

# STRUCTURAL BUILDING COMPONENTS MAGAZINE

November 2001

## President's Message



### The Winds of Change by Michael Ruede, 2002 WTCA President

Over the last five years WTCA has gone through tremendous changes. The latest and most visible change is to our magazine—now called Structural Building Components (SBC) Magazine. This is the culmination of over three years of work to bring the component industry together under what we call the [“Structural Building Components Council” \(SBCC\)](#). Three associations make up this council: the [Wood Truss Council of America \(WTCA\)](#), the [Steel Truss and Component Association \(STCA\)](#) and the [Structural Component Distributors Association \(SCDA\)](#). Their collective mission is to advance the use of all structural building components in construction.

Both our markets' and customers' demands have been changing and our intent in changing the magazine is to stay abreast of the times and ensure that member companies understand, and are able to take advantage of, the opportunities that these changes offer us. SBC Magazine's format, content and feel will remain the same, while our marketplace coverage will be expanded to bring you new, valuable ideas and diverse information to grow your business.

I'd like to take a moment to wish our current Past President, Mary Pat Keller, all the best and congratulate her on a job well done. Over the past year, she made it her personal mission to maintain WTCA's focus on projects that are important to our membership. She worked closely with the members of TPI on the scope of work for our respective associations, and she encouraged the development of an improved quality standard. In addition, Mary Pat was passionate about having the spring WTCA meeting in Washington D.C. and taking the voice of WTCA members to Capitol Hill. This meeting was a huge success, and with staff's support, I know it will become one of, if not our most, important meetings of the year for years to come.

Mary Pat also worked very hard on the variety of lesser-known challenges that seem to crop up in association work and did a terrific job with all of them. Thank you Mary Pat for all of your hard work and effort in 2001! You have admirably continued the trend of providing great leadership for our industry.

Most of you reading this will have no idea how hard it was for me to write this column, until you realize that it is the week of Tuesday, September 11, 2001. It's been tragic watching U.S. citizens experience such great human loss and suffering. With my own emotions on a daily roller coaster ride, I must have started and stopped writing this message at least a hundred times. I just couldn't focus, not only on this, but on anything. It was not until my family and I went to church on the Sunday after the attack that I realized that I couldn't focus. I did not discover this on my own; Father Rick pointed this out to me in his sermon when he spoke of his inability to do

the same thing. I realized that I was periodically checking out and tuning into the other things around me that people often don't give themselves time to enjoy. I also realized that during that week, our company ran just fine. Obviously, everyone hadn't checked out at the same time, but I'm sure they all had their moments, just like I did.

This story relates to the way WTCA keeps plugging away in the background, so much so that we may not be aware of it. Our association is always available and working on legislative, training, fire, code, technical, legal and other issues. WTCA is taking steps to protect and defend you and your business from these types of situations, while at the same time advancing the use and distribution of our products to our customers. We barely know that WTCA is available until we need it, but isn't it nice to know that even though we haven't been focusing on WTCA, it continues to do the very things that are important for our industry?

This association has come a long way, but we have a long way to go and we will not achieve our potential without your focus. I'm asking you to set aside time this year to focus on WTCA. I'm asking for your ideas and your passion for this industry. Get involved, if not on a national level, then at the very least, on a local level. After all, our industry will not achieve the success we all want if our local markets, building officials and legislators do not understand it. Our success starts with you and your ideas. Please share your wealth of information with others. Just imagine what would have happened in New York without the tireless, behind the scenes, grassroots efforts that took place there. America is great because of this, and together we will also make our industry great!

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