for the cause. Sponsors and attendees left the event energized, knowing their involvement not only strengthened industry connections but also made a meaningful contribution to building the next generation of skilled workers.



NFC Media

NFC Framing News

NFC Framing News is similar to *SBCA Industry News*, focusing on content of interest to members of the National Framers Council (NFC) and the overall framing industry. This news email is distributed twice monthly on Wednesdays and includes shared news on OSHA citations, jobsite and workplace safety, and jobsite tools and equipment. Like *SBCA Industry News*, *NFC Framing News* produced more SBCA/NFC generated content via press releases, articles, and safety efforts.

NFC Framing Today Magazine

New in 2024 was the first publication of the inaugural issue of NFC’s new magazine, *Framing Today*. *Framing Today* was published once in 2024, with an expected quarterly schedule in 2025. The inaugural issue was released at BCMC & Framer Summit in swag bags and at Framer events, in addition to being mailed to over 250 subscribers and members. The first issue, *The Introduction*, featured the history of NFC and SBCA, the Who and What of NFC, a Q&A for framers by framers, and detailed information on the many efforts and events of NFC. *Framing Today* provides an outlet for framers and the general framing industry to gain insights and information, to connect and learn, and to share experiences, challenges, and successes to help better the framing industry.

SBCA Foundation and Endowment

SBCA Foundation and Endowment is a 501(c)(3) non-profit that acts as SBCA's charitable arm. Its Board of Trustees are responsible for fundraising and distributing charitable funds. As of December 2024, SBCA Foundation and Endowment raised over \$3 million with over \$2 million collected and producing earnings which are distributed to various Foundation causes. At BCMC 2024, the SBCA Foundation and Endowment announced a fundraising effort of "Five for Twenty-Five" with the goal of raising nearly \$2 million to bring the total amount raised to \$5 million by the

end of 2025. A significant step towards this goal was realized when SBCA Foundation and Endowment raised over \$133,000 at the SBCA Foundation Dinner held at Discovery World in Milwaukee, WI, on the Tuesday evening of BCMC week.

Throughout 2024, the SBCA Foundation and Endowment worked with several groups including Operation Finally Home to distribute cash and in-kind donations. It also started the SBCA Foundation Hardship Grant that allows employees of SBCA and NFC member companies to nominate or submit their own name for a one-time grant of up to \$5,000, based on need and circumstances. The trustees continue to work to distribute funds in support of SBCA Foundation and Endowment's mission.

To learn more about SBCA Foundation and Endowment and/or to contribute, please visit: www.sbcacomponents.com/sbca-foundation.

MISSION STATEMENT

GIVING BACK TO OUR COMMUNITY THROUGH PHILANTHROPIC AVENUES TO IMPROVE HOUSING-RELATED OPPORTUNITIES FOR THE DISADVANTAGED.



Truss Publications, Inc.

Truss Publications, Inc. is a for-profit subsidiary wholly owned by SBCA. It operates the long-time *SBCA Magazine* and *Framing Today*, a new publication geared towards framer audiences throughout North America. The Internal Revenue Service (IRS) considers trade magazines (like *SBCA Magazine*, and also *Framing Today*) as activities outside of a typical not-for-profit 501(c)(6) organization like SBCA and as a result applies an *Unrelated Business Income Tax* to any advertising proceeds. Operating trade magazines through Truss Publications, Inc. allows for easier accounting and expense tracking for these purposes and maintains SBCA's not-for-profit status with the IRS. Truss Publications, Inc. operates as a for profit C-corporation in the state of Texas, aligning it with SBCA's other subsidiaries and SBCA's long-term strategy to base itself in a favorable jurisdiction.

Structural Building Components Research Institute

Structural Building Components Research Institute (SBCRI) is an ISO/IEC 17020 accredited organization that performs quality assurance audits primarily for component manufacturers (CMs). It is accredited to inspect wood trusses, steel trusses, wood wall panels, and steel wall panels. John Arne heads up SBCRI's third-party quality assurance program and helps CMs maintain their important level of product quality through effective and cost-effective solutions. David Kircher and, recently hired, Richard Gallo operates as quality assurance auditors with the mindset that they are an extension of a CM's team, working together to navigate quality criteria and operations' requirements through accurate, non-biased compliance feedback. To learn more about SBCRI, please visit: <https://www.sbcricri.info>.

OVERALL, SBCA PERFORMED WELL FROM A FINANCIAL PERSPECTIVE

throughout 2024. Revenues were up 2% over 2023 due to increases in membership, SCORE participation, educational program participation, publications, and a well-operated and successful BCMC. Investment revenue was also higher in 2024 due to additional funds being added and the account being fully invested. Quality Assurance, advertising, and miscellaneous revenues remained consistent with 2023.

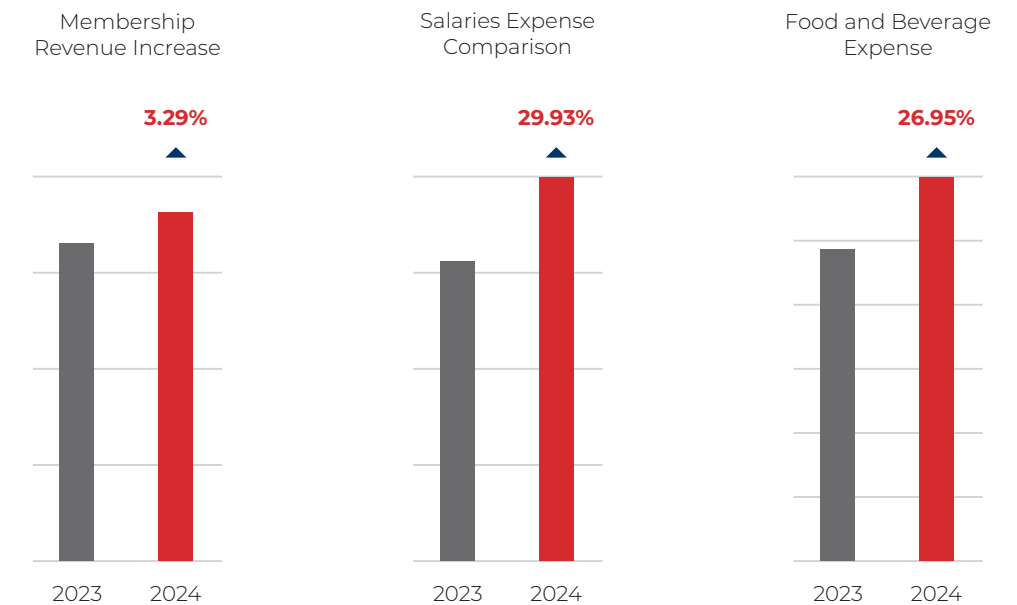
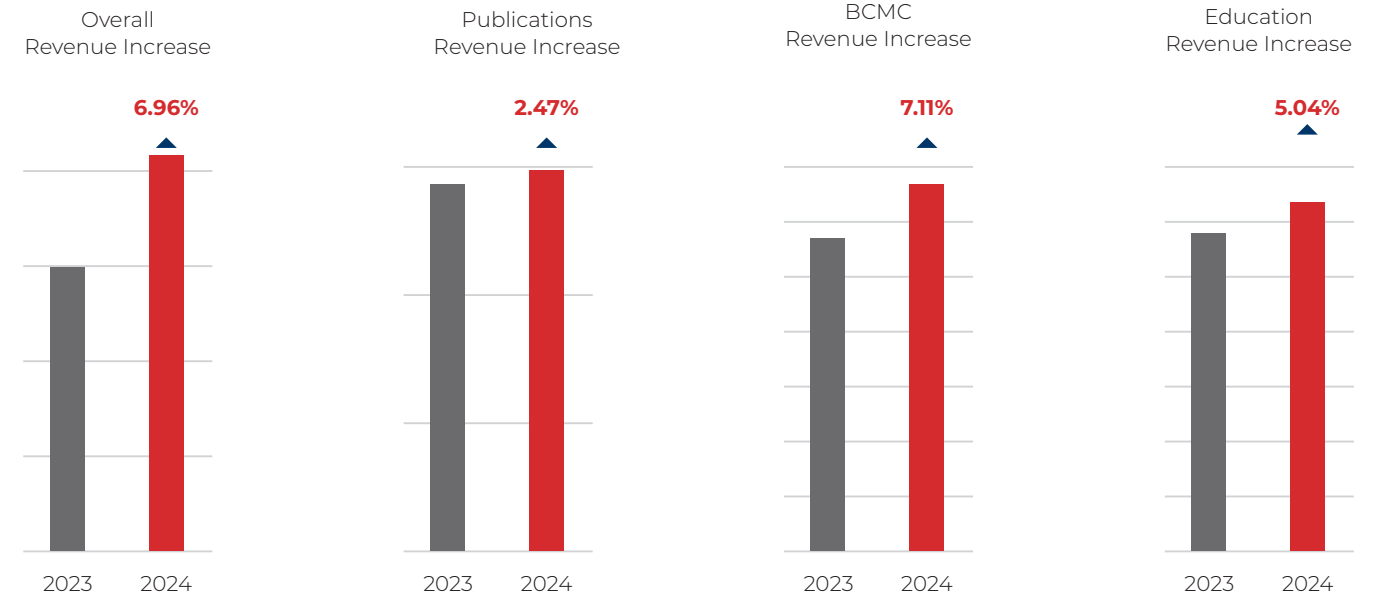
SBCA members' robust engagement in programs, events, and services allowed it to realize revenues in excess of expenses for a fourth straight year. Salary expenses were up 30% over 2023 with SBCA's Technical Director moving to full-time, the addition of Director of Education and the Director of Sales and Marketing role being divided into two separate positions, Director of Marketing and Director of Business Development. A Safety Coordinator and an additional Quality Assurance Auditor were also hired late in 2024. Adjustments were made to begin aligning employees' salaries with the market rate based on a compensation study performed in 2023. BCMC food/beverage and convention center rental expenses were up over 2023 due to required contract minimums with the facility. A segment on Inside the Blueprint increased advertising expenses from 2023, as well. SBCA continues to make a significant investment in maintaining Digital QC and updating the BCSI documents. SBCA anticipates more robust usage across all expense categories in 2025 to further drive member value in all areas and operations.

SBCA's Budget

SBCA's budget is based on guidance and approval from SBCA's Board of Directors according to determined priorities and SBCA's Strategic Plan. SBCA strives to provide and maintain transparency with its membership regarding the association's budget and financial status. The Board of Directors approves and reviews SBCA's financial status monthly, which enables SBCA to maintain a strong and focused direction. The 2024 annual audit will be conducted in the first quarter of 2025 by SBCA's auditors, Porte Brown LLC, in accordance with generally accepted accounting principles, GAAP. The 2023 audit confirmed the financial health of the association.

Investment and Reserve Policy

The Finance Committee monitors the cash and investment position of SBCA on a quarterly basis in accordance with the Investment Policy Statement and Operating Reserve Policy approved by the Board of Directors in 2023 to maintain reserve funds for SBCA to weather any upcoming economic downturns or prolonged hardships. Funds designated to the Operating Reserve Policy are overseen by a professional investment manager vetted and selected by SBCA's Finance Committee. Use of these funds at a future date will be vetted by the Finance Committee and approved by the Board of Directors. Under this policy, when authorizing expenditures from the reserves, the Board will approve a plan to replenish the amount expended.



**Note: The 2024 Financial Audit will be completed in 2025. The referenced financials were not audited at the time of producing this report.*

2025 Schedule of In-Person Events

JANUARY

- **BCMC 2025 Committee Site Visit – Omaha, NE**
January 14-15
CHI Health Center
455 N 10th St.
Omaha, NE 68102

FEBRUARY

- **TMAT Training**
February 6, 2025
Hilton Austin Airport
9515 Hotel Drive
Austin, TX 78719
- **Quality Bootcamp – Phoenix, AZ**
February 11-12, 2025

MARCH

- **SBCA & NFC Open Quarterly Meeting – Charleston, SC**
March 11-13, 2025
Charleston Marriott
170 Lockwood Blvd.
Charleston, SC 29403
- **SBCA Board of Directors Meeting – Charleston, SC**
March 13, 2025
- **Quality Bootcamp – Charleston, SC**
TBD

APRIL

- **Quality Bootcamp**
TBD

MAY

- **Capitol Area Golf Outing**
May 5, 2025
- **NFC Golf Tournament**
May 21-22, 2025
Turf Valley Resort
2700 Turf Valley Resort
Ellicott City, MD 21042

JUNE

- **SBCA & NFC Open Quarterly Meeting – Washington, D.C.**
June 4-6, 2025
Grand Hyatt Washington
1000 H Street NW
Washington, D.C. 20001

- **SBCA Board of Directors Meeting – Washington, D.C.**
June 6, 2025

- **Innovative Housing Showcase – Washington, D.C.**
TBD

- **Quality Bootcamp – Washington, D.C.**
TBD

- **Quality Bootcamp – Washington, D.C.**
TBD

JULY

- **NWTFA Golf Outing**
July 8, 2025

- **Quality Bootcamp**
TBD

SEPTEMBER

- **BCMC – Omaha, NE**
September 30-
October 3, 2025
CHI Health Center Omaha
455 N 10th St.
Omaha, NE 68102

- **SBCA Board of Directors Meeting – Omaha, NE**
September 29, 2025

NOVEMBER

- **QC Bootcamp**
TBD

DECEMBER

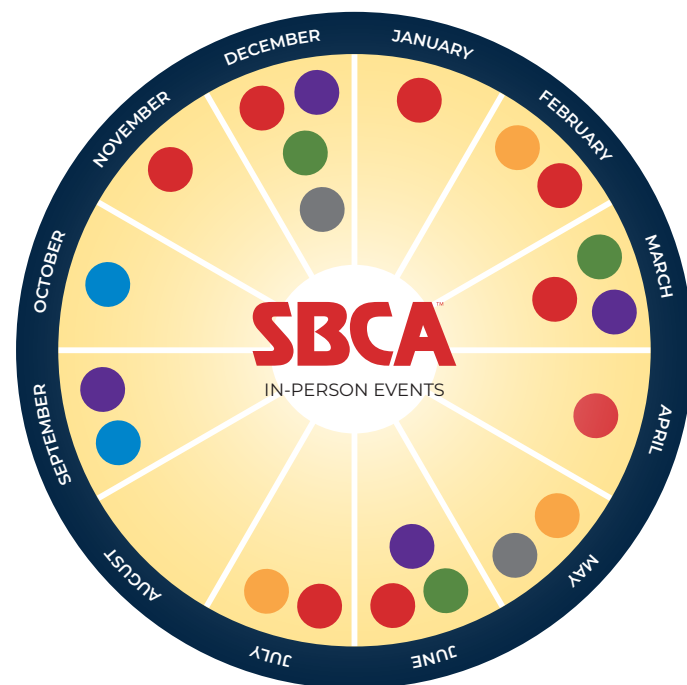
- **SBCA Open Quarterly Meeting – Napa, CA**
December 9-11, 2025
The Estate Yountville
6481 Washington St.
Yountville, CA 94599

- **SBCA Board of Directors Meeting – Napa, CA**
December 11, 2025

- **QC Bootcamp**
TBD

- **NFC End of Year Planning Meeting**
TBD

Scan for a full list of events



KEY

- SBCA Chapter Meetings/Events
- SBCA OQMs
- BCMC
- SBCA Board Meeting
- NFC Meeting/Event
- Other

2025 Schedule of Virtual Events



COMMITTEE MEETINGS

- Weekly SBCA Executive Committee Meeting
- Monthly SBCA Governance Committee Meeting
- Quarterly SBCA Finance Committee Meeting
- Monthly BCMC Committee Meeting
- Monthly SBCA Education Subcommittee Meeting
- Bi-monthly SBCA Education Committee Meeting
- Monthly SBCA Education Subcommittee Meeting
- Monthly NFC Steering Committee Meeting
- Monthly NFC Safety Committee Meeting
- Monthly NFC Marketing Committee Meeting

BOARD MEETING

- Monthly Financial Review SBCA Board Meeting

SBCA FOUNDATION

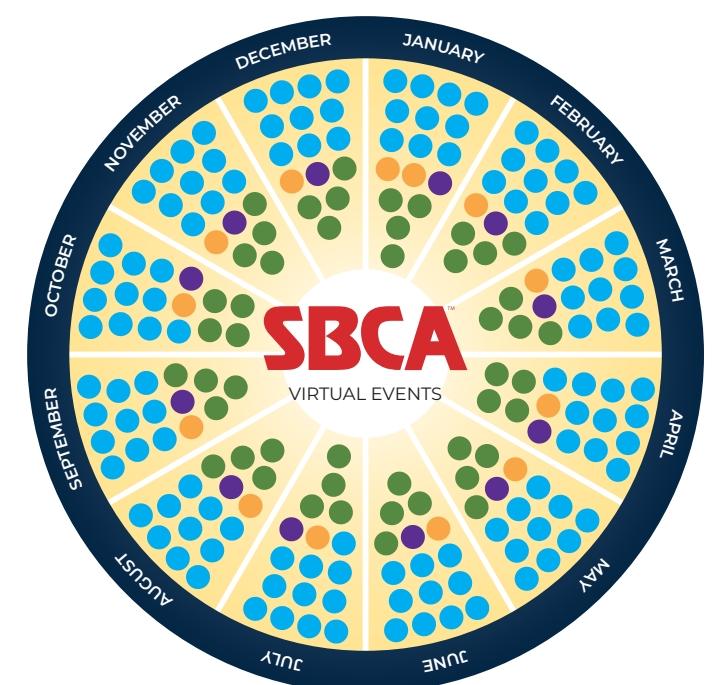
- Monthly SBCA Foundation Meeting

SBCA MEDIA

- Weekly SBCA Update SBCA Executive Director
- Lumber Connection Podcast
- Component Connection Podcast
- Building Designer Series Webinar

KEY

- Committee Meetings
- SBCA Board Meeting
- SBCA Media
- SBCA Foundation



BCMC

PRESENTED BY: **SBCA**

September 29 - October 3, 2025
Omaha, NE

SBCA[™]



SBCA & NFC Open Quarterly Meetings

March 11-13, 2025
CHARLESTON, SC

June 4-6, 2025
WASHINGTON, D.C.

December 9-11, 2025
NAPA VALLEY, CA

SCAN FOR
MORE EVENTS!



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