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Meaningful Marketing

by Marisa Hirsch

What started out as a marketing plan quickly became something more at Sun State Lumber and Truss, Prescott, AZ.

A big part of growing a business is making connections and building relationships, but doing so successfully requires creativity—especially when industry conditions aren't at their best. If you can get creative and charitable at the same time...well, all the better. That's the conclusion reached by Sun State Lumber and Truss in Prescott, AZ, and that's how non-profit organization Buck Up for Wounded Warriors was born.

Carl Smith, salesman, was one of the employees involved in the formation of this combination marketing/fundraising program, which raises money for a charitable organization called Wounded Warrior Project (WWP). The idea began to take shape following the owners' request that Sun State get involved in Prescott Frontier Days, Inc.'s World's Oldest Rodeo—a top-notch weeklong annual event—as a way to get their name out into the local community.

Above: The Buck Up group, veterans, and current members of the military prepare to begin the Military Appreciation Presentation. (Photo courtesy of A Portrait Park by J.)

"You can't set up a booth at the rodeo on July 4th and try to sell lumber and trusses," said Smith. "You'll be sitting there by yourself. So we tried to figure out what we could do to get our name out there, and also say 'Hey, Sun State is here, we're part of the community and we care about it.'"



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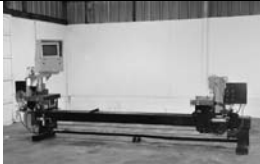
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Thorough Research, Sound Decisions

The World's Oldest Rodeo is, according to Smith, about the biggest thing that goes on in central Arizona. This year, it ran from June 25 to July 5. Getting involved in such an event is a sure way to familiarize the locals with a company.

Besides Smith, the main Buck Up team includes Drew Danforth, technical representative, and Shannon Purdy, sales and office support. Together, the three of them run both Sun State's Prescott location and Buck Up for Wounded Warriors (see inset for website). After realizing they needed a better way to participate in the rodeo besides a sales booth, Smith and Danforth naturally drifted to what they were interested in. Their idea was to hold a fundraiser at the rodeo, with the proceeds going to support soldiers returning from tours of duty.

As they began to research potential organizations to raise funds for, they made an unpleasant discovery: some non-profits that claim to support military personnel don't hold up their end of a deal very well. Fortunately, the team did find at least one organization they felt very good working to support.

"We picked the Wounded Warrior Project because of how well they are run and their reputation," Smith said. "They are able to provide services from right after a guy gets injured on a battle field to when he comes back and is trying to find a job. They've got a range of different outreach programs. Most of [the organizations] don't. A lot of them will get a few things of lotion and sun block, say they'll get it over to Iraq and Afghanistan, and a lot of the stuff never makes it over there."

Danforth also referred to WWP's good record and how it played into the team's decision to support the project. "We wanted [an organization] that was actually raising money for the veterans and helping them out—and not paying their top dogs their life salaries," he said. "We wanted them to be returning a greater percentage of money to the veterans."

Established in 2003, WWP's mission is to honor and empower wounded warriors. According to the project's website (see inset for website), they do this by raising awareness and enlisting the public's aid for the needs of severely injured service-men and women, helping severely injured service members aid and assist each

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It can be difficult to find the money or time to donate to charities, but the structural building components industry continues to be supportive and generous, even during tough times. Homes For Our Troops is a cause that members of the SBC industry have supported through material donations.

According to the non-profit organization's website (www.homesforourtroops.org), it exists to assist severely injured servicemen and women and their immediate families by raising donations of money, building materials and professional labor. They then coordinate the process of building a new home or adapting an existing home for handicapped accessibility. The finished home is given to a veteran—all at no cost to him or her.

People or companies interested in donating can give materials, labor or money via the website. General donations may be given, or a particular project can be chosen to donate to. This allows material donations to be directed toward a project in a specific area—provided one is currently in progress.

For more information about donating to Homes For Our Troops, visit www.homesforourtroops.org.



Meaningful Marketing

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other, and providing unique, direct programs and services to meet the needs of severely injured service members.

Buck Up for Wounded Warriors exists as a separate non-profit that raises money for WWP. The name, which was Purdy's idea, is a play on the rodeo event. The initial plan was to raise money all the way up until the rodeo's conclusion on July 5. As attendees entered the rodeo venue, they do so through a tent of vendors. This was where Buck Up had a booth set up to explain their efforts and to accept donations.

In Search of Support

Danforth and Smith both have connections to the military, which contributed to the decision to choose a related charitable cause. Danforth served as a Marine from 1994 to 1999, and Smith has family members who have served. In fact, Smith said the current situation often reminds him of what he heard growing up when Vietnam veterans were returning home.

"It was the era when [my dad] had a lot of friends that came back from Vietnam," Smith said. "I was raised [with the belief] that you do whatever you can do for these guys. They served your country. It's come full circle now. I'm watching kids come back and they can't find a job."

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The Buck Up Fourth of July parade group included members of the Marines, Army and Air Force. (Photo courtesy of A Portrait Park by J.)

run their place of work—as a team. After forming Buck Up, they enlisted the help of other local businesses and secured several sponsors. Two sponsors who went above and beyond to be part of the team are Tricia Lewis of Lewis Marketing & Public Relations, who worked with Buck Up from its inception to craft a marketing campaign, and Laura Williams of Green Elephant, creator of Buck Up's website. All sponsors' logos were printed on Buck Up t-shirts which, along with hats, are available to those who donate.

Smith said that he and Danforth have spent many months talking about their cause to anyone who will listen. In the months leading up to the rodeo, they met with the rotary club, the town council and the mayor, and worked with a sponsoring radio station to organize some stand-alone events leading up to the rodeo. One event that

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Once Sun State Lumber and Truss decided they wanted to be part of Prescott Frontier Days, Inc.'s® World's Oldest Rodeo®, they were faced with an obstacle: money. Most businesses pay to be sponsors of the event; that's how they participate and get their names out via the rodeo. Sun State needed to find another way...there just wasn't money to be a financial sponsor.

So Carl Smith, salesman, worked out a unique deal with the rodeo. Instead of writing a check, Sun State led an effort to remodel the rodeo's ticket booth free of charge. With help from many other local businesses, Sun State worked for several months to make the ticket booth into a fresh structure complete with rodeo character. In this way, Sun State was able to support a local event, network with other businesses, and promote their own—all in a tough economy. (Photos courtesy of Carl Smith.)



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Meaningful Marketing

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Buck Up attended was a home show in May. "We had a very good response there," said Smith. "People would come up and say things like 'I don't usually wear t-shirts or a hat, but I want to give you the money.'"

Another person who answered Smith's request for endorsement and participation was Sen. John McCain, R-Ariz. Back in February, Smith sent a letter inquiring if McCain would be willing to attend the Fourth of July festivities and be part of Buck Up's efforts. The response he initially received stated that McCain's July schedule wouldn't be organized until May, and he mostly abandoned hope at that time. But then, at the very end of May, Smith received notification that the senator would both endorse Buck Up and ride in the July Fourth rodeo-affiliated parade. McCain joined the parade that morning as part of Buck Up's group, which also included military representatives.

On July 4, sponsoring radio station Shine 90.9 FM broadcasted live from Buck Up's booth in the vendor tent, and the military also had booths. Then, before the evening rodeo started, Buck Up for Wounded Warriors put on a military appreciation presentation as a way to culminate their fundraising efforts and to express their gratitude for members of the military.

The presentation began with a Wounded Warrior video being projected as people filtered to their seats to watch the sold-out show. At first, Smith thought they would fail to catch the crowd's attention. "I heard the video start, and was looking up at the stands and thinking...half the people are here and no one's paying attention. Then, about a minute into the video, the stands were almost full. It was pretty quiet and everyone was kind of locked into the video."

Immediately after the video stopped, the rodeo announcer began explaining the Buck Up cause and introducing people as they approached the crowd for the ceremony. First came a flat bed truck carrying two veterans with disabilities and Buck Up volunteers, which was escorted by members of the Army. Following the truck were two Marines driving a Hummer H3. Smith said that as the group came into the crowd's view, people began standing up, removing their hats and clapping. As they drew front and center, the announcer began telling the stories of the veterans with disabilities. Then, as the Marines exited the Hummer and marched toward the crowd, the announcer explained that they'd both been injured in



Drew Danforth, Sen. John McCain and Carl Smith at the Prescott Frontier Days® Fourth of July parade. Buck Up presented the senator with a commemorative custom Buck Up knife. (Photo courtesy of A Portrait Park by J.)

combat and had reenlisted. "After that, the whole crowd was on its feet cheering and clapping," Smith said.

"I talked to several people who told me that there were a lot of people with 'sweaty eyes.' I also talked to the Marines and to the veterans with disabilities. All four told us it was very hard to maintain their composure. The gratitude those guys had for the way they were honored by the crowd blew them away."

The military appreciation presentation was repeated at that evening's rodeo (which was also sold out), and was received equally enthusiastically by that crowd. "It was very moving to see 4,000 people get on their feet and applaud these guys

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Find Out More

- To learn more about Buck Up, or to donate (and receive a hat or t-shirt) visit www.buckupforwoundedwarriors.com.
- If you'd like to read more about Wounded Warrior Project, go to www.woundedwarriorproject.org.
- To read about The World's Oldest Rodeo, visit www.worlds-oldestrideo.com.

Meaningful Marketing

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until we were out of view," said Smith.

The official check was written and delivered to Wounded Warrior Project nearer to the end of July, after Sun State had totaled up the final amount of donations and finished with July projects.

More to Come

Sun State's business made Buck Up for Wounded Warriors' fundraising efforts possible. "They gave us the tools to make all this happen," said Smith. "We learned that you can't just say 'Hey, we want to raise money and help out.' We had to create a professional team, including marketing, legal, accounting and website."

Sun State's fundraising efforts seem to be starting to pay off business-wise. Smith said the company got a lot of exposure through the rodeo, and has started to get some phone calls from

it. "The whole idea started off as getting our name out there, so hopefully that pays off," he said. "But as far as [our efforts] being rewarding and honoring these people, that part came off perfectly—better than we thought it would."

Danforth said that although the effort has been a lot of work, he's enjoyed being part of it and seeing the positive response from the community. That, and the cause itself, makes the work worthwhile. "We wanted to give back to men and women that serve the country," he said.

When Buck Up was first moving from an idea to reality, the Sun State team thought fundraising efforts would cease after the rodeo. The check would be written and delivered, the Sun State name would be well-known locally, and business would go back to just business. That's changed now. By the time the rodeo rolled around, the group had already decided to continue raising funds after its conclusion. They've now launched a Buck Up chapter in Montana that will work to help with veteran housing and education, and are also considering efforts in California. (They have contacts in both states.) Current fundraisers in the works are a golf outing and a poker run in October 2009, and a benefit dinner in February 2010. They'll also likely raise funds for the 2010 World's Oldest Rodeo.

"We originally thought it would stop July 4," Smith said. "But we realized, as we met people and heard their stories, that there's no good reason to stop. How can you?" **SBC**



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We look forward to seeing you in Phoenix and thanks again for sharing your passion and support for the Structural Building Components Industry!

Jim Finkenhofer • BCMC Committee Chair

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Cordstrap® is the world leading manufacturer of corded polyester strapping and one-way load securing systems. AAR certified Cordstrap® provides customers with a safe and cost-efficient alternative to steel banding and other conventional transport packaging materials. Since 1965, Cordstrap's mission is to solve strapping, transport, load securing complexities for customers worldwide.

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Dansco can provide your company with seals, sealed repairs and layouts in 26 states currently, including the recently added state of ILLINOIS. Dansco is also a regional leader in several other building industry related fields: Multifamily Building Design and Structural Engineering, Whole House Residential Design and Engineering, Site inspection, Shoring Design and Inspection for Concrete Formwork & Drafting and Design Work. Dansco prides itself in providing faster turnaround times at a lower cost than many of our competitors and to achieving and maintaining 100% customer satisfaction time after time. Let us show you how Dansco can save you time and money and become part of your team.

Deacom, Inc.

Deacom, Inc. produces an integrated accounting and Enterprise Resource Planning (ERP) software system for lumber dealers and building component and modular building manufacturers with hard-to-handle requirements. The DEACOM ERP System seamlessly integrates all areas of your business—from sales order entry and inventory control, to production and invoicing—giving you a comprehensive view of your entire operation from one system. Visit the Deacom booth at BCMC for a free demonstration, and learn how DEACOM can maximize your productivity and profitability today.

Dow Building Solutions

Dow Building Solutions has been leading the way in delivering energy efficient solutions for over 60 years. Dow offers industry leading brands such as STYROFOAM™ brand foam insulation, THERMAX™ insulation, WEATHERMATE™ solutions, GREAT STUFF PRO™ adhesives and sealants and more. Dow recently introduced STYROFOAM SIS™ Brand Structural Insulated Sheathing a first-of-its-kind residential wall system that combines the structural and water-resistive properties of wood sheathing and housewrap, with the added benefit of insulation. This three-in-one solution reduces installation time and labor enabling architects and builders to easily integrate energy-efficient design into usual building practices.

EAGLE METAL PRODUCTS

See ad on page 11.

Serving the building components industry for more than 20 years with connector plates, design software, engineering services and manufacturing equipment, Eagle Metal is committed to providing exceptional products and customer service. We have licensed fabricators across North America manufacturing building components utilizing our TrueBuild® suite of engineering software. Our products can be found in construction projects ranging from residential to multi-family housing developments, commercial projects and large agricultural structures. Visit our booth to learn more about our quality products, view our design software and experience what sets our company apart from the competition. Eagle Metal... Engineered. Tested. True.®

Contact: Mr. Baird Quisenberry • 972/350-9803 • 972/888-9966 fax
baird@eaglemetal.com • www.eaglemetal.com

Eide

See ad on page 15.

With deep roots in truss equipment and automation, Eide Integrated Systems LLC was formed in '05 to exclusively market the WizardPDS® and to develop press equipment partnerships & integration methods which allow WizardPDS® technology to be installed in virtually any new or existing truss manufacturing system. The WizardPDS® is the world's leading automated truss jig system and the first to virtually eliminate ALL set-up time and manual jiggling at the assembly table. The WizardPDS® converts set-up time to build time. Over 75 systems in operation with 100% customer satisfaction. Remember, seeing is believing! Call today to schedule a tour.

Contact: Mr. G. Mitch Eide • 612/521-9193 • 612/521-9307 fax
mitch@eidemachinery.com • www.eideintegratedsystems.com

Engineered Wood Council

SBCA's Engineered Wood Council represents the interests of SBCA members who distribute engineered wood products. Projects include publications and educational programs.

SOAR TO NEW HEIGHTS

Finnforest USA, Engineered Wood Division

See ad on page 31.

Finnforest USA, engineered Wood Division is a manufacturer and importer of Master Plank LVL, Master Q-LVL, Finland Birch Plywood, and Thermowood Thermally Treated Lumber for the residential and light commercial building industry, the mobile/modular industry, and the scaffold rental/erection business, along with a variety of industrial applications. Finnforest Master Plank and Master Q-LVL products are used as headers/beams, scaffold plank, architectural millwork applications, stair stringers, columns, rigid frame construction, window & door parts, ridge beams, and industrial framing applications.

Contact: Mr. Robert Loew • 586/296-8770 • 586/296-8773 fax
robert.loew@finnforest.com • www.finnforestus.com

Hardy Frames, Inc.

Hardy Frames, Inc. manufactures and markets the revolutionary Hardy Frame® shear wall system. The Hardy Frame® is a state of the art pre-fabricated shear panel that is specifically tested to resist lateral and uplift forces resulting from high wind and earthquake loads. The Hardy Frame® is typically used in narrow wall areas around windows or garage openings to brace the wall. The Hardy Frame® exceeds the most stringent requirements of the 2006 IBC and IRC building codes. To learn more about how the Hardy Frame® can work for you and your customers please visit us at the MiTek booth.

HOLTEC USA CORPORATION

HOLTEC-The worldwide leader in package crosscut systems. Our Transcut® II Portable Crosscut Saw is affordably priced at \$6900 for cutting whole bunks of lumber to length and our HOLTEC Precision Crosscut Systems are in use by over 7,000 customers worldwide to cut whole packages of lumber to length in less than one minute with a precision of +/- 1mm (.040").

Hoover Treated Wood Products, Inc.*

See ad on page 21.

Hoover Treated Wood Products, Inc. has provided fire retardant lumber and plywood for interior and exterior applications since 1955. The superior performance of PYRO-GUARD® and Exterior Fire-X® products often allows treated wood to be used instead of more expensive construction materials like concrete and steel. UL® labeling and third party monitoring insure consistent adherence to our Class A flame spread rating. PYRO-GUARD® and Exterior Fire-X® are available in FSC certified wood, and can be painted or stained like untreated wood. Our nationwide network of stocking distributors insures immediate delivery of our fire retardant lumber and plywood.

Contact: Ms. Kate Perkins • 706/595-9855 ext 195 • 706/595-6600 fax
kperkins@frtw.com • www.frtw.com

hsbCAD - ITW Building Components Group Inc.

Object oriented technology based on AutoCAD and AutoCAD Architecture. From the drawings created in AutoCAD Architecture you are only a mouse click away to create all the fabrication drawings and details required for automated or non-automated manufacturing including bill of materials and much more. The Design tool of Choice for: Prefabricated Home Manufacturing (Timber and Light Gauge Steel), Timber Framers (Post and Beam), Modular Home Design, Residential Designers, Residential Design, Log home Design, SIP Designers, Builders.

Hundegger USA, L.C.

See ad on page 32.

Hundegger has manufactured the building industry's leading CNC machinery for over 30 years, and is known for quality and versatility. Products include: the #1 selling Joinery saw; Gantry-style SIPS saws; 4-sided Planers; a component, I-Joist, and Timber Framing saw; and a new linear SIP Saw. The New SC3, the next generation Hundegger SC saw, which the Truss and EWP industries have trusted for years: bevels 0-90°, cuts components, wall packages, scarf and hip ridge cuts, stair stringers, 4-angled webs, birds mouths, slots, housings, and entry level joinery, with one saw, and no setups. It is the Whole House Saw™.

Contact: Mr. Rudy Banuelos • 435/654-3028 • 435/654-3066 fax
rudy@hundeggerusa.com • www.hundeggerusa.com

Intelligent Building Systems - ITW Building Components Group Inc.

See ad on page 31.

Intelligent Building Systems (IBS), the leading supplier for the wall panel manufacturing industry, provides additional profit opportunities for component manufacturers by providing a **COMPLETE WALL PANEL SYSTEM**. Our innovative equipment—manual, semi-automated and automated systems—includes exclusive features that give you an edge over your competition. We will provide the perfect combination of IntelliBuild™ software, equipment and service for any component manufacturer. Our knowledgeable staff will help you determine how to maximize your company's performance. Stop by and see how we can contribute to **YOUR SUCCESS** with our **INNOVATIVE COMPLETE WALL PANEL SYSTEM**.

Contact: Mr. Ken Kirsch • 866/204-8046 • 817/652-3079 fax
kkirsch@itwbcg.com • www.intelbuildsys.com

ITW Building Components Group Inc.

See ad on page 35.

ITW Building Components Group is the leading supplier of innovative products and services for the building component industry. We offer engineering services, design & management software, cutting and manufacturing equipment for truss and wall components, a unique trimmable end floor truss system and metal truss connector plates to the component industry. The pioneering work done for wood components was applied to develop an unsurpassed cold-formed steel product line. These outstanding products and services allow our customers to manufacture the finest building components available anywhere. We have expanded our software product line to include design and manufacturing programs that streamline the entire building process.

Contact: Mr. Karl Bickel, PE • 314/344-9121 • 314/344-3157 fax
kbickel@itwbcg.com • www.itwbcg.com

ITW Panel Fastening Systems

ITW Panel Fastening Systems is a supplier of pneumatic and Cordless nailing, stapling tools and fasteners for the wood panel industry. We offer Paslode, Duo-Fast and ToolMatic brand tools and fasteners. Our tools are compatible with all U.S. and European automated panel equipment and tools are available with high capacity magazines. ITW Panel Fastening Systems offers an extensive service network to maximize production efficiency, as well as Engineering support when necessary.

Keymark Enterprises, LLC

Whole House Design, Single Building Model Technology, Intelligent Building Design, Building Information Modeling—KeyBuild is the embodiment of these catch phrases. Keymark is your one stop shop for integrated floor, wall & roof design software, along with truss plate supply, engineering services, machinery interfaces, & precut/mark/route expertise. Visit Keymark's booth at this year's BCMA and witness how theory is becoming everyday practice at Keymark!



PROBLEM-SOLVING
Resources and Tools

Lakeside Trailer Mfg., Inc.

See ad on page 34.

Stop by the Lakeside Trailer booth to get all the newest & latest improvements in delivery of components. Over 1700 trailers built and on the road everyday.

Contact: Mr. Lee J. Kinsman • 573/736-2966 • 573/736-5515 fax
lee@rollerbed.com • www.rollerbed.com

Lamco Forest Products

Innovative, leaner and greener, our products allow better design optimization than dimensional lumber, MSR and LVL products, in floor, wall (tall studs), header, truss, perimeter and roof systems. Featuring: Strong Design Values (1.5E, 1.6E, 1.8E and 2.0E); Customization: Exact Widths 2½" to 16", Exact Lengths up to 32', in increments of 1/16". Lamco advantages: 100% useable, wane free edges, low moisture, dimensional stability, less twisting, flexibility in heights restricted projects, less glue, long spans, no special tools needed to drill/nail, reduces waste, good for Fire Rated Assembly & no need to cut big trees anymore!

LP Building Products

LP is a premier supplier of commodity and specialty building products serving multifamily and single family, homebuilding, as well as retail, wholesale and industrial markets. At LP, we are committed to our customers. We take pride in delivering on our promise to provide high-quality products, innovative ideas, and superior service. Our customers have come to depend on this commitment. It's what brings new and long-time customers back to LP year after year.

Mangotech

MangoTech. A young business providing Fresh Automated Solutions. MangoTech is a company with a focus on providing practical automation solutions for timber industry businesses throughout the world. The company's rapid growth is a result of its ability to be fast, flexible and innovative in answering real needs, enabling businesses to substantially increase their efficiency and profitability. Contact MangoTech at 1-866-GO-MANGO

Metriguard Inc.

The World's Leading Provider of precision equipment for: Machine Lumber Grading (MSR & MEL), Veneer Testing (LVL), Bending & Tension Testing (Quality Control) and Structural Panels (OSB & Plywood).

MiTek

See ad on pages 2-3.

At MiTek we continue to invest in your future through software, machinery, technical support and builders' products. The goal? Bottom-line benefits to your business in any market condition. MiTek software offers the best whole-house design capabilities and production management software. Our technical support is the finest in the industry bringing you quick solutions and MiTek's production automation is sensible and fits your business requirements. Our Focus is on your business-performance, improved productivity and greater accuracy when you need it the most. Because now more than ever your success is our success.

Contact: Mr. Michael Klein • 800/325-8075 • 314/434-5343 fax
mklein@mii.com • www.mii.com

Monet DeSaw Inc.

See ad on back cover.

Monet DeSaw Inc. is a company where *Engineering* and *Service* collide, bringing you the most sought after cutting and material handling equipment available to the building industry today. We offer a range of products that include: automated, semi-automated and manual component saws; linear saw; floor web saw; lumber decks; carts; bunk strippers and roller conveyors. Our linear saw has proven to be the most cost effective saw available on the market. Priced at \$109,000.00, this product is hard to beat. As everyone knows, our FWA500 floor web saw and DeSawyer 2000 fully automated saw are the most reliable.

Contact: Mr. Kevin Troesser • 573/642-4900 • 573/642-3736 fax
kevin@desawu.net • www.desawu.com

MSR Lumber Producers Council

Emphasizing its higher quality, longer spans, and better lifetime performance, we will let you know how you can benefit directly from using MSR lumber at your component manufacturing operation. With more than four dozen regular and associate members, including the largest MSR lumber producers in North America, our association serves an industry that produces 1.8 billion board feet of MSR lumber on average annually. If you are interested in better quality, less waste, less inventory, and better performance, then MSR lumber is a great choice. We welcome your feedback on what you would like next from your MSR producers.

Nordic Engineered Wood

Nordic Engineered Wood manufactures building products for home and commercial applications. Nordic's production facility, comprises state-of-the-art equipment designed to optimize fiber yield with strict quality control. Under a meticulous ISO 14001 program, the company manages over 2 million acres of timberlands and maintains capacities of 140 million linear feet of I-joist and 50 million board feet of glulam production. Nordic is also certified by the Forest Stewardship Council. High density black spruce forms the base for Nordic products. Known for its high strength to weight ratio and consistent fiber quality, Nordic's exclusive black spruce is ideal for engineered wood products.

Palfinger North America

Palfinger North America is a world class manufacturer of truck mounted knuckle boom cranes and forklifts. Used in many applications, we offer several models, which can be operated with radio remote control for fast and economical operation. Palfinger also offers the ideal solution for various loading and unloading problems encountered by transport operators. Different models of the Crayler truck mounted forklift are available depending on your specific needs. Palfinger and their distributors can help custom-manufacture a material handling system to meet your toughest challenges! For more information on the Palfinger product lines, please contact us at 800-567-1554.

PANELS PLUS

See ad on page 17.

Panels Plus has different options for wall panel lines. From the space saving expandable Combo Table line to our Multi Table Lines, we offer a fully customizable package to meet your needs. Panels Plus newest offering is the Tilt Table. This table can be used for blocking and window and door installation and more. We have added options to our CN100 Component Nailer to include a pusher and component stacking options as well. From 1' to 76' walls, Panels Plus offers a safe, robust, easy to operate and maintain line of equipment. See us at the BCMA in Phoenix!

Contact: Mr. Tim Kaasa • 507/377-5341 • 507/373-7110 fax
tkaasa@panplus.com • www.panplus.com



COST-SAVING
Solutions

SOAR TO NEW HEIGHTS

Pelican Bay Forest Products, Inc.

Pelican Bay Forest Products is a supplier specializing in Truss materials. Our traders are motivated and dedicated to establishing and managing relationships with their customers and suppliers. Our traders help their customers make lumber-buying decisions, analyze market conditions, and make recommendations to solve problems.

Pennsylvania Lumbermens Mutual Insurance Co.

See ad on page 20.

PLM specializes in Property and Casualty insurance for the lumber, woodworking and building material industries. We offer competitive rates, loss control programs and prompt claims response and handling. We are financially strong and carry an A.M. Best rating of A (Excellent). We will work with any licensed agent of your choosing. For more information visit our booth or contact us at 800.752.1895.

Contact: Ms. Charlotte Friend • 800/752-1895 • 215/625-9097 fax
cfriend@plmins.com • www.plmins.com

Qualtim, Inc.

See ad on page 33.

Have you been considering ideas for improving your business and marketing approach but never seem to find enough time? As the industry leader in personalized service and support to the structural building components industry, Qualtim offers both creative and technical solutions. We provide website, advertising and other marketing expertise, online training creation and management, manufacturing and QC knowledge, engineering and expert witness support, as well as truss testing and product development assistance. Qualtim invites you to stop by our booth to discuss your marketing or technical needs and how we can serve you with expert, creative and affordable solutions.

Contact: Ms. Peggy S. Kolman • 608/271-1176 • 608/271-7006 fax
pkolman@qualtim.com • www.qualtim.com

Randek BauTech

Randek BauTech is the world leading manufacturer of automated equipment components for producing prefabricated homes. Our equipment produces finished building components faster and more efficiently than any other manufacturer. Compared to competing technologies, our machines will produce up to four times the linear feet of wall panels per shift. Our leading-edge technology enables manufacturers to produce high quality wall and floor panels in the shortest possible time with a minimum number of operators. The last decade, we have delivered several production lines in the USA and Canada.

Robbins Lumber Company

Robbins Lumber offers distribution centers throughout the Midwest specializing in MSR Pine and MSR spruce lumber. We have office locations in Florida, Michigan and Chicago, IL. Stop by our booth and let us show you our commitment to customer satisfaction.

SBC Research Institute

The SBC Research Institute (SBCRI) offers an extensive list of testing options under a variety of application, attachment and loading conditions, all of which will lead to more accurate and efficient design and improved installation/use of products. SBCRI has ISO/IEC 17025 ACLASS accreditation.

Simpad Inc.

Blackpoint Builder Services by Simpad, Inc. provides web-based, on-demand CAD production and estimating solutions. Our Objective Is Simple: To help you drive operational excellence and customer satisfaction through a streamlined product development and construction process. We accomplish this through a web-based Building Information Model (BIM) Portal that manages all of your CAD and estimating information including home options and detailed bills of materials. Come see how to gain a competitive advantage through the Better, Cheaper, Faster Future of Homebuilding.

Simpson Strong-Tie

See ad on page 22.

Simpson Strong-Tie Company is the world's largest manufacturer of steel connectors for wood construction. The product line totals nearly 7,000 items, with more than 1,700 different joist hangers alone. Strong-Tie® connectors for solid timber, composite wood products and plated trusses are the most specified of any brand. Simpson Strong-Tie offers its Quik Drive auto-feed screw driving systems. Combining speed of collated fastening with strength and safety of screws, Simpson Strong-Tie's Quik Drive system maximizes production and reduces labor in the truss plant or on the jobsite.

Contact: Ms. Frankie Emerson • 925/560-9081 • 925/847-1603 fax
femerson@strongtie.com • www.strongtie.com

SL-Laser Systems LP

Founded in 1988, SL Laser has been a pioneering force in the development of precision single and multiple head laser projection systems for truss, floor deck and wall panel systems. Our patented hardware and state-of-the-art software feature many user-friendly features designed to enhance functionality, while prompting the easy-to-use fundamentals that make our systems the industry benchmark. Seamless integration between TrussPilot™ software and hardware results in reduction of production costs and an increase in accuracy and profitability. Our Laser Systems can be found projecting increased productivity in some of the finest building components manufacturing companies in the world.

SpaceJoist TE - ITW Building Components Group Inc.

Capture a growing market with the GENUINE INNOVATION of SpaceJoist TE, LLC's Trimmable End products. The GENUINE INNOVATION ranges from the SpaceJoist TE floor trusses to Insert TEs. We have an option to fit your needs! Stop by our booth to see how these INNOVATIVE products can benefit your company.

Spotnails

Spotnails has been one of the leading manufacturers of pneumatically driven fasteners for nearly 70 years. The Company manufactures a wide range of industrial fastening products including nails, staples, pins, brads and tools for use in packaging, furniture/woodworking, construction, factory-built housing and many other industries. With manufacturing facilities in the United States, Mexico and Korea, Spotnails is keeping pace with the demand for quality tools and fasteners.

Stanley-Bostitch

Stanley-Bostitch is a global manufacturer of fastening solutions for the factory built housing and component industry, on-site construction, and DIY markets. Our full program includes custom fastening for automated production, complete service, and on-site support to insure a lean and productive environment.

REGISTER ONLINE:
www.bcmshow.com

Stiles Machinery Inc.

See ad on page 12.

Weinmann offers a complete range of machinery for the efficient and economical production of frame wall, SIP wall, floor, and roof components including assembly and tilt tables, automatic framing stations, and automatic fastening with nailing, stapling, and screw driving equipment. Weinmann features fully-automated CNC processing with their unique multi-function bridge machines, and WBZ lumber saws and machining centers. Stiles is pleased to sell and service Weinmann component manufacturing systems in the USA. Weinmann is represented in Canada by Homag Canada.

Contact: Ms. Amanda Dombek • 616/698-7500 • 616/698-9411 fax
adombek@stilesmachinery.com • www.stilesmachinery.com

Structural Building Components Association

See ad on page 4.

SBCA is a leading force in strengthening the structural building components industry. Representing component manufacturers, builders, material suppliers and industry professionals, SBCA provides the tools and benchmarking resources needed to protect component manufacturing businesses and educate the marketplace. Whether it's educational resources, risk management strategies, building code watch, financial/wage surveys, legislative alerts, in-plant safety and quality control, transportation issues, technical training or marketing plans, SBCA provides tangible benefits. Stop by our booth and see how it pays to be a member of SBCA.

Contact: Ms. Anna L. Stamm • 608/274-4849 • 608/274-3329
astamm@sbcindustry.com • www.sbcindustry.com

Structural Building Components Magazine

Your Industry...Your Ideas...Your Magazine! **Structural Building Components (SBC) Magazine** is the component industry's primary resource for leading-edge information about current issues, trends and products that affect the future of framing. The mission of **SBC** is to increase the knowledge of and to promote the common interests of those engaged in manufacturing and distributing structural building components. **SBC** strives to ensure growth and continuity and to be the industry's information conduit by taking a leadership role in the dissemination of technical and marketplace information. **SBC** staff welcomes your feedback and article ideas at editor@sbcmag.info.

Swanson Group Sales

Swanson Group Sales operates 5 sawmills in Oregon. Our 2x4 #1/Btr and 2x6 Select Struct Green Doug Fir has been used by western truss manufacturers for many years. Our stud mill also produces the many sizes of web stock in both green and dry fir. All of our wood products are certified under the SFI Fiber Sourcing program and carry the SFI stamp. Our mills are members of the WWPA and their grade stamp appears on our dimension. Swanson Group Inc has been in business since 1951 and is proud to be a part of the BCMC Show.

Todd Drummond Consulting LLC.

Lean manufacturing consulting services—40+ consultations demonstrate that companies can improve their bottom line through lean and TOC principles. Time standards (R.E., S.U. Man-Minutes) provided. Practical advice you can use to implement positive changes. See what past clients are saying on website. Got **QuickBooks? Truss Shop Labor Tracking** software to quote, schedule, and track actual shop labor and apply COGS to QuickBooks. Import truss information to process your order from quoting, production, then through the accounting process. (Release Date: Oct 09) **Free 3 month, no obligation trial period!**

Truss Plate Council

SBCA's Truss Plate Council acts as a forum and a resource for the companies that supply truss plates and component design software.

Truss Plate Institute

The Truss Plate Institute (TPI) and its members are connecting the truss industry. Come visit the TPI booth to see how and to learn more about the products and services provided by TPI. Speak to our professional staff about our nationally recognized 3rd Party Quality Assurance Inspection Program. Learn about the ANSI/TPI 1-2007 standard. Review and ask questions about other guidelines and technical publications such as BCSI. See you at the show!

TrusSteel - ITW Building Components Group Inc.

TrusSteel® pre-engineered Cold-Formed Steel trusses from ITW Building Components Group are the culmination of over fifty years combined experience in truss and Cold-Formed Steel building products. The product is built upon extensive truss engineering and software knowledge inherent in Alpine products, an experienced staff of CFS design engineers and many years of designing and building efficient trusses. TrusSteel products simplify the processes of design, specification and inspection. Integral stiffness and a high strength-to-weight ratio make them easy to handle during installation. A nationwide network of local TrusSteel fabricators provide truss designs, details, specifications, construction hardware, estimates and finished trusses.

Truswal - ITW Building Components Group Inc.

Truswal Systems offers programs for component design, engineering, building layout and truss plant management. Intellibuild whole house design software utilizes the power of parametrics, which allows all design modifications to instantly flow through the entire structure. These dependable tools combined with new features and enhancements in ITW BCG products will bring more speed, accuracy and reliability to your operation. See a demo to experience the innovation!

USP Structural Connectors

USP Structural Connectors is a metal fabricating manufacturer serving residential and commercial building industries throughout the United States and Canada. USP's product line includes standard construction hardware for the light construction and retail/do-it-yourselfer markets, as well as a complete line of connectors for the Engineered Lumber and Plated Truss industries. This full-range product line is backed up by an in-house engineering staff, technical assistance team and Customer Service. USP products are manufactured in three locations across the United States: Minnesota, Florida, California and one in Canada.

Viking WPS

See ad on page 18.

Viking has provided creative fastening and material handling solutions to worldwide markets for over 30 yrs. Our history and experience has allowed us to create a line of new wall panel assembly products that clearly differentiate us from anything on the market today. All Viking equipment runs independent of design software and allows you to choose or change to any design software that fits your business needs. Our modular approach allows you to start small and increase production later by upgrading and adding equipment that moves your line from manual to a fully automated solution.

Contact: Ms. Linda Resch • 763/586-1202 • 763/571-7379 fax
lindar@vikingeng.com • www.wallpanelassembly.com

Virtek Vision

The Virtek TrussLine Laser Projection System, with new software that features improved usability, real-time production status, and reporting functionality. Virtek's new fully released TrussView data projection and control system provides heads up display while virtually eliminating paperwork thus adding to productivity and quality. The LaserMC, laser marking system, has no ink mess or consumables. It streamlines the production of component materials used in wall panel assembly by measuring, laser marking and cutting in a single step. Virtek I-Joist Processing precision cuts I-joists with optimization of material and automatically routes service openings.

SOAR TO NEW HEIGHTS

Wall Panel Council

SBCA's Wall Panel Council provides information and resources for the manufacturers of wall panels and their suppliers, and it will assist them as they act to expand the market for their products.

Wasserman & Associates, Inc.

See ad on page 20.

Wasserman & Associates is a representative for new truss, wall panel, stair, door, fingerjointing and material handling equipment. We also offer the option of used or reconditioned equipment. As a partner in your equipment selection process, we promote the equipment that best suits your individual requirements, not the equipment that optimizes our commission. Equipment Financing, Removal, Shipping, Installation and Training is available. Buying or selling, large or small budget, please contact us.

Contact: Mr. Rod Wasserman • 402/438-2161 • 402/438-2524 fax
rodwass@aol.com • www.wasserman-associates.com

West Fraser

West Fraser's vision is to be the leading forest products company in the U.S. and Canada. Our goals are simple—leadership in profits, responsibility in communities, commitment to the environment, excellence in people, strength in products. From homes to picket fences, wood has built the North American Dream and West Fraser takes great pride in supplying wood products to the world. With 15 mills in Canada and 15 mills in the Southern United States, we can produce 2.6 billion board feet annually with a variety of softwood lumber products. Please come by and visit us today.

Wood Truss Council

The Wood Truss Council (WTCA) is SBCA's largest council. Representing the wood structural building components industry in the US, Canada and internationally, WTCA provides a comprehensive supply of tools and resources for wood truss manufacturers.

Wood Truss Systems, Inc.

See ad on page 34.

USED AND NEW EQUIPMENT—Fully independent, we search from top suppliers and our large listing of used equipment to develop the right solution for you. WTS is known for delivery of innovative and objective solutions plus service that consistently places us among the top sales representatives in North America. You can count on effective and economical solutions featuring: Truss and Wall Panel Equipment, Automated Component Saws, Radial Arm Saws, Material Handling Systems, Automated Jigging Systems, and the ability to custom design your own used systems.

Contact: Mr. Jay R. Halteman • 888/288-9874 • 888/751-9914 fax
jayh@woodtrussystems.com • www.woodtrussystems.com

“The most powerful three days of the year for the structural building components industry!”



Ben Hershey, Alliance TruTrus, LLC & 2009 SBCA President

FULL SCHEDULE (Subject to Change)

Tuesday, September 29

11a-6p Registration
8:30a-4p Golf Outing
2p-5p Component Manufacturer Session:
Your Business Lifeline

Wednesday, September 30

7a-6p Registration
7a-8a Continental Breakfast
8a Welcome from the BCMC Chair
8a-9a Kick-off Presentation: NFL star Tom Flick
9a-6p Spouse/Guest Hospitality Room
9:15a-10:30a Educational Sessions
10a Spouse/Guest Orientation by Greater Phoenix Convention & Visitors Bureau
10:30a-10:45a Coffee Break
10:45a-12p Educational Sessions
12:15p Ribbon Cutting Ceremony
12:15p-6p Exhibit Hall Open
5p-6p Welcome Reception
5p BCMC Bowl Drawing

Thursday, October 1

7a-5p Registration
7a-8a Sit-down Breakfast
8a-9a SBCA Annual Meeting
8a-5p Spouse/Guest Hospitality Room
9:15a-10:30a Educational Sessions
9:30a Spouse/Guest Tour
10:30a-5p Exhibit Hall Open
1p & 3:30p BCMC Bowl Drawings
4p-5:15p Component Manufacturer Roundtables:
Focus Groups on Industry Issues

Friday, October 2

7:30a-10a Registration
7:30a-8a Continental Breakfast
8a-9:30a Economic Forecast
9a-12:30p Exhibit Hall Open
8a-12:30p Spouse/Guest Hospitality Room
11:30a BCMC Bowl Drawing
12:30p Official Adjournment
12:30p Plant Tours
5:30p SBCA Open Quarterly Meeting:
All are welcome!

Visit www.bcmshow.com
for exciting details
about the 2009 show!

New SBCA Members

NEW REGULAR SBCA MEMBERS

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Chapter Corner

For more details about SBCA Chapters and how to become more involved, contact Anna L. Stamm (608/310-6719 or astamm@qualtim.com). Contributions to Chapter Corner, including pictures, are encouraged. Submissions may be edited for grammar, length and clarity.

North Florida Component Manufacturers Assoc.

The North Florida Chapter had two events in July. First, the chapter hosted a booth at the kick-off of the "Raise The Floor 2009 Design Challenge" in Jacksonville on July 23. Educational information, chapter rosters, and professional membership applications were made available for the more than 200 attendees at this event targeting home builders and designers. Second, the chapter held its quarterly meeting on July 30, welcoming Bob Esposito of True Design Studios to discuss green building for component manufacturers. Members were encouraged to bring their questions.

SBCA – Indiana

The Indiana Chapter held its first meeting of the year online with **SBC Connection**. Following several membership updates, the attendees discussed the way that reactions are reported on truss design drawings and specifically an issue that can occur when a truss is modeled as pin/pin connected and the horizontal reactions are from vertical load not wind. Next, a proposal that has been submitted to the Indiana Residential Code to label all buildings using engineered I-joists and structural glulam timbers was reviewed. Our chapter/staff team has submitted an alternative universal labeling proposal, and members were invited to attend the meeting of the Indiana Department of Homeland Security where it would be discussed. Finally, chapter members and staff are continuing to work on various code change proposals that would keep the Indiana Building Code and Indiana Residential Code in line with current industry standards.

SBCA – New York

The featured presentation at the New York Chapter's July meeting was "The SBC Industry & Residential Green Building Programs." Libby Maurer of SBCA staff explained how members can participate without becoming Chain of Custody certified or using certified wood. Covering the green building rating systems in the marketplace, such as LEED for Homes and NAHB Green, she answered many questions about the

points available right now to component manufacturers for being green. Everyone appreciated the open and informative discussion of the issues. At the meeting, the final draft of the SBCA *Tech Note* requested by the chapter, "What Should Constitute a Truss Submittal Package in the State of New York?" was approved. A version of this has also been written for all states. These and additional *Tech Notes* are available online at www.sbcindustry.com/technotes.php.

SBCA – Northeast

Education, codes and technical information dominated the agenda at the Northeast Chapter's July meeting. First up, the members were given a recap of the chapter's participation at a meeting of Berkshire County building officials. A challenging and noteworthy debate on distinguishing between ground snow loads and applied roof snow loads was resolved at the meeting and cemented with a new SBCA *Tech Note*, "Prescriptive and Engineered Design Provisions of the Massachusetts One- and Two-Family Dwelling Code." In addition to resolving this issue, the building officials greatly appreciated the educational presentation given by the chapter and have already requested another! Second, members discussed attending a meeting in Derby, CT to comment on a proposed ordinance on labeling buildings with engineered lumber. Everyone agreed that presenting our industry's position on these issues was of crucial importance. Third, a recap was provided of the chapter's booth at the New England Fire/Rescue/EMS show on June 26–28 in West Springfield, MA. Educational materials including the Carbeck CD and brochure were distributed. Several attendees requested plant tours and planning had already begun on a tour for the Worcester, MA Fire Department.

Structural Building Components Association of Michigan

As discussed at its July meeting, building codes are the focus of the Michigan Chapter this summer. Members were present when ten code

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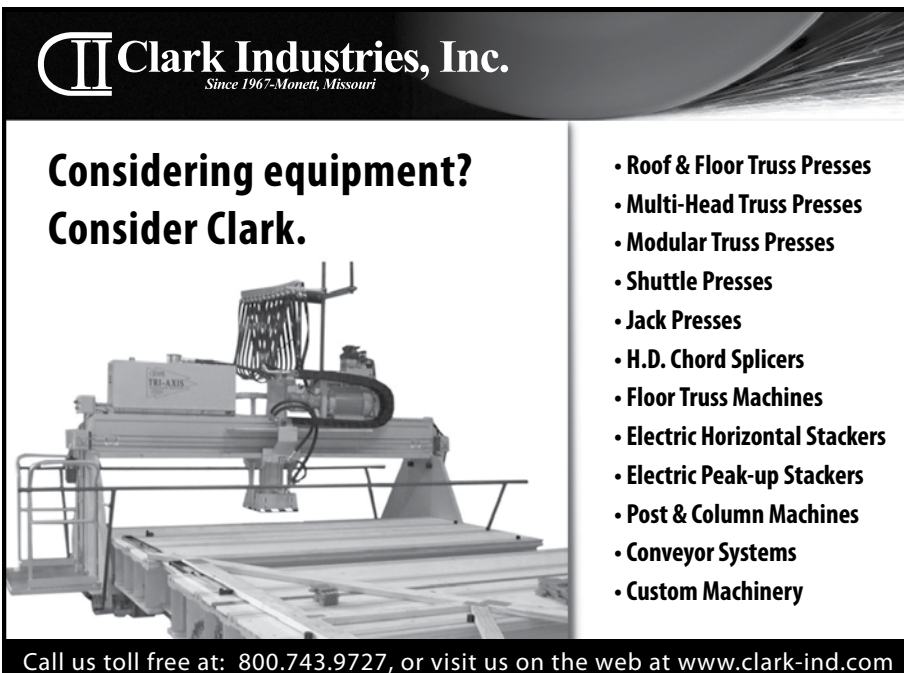
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change proposals for the Michigan Building Code and Michigan Residential Code were heard at a building code review meeting in Okemos. Even so, nine were disapproved or withdrawn because they do not deal with issues that are specific to Michigan and the building committee does not want to make any changes to the IRC codes unless there is a demonstrated issue specific to Michigan. The chapter's code change proposal for the Michigan Uniform Energy Code was also denied. The chapter's proposal to replace the current ground snow load map with a table defining the snow load for each Michigan jurisdiction was tabled until August to give the chapter/staff team an opportunity to bring supporting data to the committee and clean up some issues related to specific Michigan rules and the Roof Loading Data Sheet. In general, the committee liked what had been done but wanted further information before voting on it. A chapter subcommittee was formed to work on these issues and bring the proposal back in August. Then, the MI Building Code Review Committee took up the sprinkler issue on July 22 in Lansing. There was a lot of testimony on both sides of this issue. The committee voted to remove section R313 from the Michigan Residential Code, which means residential sprinklers will not be required. This is the committees' recommendation and could still be overturned by the Building Commission. **SBC**

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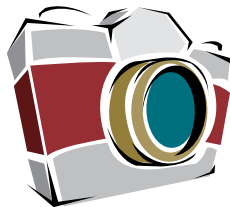
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Editor's Message

Learning Faith, Perseverance from Noah

by Ben Hershey

“Consider it pure joy, my brothers,
whenever you face trials of many
kinds, because you know that
the testing of your faith
develops perseverance.”

James 1: 2-3 NIV

The other day one of my peers at another company told me it has taken a lot of faith to get through the past year. I agreed. But it made me think, it has been more than faith; it has been the perseverance of our employees and others around us that has brought us through this.

Imagine the scene: Noah from the Old Testament, walking through a forest of trees; he's dreaming of a small, start-up truss plant that he will use to revolutionize the buildings of his time. As is the case in many instances in our lives, God smiles. He has other plans for those trees. He says to Noah, "I want you to build an ark 450' long, 75' wide and 45' tall." You can practically hear Noah's reaction. "You want me to do *what* with these trees that should be sawn and made into structural components for homes?" I am sure Noah's neighbors were none too happy about this large ship sitting in front of their homes; most likely he was ridiculed and ostracized from the community. This is a man who had incredible faith and perseverance to complete the project at a time when he had only his family around him to believe in him.

Many people in our industry have faced trials this year testing their dreams and their faith in what our industry has provided them in the past, wondering if the proverbial ride is over. And yet, they have worked hard, made fundamental changes to their businesses, made staffing changes, and changed financing within their business. *They persevered.* And there have also been many in our industry who have faced tough personal challenges that have tested their faith and resolve. But, for every dark cloud there is a silver lining. The economic dark cloud appears to be changing, and I think each of us are seeing some light, some measure of what our industry will look like in the near future and maybe a glimpse of what it can be in the next few years.

Our association's faith and perseverance has also been tested. We have had to adjust the service level of some of our programs, changed how we market our programs and react to varying economic challenges. **But SBCA remains strong.** One fundamental change we have made over the past few years is to encourage component manufacturers to market to professionals outside of the manufacturing process. We have introduced programs to help you market to architects, engineers and building inspectors so they can better understand what we do as component manufacturers. SBCA will continue to grow and evolve in the years to come; it will continue to address many of the issues and concerns of our members. I am most proud to be a part of the development of TTWs, *Tech Notes*, BCSI documents and others, for the specifier and code/inspector communities. Even when times are tough, we cannot afford to miss the opportunity to teach others.

For those whose faith has been tested and persevered, you've learned that you have to act. If you are going to be better in the future, you have to make changes to your business through retooling or re-engineering your process from bid to delivery. This often means training within. Here is just a short selection of what you have to choose from: ORisk, TTT, In-Plant WTCA QC, Operation Safety, Basic Training, Driver Training (TRUCK), SCORE...need I name more? Did you ever wonder how God selected Noah? Was he a carpenter, a mason, a farmer, the local baker? The

Continued on page 8

at a glance

- ❑ Our faith has been tested, but perseverance will get us through hard times.
- ❑ SBCA is and will continue to be a strong, viable organization.
- ❑ I encourage members to continue reaching out to professionals outside the manufacturing process: architects, engineers and building inspectors.

Editor's Message

Continued from page 7

Bible doesn't say and it is clear that Noah did not have an ark building association (with a very capable staff) to call and get assistance. And how did he build an ark that big without a component saw or a laser jiggling system? Good thing we have so much more today, and SBCA is right there with you to provide the additional tools you need every day to help you grow and prosper as a business.

This year's BCMC Show in Phoenix has the theme of "Soar to New Heights." How appropriate for the current time we're in as an industry it has been this year. But the theme is very appropriate because it is what is required of each of us. We need to reach down deep in ourselves and find that inner strength to "Soar to New Heights." If you come to Phoenix, you will find the educational tools, information and technology that will help you to reach the next plateau our industry is headed to. Thank you for making the choice to evaluate your business by attending BCMC.

This is my last article as President of SBCA. If you recall, I said last October that I hoped to make a difference by "leaving a little more wood on the pile." I am not sure I expected the challenges that I faced both in the association and my business. But through faith and perseverance, I am here today looking toward a future filled with new challenges that both my business and the association will tackle. In my first article I talked about playing the piano. How my mom got through those first few years trying to get me to practice I will never know. But here I am some 38 years later still playing the piano. She had a lot of perseverance to not let me give up, and I am sure I tested it. My best wishes to incoming President Steven Spradlin of Capital Structures. I hope you will continue to contribute your time and efforts to assist him.

I would like to thank our Board of Directors, Committee Chairs, and our SBCA staff for their hard work this past year. Our **SBC Magazine** advertisers and BCMC exhibitors who worked with us through a very difficult year deserve not only your thanks, but your business. Thank you advertisers and exhibitors! Finally, my thanks to all of you for putting your trust in me to serve as your President. It has been an incredible honor and I hope that I met your expectations. Thank you!

May God's blessings be on everyone. I hope this coming year will be prosperous for you! Turn to page 23 for the 2009 BCMC Show Guide, including information about the exhibitors and a schedule of events.

Get your bag packed; we'll see you in Phoenix at the BCMC Show! SBC

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Church of Jesus Christ of Latter-day Saints Adds In-Plant WTCA QC to Specification

On June 9 the Church of Jesus Christ of Latter-day Saints (LDS Church) revised its project specification to include In-Plant WTCA QC certification. The new specification accepts a plant's certification in the program in lieu of providing quarterly inspection reports.

Before updating its specifications, the LDS Church required component manufacturers supplying projects to submit quarterly 3rd party paperwork during the bidding process as proof of their products' quality. The requirement even applied to component manufacturing plants that are currently In-Plant WTCA QC-certified.

At least one SBCA member found providing reports on top of being QC-certified to be onerous, and asked SBCA staff to contact the LDS Church. SBCA and the LDS Church staff then worked together to alter the specification as follows: "Copies of previous four quarterly inspection reports verifying compliance with TPI regulations unless the Truss Fabricator provides proof that they are certified and in good standing with the In-Plant WTCA QC program certification."

In other words, any component plant may bid on LDS Church projects, but if a plant is not In-Plant WTCA QC certified, it must submit quarterly inspection reports. The LDS Church also used the new language to update its Truss Plant Certification Requirements Form, which is a checklist general contractors use to verify a truss plant's certification.

"The updated spec recognizes plants that are voluntarily choosing to be certified in In-Plant WTCA QC, going above and beyond what is required by the building code," said Tony Piek, program manager. "They've attached a positive value to our program."

"The specification is much better due to your input. Thank you for your help in helping to 'evolve' our specifications to better match what our ultimate goals are," said Wm. Chris Barker of the LDS Church Architecture, Engineering, and Construction Division.

For more information about In-Plant WTCA QC, contact Tony Piek (tpiek@qualtim.com). **SBC**



www.sbcindustry.com/wtcaqc.php

Snow Load Provisions of the International Residential Code

by Larry Wainright & Ryan J. Dexter, P.E.

Two methods of designing snow loads are explored.



The design snow load is not the result of a single storm but rather the result of snow accumulation from many winter storms.

Even when it is still warm outside, some people just can't help but talk about snow! Although it is not currently snowing in most areas, as we all know trusses still need to be designed to resist snow loads. Within the last month, SBCA has received a number of inquiries about how to apply snow loads to trusses.

Question

I am a component manufacturer salesman involved in a residential project and the local building official says the trusses must be designed with a roof snow load equal to the ground snow load in our area. He says that the building code does not have any provisions that allow for a reduction in the ground snow load. Is this true? Our building code is based on the International Residential Code (IRC).

Answer

The question revolves around whether the ground snow loads shown in the IRC need to be applied directly to a building as the design roof snow load or if it is appropriate for various factors to be applied to the ground snow load to arrive at the correct design roof snow load. Another question is if the ground snow load can be factored to obtain the design roof snow load, what other issues need to be addressed?

Let's look at what the IRC has to say. This discussion is based on the 2009 IRC, but note that the 2003 and 2006 versions are very similar. The prescriptive method and engineered method are the two methods that the IRC allows to achieve compliance with the snow load provisions.

Prescriptive Method

The prescriptive method provisions are provided in IRC Section R301. The overall goal of building design is to support all applied loads and safely transfer them from the point of origin through the load resisting elements (i.e., the roof, walls, floors, and connections) to the foundation. IRC Section R301.2 defines how much snow load should be applied to the building:

R301.2 Climatic and geographic design criteria. Buildings shall be constructed in accordance with the provisions of this code as limited by the provisions of this section. Additional criteria shall be established by the local *jurisdiction* and set forth in Table R301.2(1).

IRC Table R301.2(1) contains a field for the ground snow load as well as other climatic and geographic design criteria while IRC Figure R301.2(5) (see facing page) maps the ground snow loads that should be used.

When using the prescriptive method, the ground snow load is used in the building design. The IRC provides no other direction on how to apply the ground snow load, so you can assume that the full value is used; it is applied in its entirety to the building as the design roof live load. There is no need to run unbalanced load cases for drifting across the ridge of the building, because snow drifting has already been considered in the development of the ground snow load value. However, you should also consider other situations such as drifting at high-low roofs or sliding snow from an upper roof onto a lower one.

The prescriptive method is more conservative than the engineered method. This conservatism is necessary to achieve the simplicity of the prescriptive method.

at a glance

- The prescriptive method for designing snow load is more conservative than the engineered method.
- The IRC prescriptive method allows the ground snow load to be reduced to $0.7P_g$ as long as the conditions of this section are met for all truss types.
- The IBC engineered method allows certain reductions to the ground snow load per ASCE 7.

Essentially, the logic is that any building falling within the scope of the IRC can be designed using the full ground snow load value and the resulting building design will be adequate to transfer the applied loads to the foundation without considering such things as the building's exposure to wind, its thermal efficiency, and its intended use. It is a worst case scenario where one simplified answer covers all building sites within the scope of the IRC. So if the trusses are designed to the prescriptive method (i.e., IRC), the building official is correct that the design roof snow load is equal to the ground snow load and no reductions are allowed.

There is one exception to this in IRC Section R802.10.2.1

R802.10.2.1 Applicability limits. The provisions of this section shall control the design of truss roof framing when snow controls for buildings not greater than 60 feet in length perpendicular to the joist, rafter or truss span, not greater than 36 feet in width parallel to the joist, rafter or truss span, not greater than two stories in height with each story not greater than 10 feet high, and roof slopes not smaller than 3:12 (25-percent slope) or greater than 12:12 (100-percent slope). Truss roof framing constructed in accordance with the provisions of this section shall be limited to sites subjected to a maximum design wind speed of 110 miles per hour, Exposure A, B or C, and a maximum ground snow load of 70 psf. For consistent loading of all truss types, roof snow load is to be computed as: $0.7 P_g$.

Here, the prescriptive method of the IRC allows the ground snow load to be reduced to $0.7P_g$ as long as the conditions of this section are met for ALL truss types, methods and materials of construction (wood, wood/steel, steel, etc).

Engineered Method

The engineered method is more exact in determining the roof design load because it considers a number of different conditions that may occur, like the building's wind exposure the thermal resistance of the ceiling assembly, and snow drifting.

Continued on page 12



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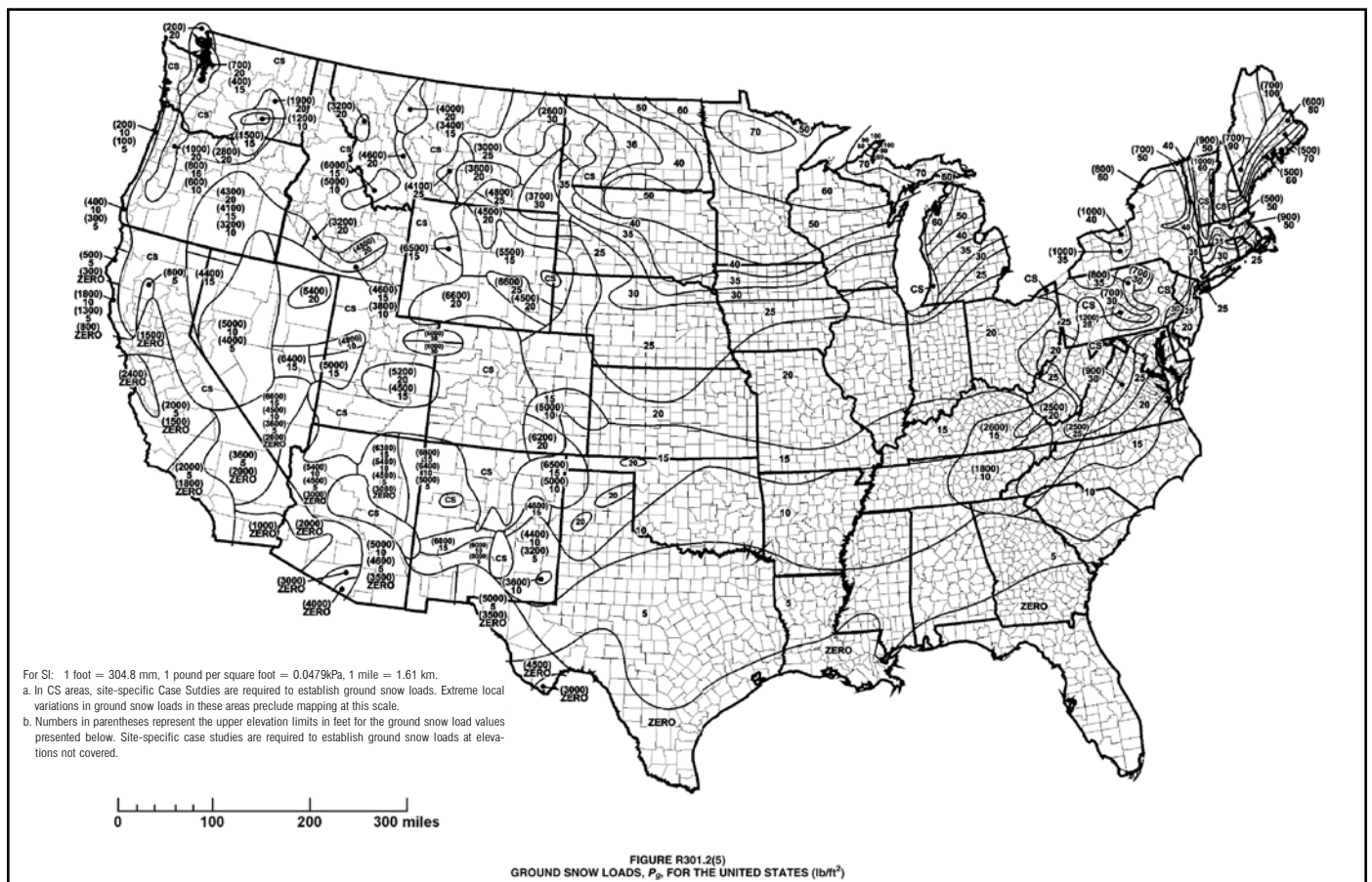
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Technical Q&A

Continued from page 11

Because each of these factors is considered, the building can be designed to more accurately reflect the localized conditions' affect on snow loads. By eliminating the "one size fits all" approach of the IRC prescriptive method, engineered roof systems can use a more precise design to make efficient use of materials. IRC Section R301.1.3 describes these alternate (engineered) provisions:

R301.1.3 Engineered design. When a building of otherwise conventional construction contains structural elements exceeding the limits of Section R301 or otherwise not conforming to this code, these elements shall be designed in accordance with accepted engineering practice. ... Engineered design in accordance with the International Building Code is permitted for all buildings and structures, and parts thereof, included in the scope of this code.

Therefore, the engineered method is covered in the provisions of the International Building Code (IBC). IBC Section 1608.1 provides the following on design snow loads:

1608.1 General. Design snow loads shall be determined in accordance with Chapter 7 of ASCE 7, but the design roof load shall not be less than that determined by Section 1607.

The use of ASCE 7 snow load provisions is mandated when using the engineered method per the IBC.

With regard to design snow loads, the prescriptive method is

much easier to apply due to the conservative nature of applying the ground snow load onto the building as the roof live load. The engineered method provides a more accurate analysis of the required snow loading because it takes into account the unique characteristics of each building site. For the engineered method, it is clear that ASCE 7 is the appropriate standard to use to determine how the ground snow loads from IRC Table R301.2(1) are to be applied. According to ASCE 7, all of the snow load provisions must be followed, not just the balanced load condition. Unbalanced loads for drifting across the ridge, drifting from high to low roofs, sliding snow, rain on snow surcharges, etc. must all be considered.

As to whether or not the structure should be designed to the prescriptive method or the engineered method is up to the building designer. Trusses designed to the IRC prescriptive method would be designed with a roof snow load equal to 0.7 times the ground snow load or the ground snow load depending on the specific building parameters, whereas trusses designed to the IBC engineered method would allow certain reductions to the ground snow load per ASCE 7 (as long as it was above the IBC mandated minimum). For information on how to calculate design roof snow loads, see the **SBCA Load Guide** at www.sbcindustry.com/loads.php. **SBC**

To pose a question for this column, call the SBCA technical department at 608/274-4849 or email technicalqa@sbcmag.info.

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Safety Scene

Extension Cord Safety

by Molly E. Butz

How to avoid hazards when using extension cords.



TIP: Need to know the wattage rating of your tool or appliance? Multiple amps times volts for the answer. For example, if your tool indicates that it uses 5 amps at 125 volts, then its wattage rating is 625W or 5x125.

at a glance

- Damage to cords can cause an electrical shock or fire.
- Frayed extensions and three-prong cords that are missing their ground prong are examples of cords that are dangerous.
- Adding an extension cord check to weekly safety walkthroughs is an easy way to make sure all cords are in safe working condition.

Aside from a hammer or tape measure, they probably seem like the most simple tools: extension cords. They're handy, too; an extension cord allows you to move electricity to virtually anywhere in your facility. The key to using them safely is to ensure your extension cords are kept in good working condition.

Frayed or nicked extension cords, or three-prong cords that are missing their ground prong are dangerous. This type of damage to cords can cause an electrical shock, and they also present a potential fire hazard. Here are some simple ways you can ensure your extension cords stay in good shape!

- Always visually inspect an extension cord before you use it; check for external defects such as loose parts, bent/missing pins, or damage to the outer layer/insulation.
- Also check for potential internal damage, such as a pinched or crushed outer layer.
- Unplug all extension cords when they're not being used and store them inside, in a cool, dry place.
- Remind your folks to firmly and fully insert the plug of the cord into the outlet.
- When unplugging an extension cord, pull directly on the plug as close to the outlet as possible rather than tugging further back on the cord.
- Ensure the proper cord is being used for the job. Compare the wattage rating on the cord with the wattage rating on the tool you're plugging in and make sure the cord has an equal or higher rating.
- Although sometimes unavoidable, whenever possible, use one extension cord at a time; stringing multiple cords together is unsafe.
- Never plug a three-prong plug into a two-prong extension cord.
- Avoid driving forklifts or other equipment over extension cords.

Appropriate Uses & Timely Repair Conserve Cords

Extension cords serve a very valuable purpose, to make electricity available in places where it is not. However, extension cords are meant to be used for temporary needs and should never be "mounted" to a wall using nails or staples. If you find that an extension cord is needed in one or more areas often, consult with a licensed electrician about installing additional electrical outlets.

Long, heavy duty cords can get a little expensive. Luckily, if you can catch it before it's too far gone, most minor damage to extension cords can be quickly and inexpensively repaired by your maintenance department. With that in mind, it's a good idea to make extension cords part of your weekly safety walk-through and immediately remove from service any cords in need of repair. Just be sure damaged cords are repaired by a qualified maintenance person.

Spotting an extension cord with a notch of missing protective sheathing or a plug that's pulling away from the rest of the cord may seem inconsequential, but even a small amount of damage can lend itself to a much bigger safety issue. Keep your plant running strong and your employees safe with well-maintained, reliable extension cords. Safety first! **SBC**

To pose a question for Safety Scene, contact Molly at mbutz@qualtim.com.

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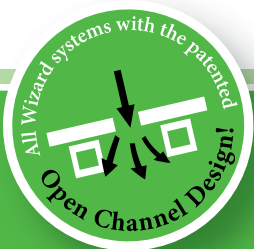
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