

STRUCTURAL BUILDING COMPONENTS MAGAZINE

August 2002

President's Message



A Look at the "Big Picture" by Michael Ruede, 2002 WTCA President

Since this issue's focus is on marketing and educational opportunities, I think it is appropriate to step outside ourselves and consider an industry-wide "Big Picture" point of view on marketing. The question we must all consider is, "what could we be doing to increase the level of professionalism of our industry?" I believe that we should embrace the goal of broadening our industry through continued research, testing and education. There are always unique opportunities for us to take advantage of in order to accomplish this goal.

In early 2001, WTCA formed the [Carbeck Structural Components Institute \(CSCI\)](#). CSCI was established as a non-profit (charitable) organization, whose mission is to promote research, development and education to advance the structural building components industry. The institute was named for Tom Carbeck, an instrumental force in the development of the newly formed Wood Truss Council of America, and its president in 1986.

The educational impact of CSCI on our industry can already be felt and reaches other industries as well. CSCI has recently funded the development of an educational program and CD-ROM created by the Houston Fire Department and WTCA, who worked together on this project about our respective industries. Our industry has a lot to learn about the fire fighting profession, and we can also teach the fire service a lot about our products. We believe that through the grassroots education of fire officials, we can dispel some of the myths about truss performance during fires, and fire officials can be better equipped to fight fires in structures containing trusses. Through WTCA members and chapters, our goal is to distribute 1,000 CDs to fire departments across the United States.

Conducting research and education on behalf of our industry is vital to every one of our businesses. We must take the steps necessary now and for the future to protect and further the technology of the structural building components industry. As members and non-members alike, you have the opportunity to fund these projects and others like them by donating your perspective, talent and financial support to this nonprofit organization. Showing support for charitable organizations exemplifies leadership and boosts employee morale within your company, especially when it is industry related. Thank you to the individuals and companies that have already made a commitment to support CSCI.

Keep those thoughts and comments coming! We appreciate the input and hope you enjoy this issue of SBC Magazine.

SBC HOME PAGE

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