

Director's Message



Leveraging Resources — WTCA Supports & Promotes Component Manufacturers by Kirk Grundahl, WTCA Executive Director

HABITAT HOUSES AT THE 2002 BUILDER'S SHOW

We are a small association in comparison to most. As such, we really appreciate being called on to help and, at the same time, can advance our members' mission statement to its fullest. As a point of comparison, in 2001 the Wood Promotion Network (WPN) spent over \$11 million (donated primarily by the major lumber producers) to advance its purpose and the use of wood in the marketplace, while WTCA's Board allocated 15 percent of its budget, or \$227,313, to marketing and promotion efforts. Obviously, this means WTCA must carefully leverage its resource to effectively market and promote. To this end, when Professional Builder and WPN needed assistance during the NAHB show for their Habitat for Humanity partnership promotion, WTCA was happy to help. Pat Patterson of Professional Builder said thankfully during the show that he was very appreciative of WTCA's efforts, especially due to the fact that we were contacted to assist in the 11th hour of the project.

WTCA members really stepped up to the plate! On January 18, WPN contacted us requesting assistance in securing trusses for the homes that were to be displayed during the February 7-10 show. With special assistance from Richard Brown of Truss Systems, we were



SPC extols the creativity and flexibility of trusses and member truss manufacturers. When people asked who could do trusses like these a ready membership directory was provided.

able to obtain donations for five sets of trusses in a matter of just a few days! Special thanks to the following WTCA and Georgia Chapter members for coming through in a New York minute: Georgia Mountain Components (Oakwood), Truss Systems (Oxford), Truss-Tech Industries (Buford), Trussway (Acworth), Williams Bros. Lumber (Norcross). And, Load Star

also volunteered to donate to the project, but we already received commitments from the first five!

This resulted in a display of WTCA's efforts and gave our members exposure to every builder who walked through these five houses, which would soon be turned into homes for folks in need.

We really appreciate that WPN chose to partner with WTCA in this manner, as we are an association made up of customers of WPN's primary supporters—the major lumber producers of this country. It is through partnerships like this that WTCA can gain the benefit of its suppliers supporting our industry's mission statement. It's a great marketing concept—suppliers supporting their customers' businesses and helping them to grow.

COMPONENT MANUFACTURERS & THE SPC BOOTH

The Habitat for Humanity promotion was not the only leveraging that WTCA was able to do inside the Builder's show. The Southeastern Lumber Manufacturers Association (SLMA) and the Southern Forest Products Association (SFPA), which make up the Southern Pine Council, were able to use the truss display that WTCA assisted in designing and supplying several years ago. The group also allowed WTCA to place membership directories inside the booth in case builders asked for information about the trusses.

After the show was over, Richard Wallace of SFPA asked for additional copies of our membership directory to send out for any inquiries that they received. Again, this is great use of a fundamental marketing concept, suppliers supporting customers.

NAHB RESEARCH CENTER'S CERTIFIED TRADE CONTRACTOR PROGRAM

Last, but certainly not least, is a program that WTCA has been very involved with since its inception, and one that WPN now sponsors:

The Certified Trade Contractor Program, a first-ever program for the building industry, sets quality assurance standards for home framing.

The goal of the program is to improve framing quality, reduce builder and contractor costs and ultimately raise homeowner satisfaction. While framing isn't exactly on every new homebuyer's mind, framing quality issues from productivity and construction defects, to litigation and code inspections can mean big headaches to homebuilders, contractors and framers.

This is the culmination of a great deal of work done in the background by the NAHB Research Center, Mr. Jalsa Urubshuraw President, All-Tech, a large New Jersey framing company; Mr. Craig Steele, President/CEO of Schuck and Sons Construction, a large framing company and WTCA component manufacturer member; and Mr. Jim Hoffner, Regional Quality Assurance Manager, K. Hovnanian Companies NE. Each of these individuals, along with WTCA, serve as Directors of NAHB-RC's National Housing Quality Certified Trade Contractor Program.

To get perspective on the benefits of getting involved in the Certified Trade Contractor program, in an email on November 15, Kelly McCloskey of WPN asked WTCA the following questions:

- Do you think that this initiative has value for WPN?
- Is this something that we could also work on together with WTCA?

Our response to the first question, was "Yes." WTCA is intimately familiar with this project. We worked very closely with NAHB-RC to initiate this work. This is a perfect activity for the lumber industry to be involved with, as it is critical to ensuring good construction quality.

WTCA's goal with the Certified Trade Contractor program is to be able to ensure that there is reliable construction beginning at the foundation. This will make the application of components easier, reduce construction defects and call-backs, allow us to quickly optimize the structural elements in the building, and make the code approval/inspection process much more streamlined. All this will be made possible because of an increased reliability of the installation process. There is a great deal of meat in this program that will have huge benefits to the component industry when implemented fully.

The answer to the second question was “Absolutely.” WTCA has been so engaged with this that we can help a great deal.

We really appreciate that WPN chose to partner with NAHB-RC, All-Tech, Schuck and Sons Construction, K. Hovnanian Companies NE and WTCA in this manner. It is another case of working with the customers of WPN's primary supporters—the major lumber producers of this country. Again, suppliers supporting their customers' businesses and helping them to grow.

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