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"Supplier's Perspective: The Value of Membership" by Mike Bugbee

As a supplier to a variety of markets for the construction industry, we receive many and varied requests for support from organizations representing these markets. Our practice has been to emphasize active participation in an association. We resist joining an association only to be on the list of supporters.

WTCA allows a very high level of access to all development and decision-making processes. This enables associate members to not only stay abreast of, but also participate in the activities that shape policies involving the industry. WTCA provides a much higher benefit compared to other organizations to which we belong that have much higher associate dues.

Another superior aspect of WTCA is the level of commitment by the constituent members—the truss and component manufacturers. The members participate at an intense level and recognize the efforts of active associate suppliers. The gratitude expressed for non-financial participation is very refreshing and unfortunately too rare in many other associations. A good example of how much the association values associate members is how little they ask in the way of financial support from associate members. Faced with the need to fund the increasing demand for services being required by component manufacturer members, the board decided to increase dues for component manufacturer members significantly, which emphasizes the commitment WTCA members have to the only association that represents their interests.

Simpson Strong-Tie is delighted with the return on our investment in WTCA and wishes all associations to which we belong provided a comparable value. I would encourage our customers—both component manufacturers and suppliers/service providers to the component industry—to become actively involved in WTCA and get to know the issues facing our industry. Your service can help develop solutions and policies that benefit everyone in this very important segment of the construction industry.

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