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by SBC Stall

# **2010 Annual Meeting Highlights**

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The mission of Structural Building Components Magazine (SBC) is to increase the knowledge of and to promote the common interests of those engaged in manufacturing and distributing structural building components. Further, SBC strives to ensure growth, continuity and increased professionalism in our industry, and to be the information conduit by staying abreast of leading-edge issues. SBC's editorial focus is geared toward the entire structural building component industry, which includes the membership of the Structural Building Components Association (SBCA). The opinions expressed in SBC are those of the authors and those quoted, and are not necessarily the opinions of Truss Publications or SBCA.

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# "We purchased our first WizardPDS® drop-in ChannelS™ System in 2008. And a second system in 2009."

"Faced with a dwindling housing industry and shrinking margins in tough economic times, Richco Structures needed to look for ways to reduce costs. This led us on a search for the best way to streamline our set up process. After carefully considering our options we purchased our first WizardPDS drop-in Channels system in 2008. And a second system in 2009.

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> Rich Pearce Plant Manager Richco Structures - Haven, WI Division of Richardson Industries



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# Editor's Message

# Examining the Supplier-Buyer Relationship

by Joe Hikel

The switch to lean manufacturing required a hard look at lumber processing

at a glance

☐ Toyota is known for using lean manu-

□ Since acquiring lumber just in time isn't

☐ The uncertainty created by lumber price

☐ Through SBCA, manufacturers could pool

volatility and other issues.

their purchasing power and get lumber

producers to listen to concerns about this

volatility is a huge risk for all component

possible, Shelter Systems adjusted its

lean principles and decided to stockpile

our industry use them as well.

lumber to manage price volatility.

manufacturers.

facturing in its operations, and many

manufacturers (like Shelter Systems) in

n my last article I described a little about my business school experience from 2001-2003. In operations class we learned about lean manufacturing principles. At that time the benchmark for success in implementing these principles was Toyota. I decided to implement lean manufacturing into the processes of our organization as we designed the facility we moved into in January 2005. The principles that I am referring to are developing a pull strategy where the customer drives the process through the accurate need for delivery, and we make the components with as little time between completion of manufacture and delivery as possible. Cycle time is the driver of this concept. The shorter it takes to complete the process of manufacture the longer you can wait to decide what you are going to make next. We decided to build our facility around the process in order to shorten the cycle time.

At Toyota they involve the supply chain in the lean manufacturing process as well. They require their vendors to provide their products in the exact order the cars are being produced on the line and the products arrive at the Toyota plants within a half hour window of when the particular part is to be installed on the car. This enhances production efficiency as Toyota workers need not search for outsourced parts inventory in order to build their cars and helps cash flow as well because they don't need to pay for parts that go into inventory—only ones that get used in the process.

My first thought with respect to implementing this concept within the component manufacturing business was that it would drastically reduce the inventory throughout our plant. As it happened, our switch to just in time was ideal because it corresponded to when our new shop was being planned out and set up. We were successful in almost eliminating work in process inventory by cutting just in time and managing cut material requirement variation by having excess cutting capacity.

My next thought was try to get the lumber manufacturers to make the lumber the way I needed it. When I mentioned this to our lumber buyer, my stepmom Linda,

she looked at me like I had two heads. In order to understand why they couldn't make lumber just in time for my needs I decided to attend a lumber mill tour that was offered at the BCMC that year. I

watched in amazement at the operator on the log deck of a southern pine mill owned by Culp Lumber near Charlotte, NC. A log rolled onto the deck and within five seconds a computer offered a solution to the operator on an end view of the log that told him the best yield for that log based on the price in the marketplace for all the different types of boards that could be cut in real time. The operator then accepted the computer's solution and the log rolled away destined to be cut into the boards that the computer described. The lesson for me here was that they cut the wood to maximize yield of the tree and not the way any customer might need it.

In order to try to match up the demand of our customers with the way they make the wood, the only option was to develop a buffer through inventory. By storing extra raw material, we can pull the sizes and grades we need for a job when we know the demand. The inventory buffer also helps us address the volatility in price on the buy side of a component manufacturing operation which doesn't match up with the price coverage our customers want. They want consistent pricing over a period of

# **Editor's Message**

Continued from page 7

time—tough to manage when the price of lumber changes every day.

After that lesson we decided to dedicate 30 percent of our space to raw lumber inventory to try to manage the volatility gap. I describe that part of our operation as almost a separate business, where we speculate on lumber and focus on buying according to current market conditions and contracts. From the saws on we practice lean manufacturing.

I believe our suppliers need to undergo a paradigm shift. The uncertainty created by lumber price volatility is a huge risk for all component manufacturers unless you are able to change the selling price of the components to match the price you paid for the lumber. In most cases that isn't possible and some sort of speculation strategy is implemented. Many of us are still smarting from the whipping we all took from the spring and summer run-up this year on top of distress created by overall economic conditions. I believe there is a solution and I know that some vendors are working to try to protect us from undue volatility through hedge tools and indexing programs.

I also firmly believe we have to come together as an association and leverage our purchasing power in order to get the lumber producers to listen to our concerns. It does them no good to see their customers go out of business because of the wrong speculative lumber buying move. There is already a model in place that has taken the majority of volatility out of the process. It's the I-joist model. The majority of the raw material in I-joists is OSB, which has huge volatility, but the major manufacturers of I-joists have figured out a way to protect their distributors and end users from major pricing swings.

One of my goals this year is to engage the lumber industry to address this issue and others as the supplier-buyer partners we should be. I will need your support in order to be successful in this endeavor.

There are a few core supply side business issues that we, as an association, are formulating strategies to engage our supply chain in. Our goal is to evaluate these issues with them and implement proactive options. It is very important that we come together to serve our customers with predictable components; using renewable resources that offer optimally value engineered solutions to structural problems. We'll get into more details as 2011 unfolds.

I wish each and every one of you happiness and prosperity. Please feel free to write or call me if you have any comments or ideas about this article. **SBC** 

SBC Magazine encourages the participation of its readers in developing content for future issues. Do you have an article idea for a future issue or a topic that you would like to see covered? Email your thoughts and ideas to editor@sbcmag.info.



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# Santa for Hire

Phil Close, senior truss technician at Andrews Truss in Andrews, North Carolina has a unique second career. Pictured here with his granddaughter, Phil is in his second year as Santa Claus. During the 2009 holiday season, Phil donned the red suit for a local Head Start program. "It was so fun that people encouraged me to talk to other Santas and try to start a little side business. Evidently I've grown into the character," he said. With his agent wife's help.

he started marketing his business. Phil even joined the Fraternal Order of Real Bearded Santas, an organization through which he gets liability insurance.

One of his major gigs this season is for the Polar Express train running through the Smoky Mountains from Bryson City to Whittier and back. The old-time travel cars are decked with Christmas décor and music while children and their parents are treated to refreshments and a visit from Santa. "I walk through about five cars handing each child a bell. On my way back through they can get their pictures taken with me." Some kids ask him to sign their copies of the book, *The Polar Express*. "I sign it, 'With Love, Mr. C.' It's a lot of fun."

As far as Santas go, Phil is the real deal. Starting in November, he begins his transformation. A local salon dyes his salt-and-pepper hair white. (His beard is naturally white.). He also starts to wear a lot of red to get into the spirit. At 6'3", his suit had to be custom made by his wife.

This year Phil has a full schedule in addition to the Polar Express job: A gig at a local movie theater and video arcade that hosts a power company's Christmas party as well as an angel tree event. He will be at a local Santa's Work Shop for several Head Start appearances and an event for the children of guests at a women's homeless shelter.

Phil says there are several events he does for free. "I've been very blessed, so this is a good way to give back to my community," he said. **SBC** 



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by Ryan J. Dexter, P.E. russ chords under gravity load have a tendency of bending and deflecting

> downward under their constant dead load weight. Camber is a slight upward curvature built into a truss to compensate for this deflection such that when it is loaded the truss sits from bearing to bearing in a more level plane. (See Figure 1.)

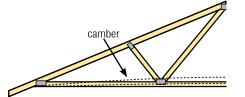
# Question

I was unable to find any guidance on camber while reviewing the code referenced National Design Standard for Metal Plate Connected Wood Truss Construction ANSI/ TPI 1-2007. Is there an industry standard on bottom chord camber in trusses?

### **Answer**

There is no standard that specifies how much camber (if any) should be built into a truss. The industry has removed any specific camber requirements that were previously listed in TPI 1 because it was so often specific to each job and the applied Dead Load. It was also difficult for the machinery to do efficiently and consistently. The majority of component manufacturers were assessing it based on the Building Designer's specifications and Dead Load, the desired flatness of the resulting ceiling, and in many cases the Dead to Live Load percentage were not high enough to warrant camber.

However, there is a different way to account for deflection; the intended effect of camber can be built into a truss using deflection criteria. The amount of expected deflection for the truss is part of the structural design parameters and is listed on the individual Truss Design Drawings (see Figure 2).



How you can determine

the amount of camber

to account for.

Figure 1: Illustration of Camber

### num deflection of a truss under design load is specified on the Truss Design Drawing. Vert (LL) It is often shown using two formats Vert (DL) -0.29 1159 -0.76 442 This is the actual, numerical value of the truss deflection (usually in inches). It assumes positive values for upward deflection and negative values for downward deflection The deflection ratio is the ratio of the truss span (in inches) to the maximum expected deflection. For example, if a 60' truss deflects 2'', the deflection ratio would be 360 (720"/2"). Note: Building codes often establish maximum deflection criteria depicted as span (L) over Deflection Ratio (e.g. L/360). Truss deflections are calculated assuming that all truss supports do not contribute to truss deflection. In situations where this is not the case, such as when support is provided by a beam or girder truss, additional deflection should be expected

Figure 2: From the How to Read a Truss Design Drawing TTB document available from SBCA

The building code specifies the following Live and Total Load deflection criteria for structural applications. (See Figure 3.)

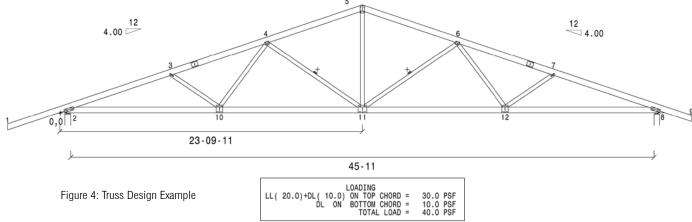
# at a glance

- Gravity loads causes trusses to deflect.
- Dead loads are permanent loads.
- □ Camber is an upward curvature built into a truss to compensate for dead load deflection.

TABLE 1604.3 DEFLECTION LIMITS A. N. N. I. CONSTRUCTION L Ser W D+L44 - - #180 For SI: 1 foot = 304.8 mm est again 11.—2. Il various construction de la cons 10. Fig. 10. and contage appreciates.
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Figure 3: 2009 IBC Table 1604.3 **Deflection Limits** 

deflection amounts (if one was to design to this criterion), let's look at an example:



A very common Live Load deflection specified for roof truss applications is \$\ell/240\$. To calculate what this means in terms of actual

The truss in Figure 4 has a clear span of 45'-11". To determine the magnitude of a  $\ell/240$  deflection for this particular truss, convert the 45-11-0 clear span to inches  $[\ell = (12"/1' \times 45') + 11"]$ = 551"] and divide by 240 ( $\ell$ /240= 551/240= 2.296"). This is the maximum amount of deflection permitted by the code for this truss under Live Load only. Truss Design Drawings typically provide calculated deflections for Live, Dead and Total Load. Subtract the Live Load deflection from the Total Load deflection to get the expected Dead Load deflection.

The Truss Design Drawing for the truss shown in Figure 4 lists a calculated Live Load deflection of 0.301" or \$\ell/1830\$, which is considerably less than the code allowed maximum of 2.296". In a uniformly loaded, simply supported truss, the maximum deflection will always occur at mid-span (e.g., 23-9-11 or 23'-9.7").

since this is up to the discretion of the Building Designer. It should be noted that ANSI/TPI 1-2007 also now lists a Creep Factor (K<sub>cr</sub>) that will be multiplied by the Dead Load deflection in the calculation of the Total Load deflection when it is used in the design of the truss. (You can read more about Creep Factor in the upcoming Jan/Feb 2011 Technical Q&A column.)

In order to align manufacturing with the actual performance, rather than adding camber to account for Dead Load deflection, many component manufacturers will work with the Building Designer to adjust the Live Load deflection limits to meet floor or roof system stiffness and deformation needs. **SBC** 

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

### L/240 =DEFL = 0.301

Figure 5: Actual Live Load Deflection from Truss Design Drawing Example

If camber is required, it should be specified by the Building Designer as indicated in Sections 2.3.2.4(h)(3) and 2.4.2.4(h)(3) of ANSI/TPI 1-2007.

# 2.4.2.4 Required Information in the **Construction Documents.**

The Building Designer, through the Construction Documents, shall provide information sufficiently accurate and reliable to be used for facilitating the supply of the Structural Elements and other information for developing the design of the Trusses for the Building, and shall provide the following: ..

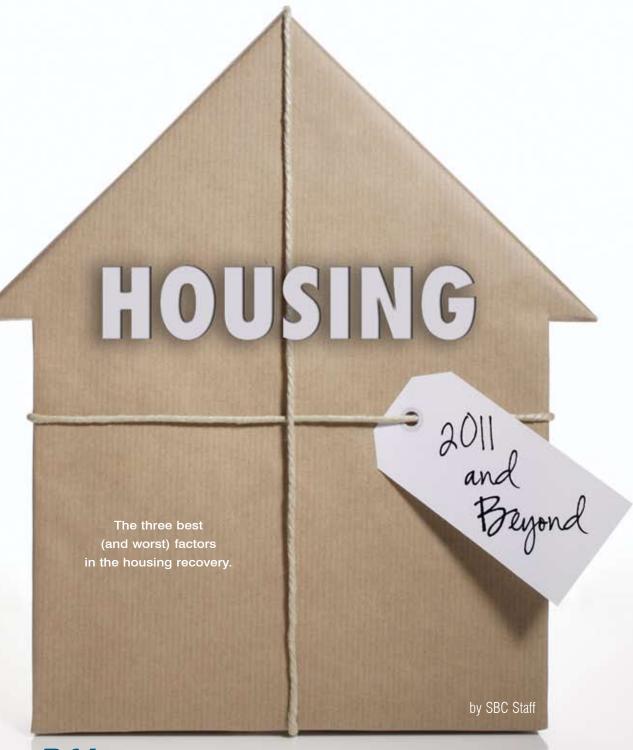
- (h) Criteria related to serviceability issues including: ...
  - (3) Any Truss camber requirements. ...

Typical camber requirements are for Dead Load deflection only, but make sure you always check the construction documents



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hen they said we'd be in for a long, slow climb out, turns out economic analysts weren't kidding. Each year Harvard's Joint Center for Housing Studies publishes a report detailing trends and predictions about the U.S. housing market. In the 2010 edition of The State of the Nation's Housing, it reports on the "fledgling recovery" and examines factors like home sales, affordability, household growth and housing demand. Combining the Harvard report with Wells Fargo Economist Mark Vitner's BCMC forecast and the recent NAHB Fall Construction Forecast gives us a good picture of housing trends. Here's a look at what we can expect from the single and multi-family housing markets in 2011 and in the years that follow.

# **SBCA Housing Starts, Gross Sales Forecast**

Our forecast for the next couple years is in line with that of Wells Fargo and NAHB, with a moderate increase in single and multi-family housing starts in 2011-2012. We predict 2010 will end with 597,300 total starts, a 7,24% increase over 2009. Starts will increase another 24% to

787,000 in 2011, yielding just over \$5.4 billion in gross component sales. We expect starts will top 1 million for the first time since 2007 in 2012, which is a rise of 50% since the market's bottom. Gross sales will top \$7.5 billion in 2012. In terms of a long-range forecast, Wells Fargo predicts that we will see more "normal" or sustainable levels—around 1.45 million housing starts annually—in 2014 at the earliest. (Source: Wells Fargo Housing Data Wrap-Up: October 2010)

# Gross Component Sales **Housing Starts** (in thousands)

Figure 1. Housing starts compared to gross industry sales 2000 – 2012. Notice that components have gained market share!

### **The Factors**

Although it officially ended in late 2009, the fallout from the recession continues to deeply affect housing. Some factors like pent-up demand, demographics and home prices—will in time play in our industry's favor. Others—namely foreclosures and employment—could slow the return of housing to "normal" levels.



Pent Up Demand. The State of the Nation's Housing notes that between the surge in home prices in 2004-6 and the recession and credit crisis

in 2007-9, there is a high amount of pent up demand in the market. NAHB's chief economist David Crowe estimates the current gap in household formation is between .5 to 1.5 million. This includes people who may have lost their homes and moved in with relatives or are now renting, or people who decided to go back to school. "This is the first group of people who will emerge and start buying up homes when confidence is restored," he said. A definite positive for component manufacturers as the economy improves.



Generation Y. Analysts say home buying trends will soon be dominated by the Y Generation, also known as echo boomers. The first of these folks,

born in 1981, are just entering their 30s. The State of the Nation's Housing estimates the number of echo boomers will



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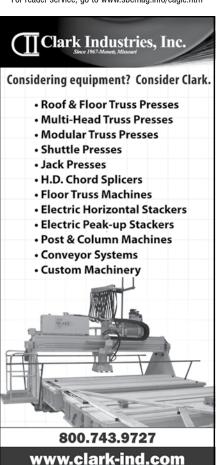
The SDW is available this spring.

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This low-end estimate puts household growth in the next 10 years on par with the pace in 1995–2005, and should support average annual housing completions and manufactured home placements of between 1.7 and 1.9 million units.

—The State of the Nation's Housing, 2010

## Housing: 2011 and Beyond

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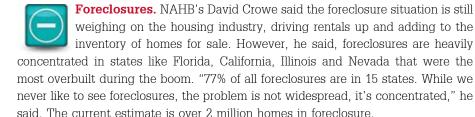
increase to about 90 million by 2025 (that's accounting for immigration). "This highly diverse generation will give demand for apartments and smaller starter homes a lift over the next 15 years," it claims. It continues, "The sheer size of the echo-boom generation will produce record numbers of households headed by young adults." Though majority of echo boomers may still be a few years from entering the housing market, the downstream housing demand of this large group will be substantial.



**Affordability.** The component industry also has housing affordability in its favor. NAHB reports the median sales price dropped from \$256,000 for single-family homes started in 2006 to \$211,000 in 2009, a 17.6% decline.

Home prices in more than 85% of metro areas were also down in 2009. At the same time, rates on 30-year fixed-rate mortgages slipped from 6.6 to 5%. Analysts with Wells Fargo estimate that home prices will fall an additional five to eight percent by the middle of 2011 (Wells Fargo Housing Data Wrap-Up: October 2010).

The latest NAHB Housing Opportunity Index places housing affordability just over 70, meaning more than 70% of all new and existing homes sold in O2 2010 in were affordable for families of four with the national median household income of \$64,400. That's up from around 40 in 2007 and 2008. Significant gains in affordability coupled with steady household growth bode well for the industry.



**Employment.** Not surprising, Crowe points to job growth as the key barrier to economic recovery (and therefore a full housing recovery). Consumers with no income or those concerned about losing their jobs are in no rush to buy homes. He predicts a very slowly improving unemployment rate, falling to about 8% throughout 2011 and 2012.

Smaller Homes. Average home size declined from 2500 to 2400 square feet in 2009, says NAHB. Homeowners are opting for less home to cut costs and drive energy efficiency. Crowe also noted that the increase of first time homebuyers in the market definitely plays a role in smaller home sizes. "They tend to look for more modest homes. In general people are more leery about buying more house than they need," he said.

# Conclusion

The consensus seems to be that while several key indicators have improved throughout 2010, our industry will see a very incremental recovery over the next two years. Expect mid- to late 2012 to signal the beginning of "normal" homebuilding activity. **SBC** 

# LONG-RANGE TRENDS

- WINKs: The National Association of Realtors reports that the share of single female homebuyers—known as WINKs, Women with Incomes and No Kids—increased from 14% in 1995 to 21% in 2009. Look for this trend to continue, especially in the Generation Y age group. WINKs generally prefer urban, pedestrian-friendly neighborhoods and a focus on safety and proximity to employers.
- The U.S. will grow by another 100 million people by 2040, and 60% of that will come from just 20 metro areas, primarily in the coastal areas and the south.
- Immigration will continue to be a huge housing influencer; however, where previous generations settled in urban areas, many new immigrants are heading straight for suburbs.

### Sources:

"Don't Ignore This WINK" (www.prosalesmagazine.com/industry-news. asp?sectionID=427&articleID=1412175)

"Baby Boomers, Gen Y, and the Recession Shift Long-Held Housing Tastes and Trends" (www.builderonline.com/demographics/baby-boomers-gen-y-and-recession-shift-long-held-housing-tastes-and-trends. aspx?cid=BLDR101019002)



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by Libby Maurer

Popular Las Vegas pawn shop gets an addition with help from SBCA member.

as Vegas: glitz, gambling, and home to the Gold and Silver Pawn Shop. History Channel buffs will recognize this nondescript landmark from the hit series *Pawn Stars*. The reality show captures a husky (and entertaining) grandfather-son-grandson trio who operate a booming pawn business on The Strip. The format is straightforward: Richard, Rick and Corey Harrison are taped dealing with potential sellers looking to pawn all manner of items. (As an example, one episode features a peg leg...) The show reveals the real business of running a pawn store, whether it's appraising odd items or spotting stolen goods.



"It was a really nice project for us. We knew a lot of people would be looking at it so we took advantage of the marketing opportunity."

-Art Ramirez

When the show began its third season in June, fans were ecstatic. But by then, it had gained such a following that tourists were lining up to see Gold and Silver in person. Folks who had already visited the shop report it desperately needed an expansion. "They seriously need to expand their showroom, and fast!" one blogger wrote.

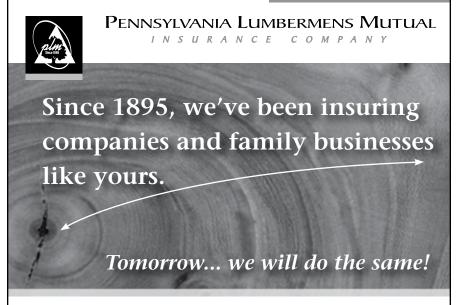
Expand they did, and Sun State Components supplied the roof and floor systems for Gold and Silver's 6.000 square foot addition. Sales manager Art Ramirez said since the original building is located in "old" Las Vegas, it took the city several months to make sure the two-story addition would measure up to new building codes. The bottom floor will be used to store excess inventory, while the second level is dedicated to office space. Despite the massive new space, Gold and Silver shoppers will not have access to it. "The expansion is definitely bigger than their showroom, but they're not using it for extra retail space," he said.

Truss designer Rich Menge said although the addition is large, the design is quite simple. "There were only about six designs total for the roof and floors," he said, noting that the tapered flat roof trusses and floor trusses span 42'. Long-time customer Don Herman Construction of Las Vegas asked Sun State to be the truss supplier. "A lot of our work is based on long-term relationships that we've worked hard to maintain," Ramirez said. Westcor Framing (also of Las Vegas) was the framing contractor.

Because of the high profile nature of this job, Sun State made sure to maximize its exposure with a banner hung on one of the trusses. "It's a good way to market our company. You know, The Strip is a great place to advertise," said Ramirez. **SBC** 

See pages 18-19 for additional photos of the project. For more information about Pawn Stars on the History Channel, including downloads of full episodes, visit <a href="https://www.history.com/shows/pawn-stars">www.history.com/shows/pawn-stars</a>.





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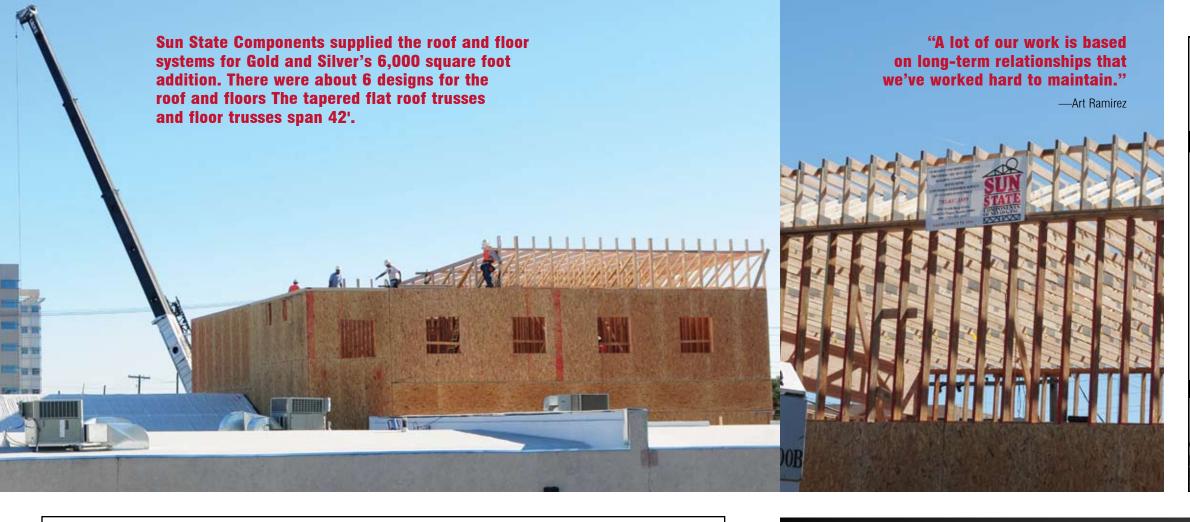
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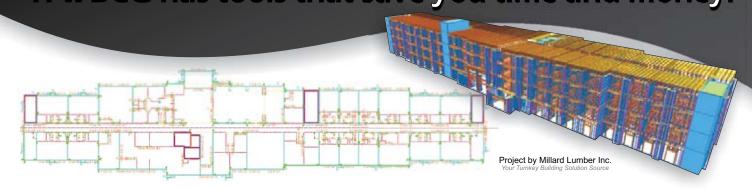
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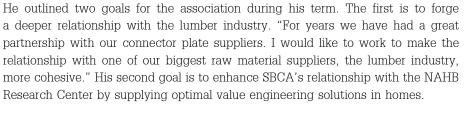


he SBCA Annual Meeting presentation focused on all the ways SBCA members can stay connected throughout the year—without leaving the office. A humorous video featuring Mr. Truss and his loveable sidekick Mack reminded members that SBC Connection is an easy way to keep in touch with friends and learn about new resources to help their businesses. From Business Solutions Groups to committee, chapter and Open Quarterly Meetings, SBC Connection helps you Build Community and Make Connections all year long.



# **Transfer of Presidency**

Steven Spradlin (Capital Structures) transferred the SBCA presidency to Joe Hikel (Shelter Systems Limited) (see photo 1). "Driving around the mid-Atlantic region, I am eager to point out the jobs we have supplied. I am proud of what I do and wouldn't do anything else," Hikel said.





### **SBCA Hall of Fame Award**

Kendall Hoyd was named the 2010 Hall of Fame inductee (see photo 2). Hoyd is CFO of Trussway Holdings, Inc. based in Houston. Hoyd has served as SBCA President in 2005. He was one of the first people to embrace the idea for the Structural Building Components Research Institute (SBCRI) to allow SBCA to test new product applications and share data with the entire industry. Hoyd has been SBCRI President since



"I deeply value what I have learned from my colleagues in the industry over the last 13 years," Hoyd said accepting the award. "It's an honor to have the opportunity to participate in an organization that is so dedicated to advancing its membership's cause."

# **Dick Bowman Industry Enthusiast Award**

Dave Brakeman (Vice President - Engineering, ITW Building Components Group)

and Steve Cabler (Senior Vice President - Engineering & Technical Services, MiTek Industries) were presented with the sixth annual Dick Bowman Industry Enthusiast Award (see photo 3).

The duo is credited for helping SBCA and TPI achieve a close working relationship. Their passion for the industry has gained them the admiration of many in the industry.

Brakeman said, "I am honored to have been given the opportunity to serve the industry through its technical activities. While the technical work that we have done is often in the background, Steve Cabler and I have strived to keep our industry on a solid foundation that will keep it strong and competitive."

Cabler said, "I've had the privilege of working with several generations of industry leaders; together we have helped to move the industry forward. It's gratifying to see how much we can accomplish when we work together."

# **SBC Industry Leadership Award**

Dwight Hikel. President and CEO of Shelter Systems Limited, was honored with the SBC Industry Leadership Award (see photo 4). In 1996 he chaired the Framing the American Dream project at the International Builders Show. Since 2003, he has served on the SBCA Executive Committee. He has been a strong advocate for SBCA educational programs, using them to bolster continual improvement at Shelter Systems Limited.

He has also been on the NAHB Board of Directors and the NAHB Building Systems Councils Board of Trustees for the past 15 years. Through this work, Hikel has been instrumental in forging a collaborative relationship between SBCA and NAHB.

Hikel recognized his company and peers in his acceptance. "Thanks to the Shelter Systems team for allowing me to take the time to be involved in SBCA," he said. "And thank you to my friends on the SBCA Board, whom I've learned a lot from over the years." **SBC** 



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Just after BCMC 2009, Gary Weaver led a group hike through the Grand Canyon—the perfect way to end a long week. This year MiTek organized a group run through Charlotte to build energy going into the show. Dubbed the Trolley Run of Charlotte 2010, organizer Joe Kannapell said though it wasn't their first run, it was just more organized than ever. "For the first time we pre-measured a great 5k course, challenged MiTek associates in advance, and assembled 20 runners and walkers with a wide range of abilities. It's nice to see another beautiful side of our convention venue."

"We were treated to a wide, flat, out-and-back route, adjacent to quaint trolley tracks," he said. Each participant was rewarded with 2010 BCMC 5k T-Shirts upon their return to the Westin Hotel

Kannapell hopes to continue the tradition and has even started planning the 2011 event. "The next morning ProBuild and ITW runners joined our crew, encouraging us to open up the Canal Run of Indianapolis 2011 to an even broader audience," said Kannapell. For more new BCMC traditions like this one, visit www.sbcmag.info to view a recap of BCMC 2010. SBC

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