

## Executive Director's Message



KIRK GRUNDAHL

### "Grassroots Participation in WTCA's Big Picture" by Kirk Grundahl

As most everyone knows by now, our Board of Directors has embraced the concept of "Putting a Human Face on the Truss Industry." What this really means to us within WTCA is how do we help our Chapters be effective at educating everyone in their local marketplaces? It is the goal of WTCA staff to help facilitate this in any way we can.

#### HERE IS WHAT WE ARE DOING:

- The 13 educational programs that we have completed are on CD. One CD will be given to each chapter. This should make giving educational programs much easier. If a chapter needs additional copies of the CD, the price is \$20 plus shipping. For an individual member to purchase a CD for private company use, the cost of each CD is \$100. Are these programs perfect? NO they are NOT! It is our hope that everyone that uses them and sees deficiencies will take the time to take digital photos of replacements that we should be using and provide us with copies. For example, the Iowa Chapter is creating two presentations geared to framers and specifiers. When they are complete, the Chapter will give these programs to WTCA to be put on CD and shared with our membership. They will become additional presentations that can be used as educational programs or reviewed for style and content as a basis for creating yet other presentations. This is precisely what we need. Our educational programs must evolve and get better all the time.
- We have two projection systems with two computers that we can ship to anyone desiring to provide a presentation. These will have PowerPoint and the 13 programs on the hard disk drive. The goal is to make providing a presentation as easy as plugging in the computer and playing the slide presentation. The cost for this is \$50 per day to rent the laptop and computer, plus shipping charges. Is this equipment perfect and will you have to do no work at all to provide a presentation? NO! It will require some work to prepare for a presentation and to use the equipment. It will require a reasonably dark room with a large screen. If one is willing to spend a little time, however, it is very possible to use these tools to give a highly professional presentation and have a great deal of fun doing so.
- WTCA will also provide our tradeshow booths to chapters and members, based on availability. We have one full booth that many have seen at BCMC and other shows, and we have just recently purchased a tabletop display. The rental cost for each tradeshow booth is \$20 per day, plus shipping charges.
- Along with this, several of our global programs will have educational benefits downstream. One excellent example is the PATH/NAHBRC/WTCA Certified Carpenter program. This will result in single educational sheets on fundamentals for framing that we can easily integrate

into our educational programs.

Our Truss Technology for Builders series will be the same way.

Has all of this happened as fast as we would like? Again, NO. But if we have patience, do the hard work needed, stick with it and work together, all the little pieces and steps will turn into a beautiful high-quality series of finished programs in the not-so-distant future.

Every project that I can think of right now that WTCA is undertaking has a direct, positive impact on any local truss manufacturer that wants to take advantage of it. The key to taking advantage of it is in finding out as much as you can about everything that we are doing. Attend a Chapter meeting and talk to the member that represents the Chapter at WTCA Board meetings, call or email staff with questions, give a WTCA Board member a call, etc. We are certain that we can help you find what you need to create a program for your local market. If we don't already have a program to meet your specific needs, we can work to develop something new on your behalf. We will also make sure others are aware of the new service we created together. This kind of communication and collaboration is the best way to make sure the needs of the industry are being met as effectively as possible.

All of our hard work is only as helpful as the people that take advantage of it and use it. We're here to help all of us give our industry the positive personality that it deserves.

For more information on WTCA's educational programs, call 608/274-4849, email [wtca@woodtruss.com](mailto:wtca@woodtruss.com) or visit our web site at [www.woodtruss.com](http://www.woodtruss.com).

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