

# STRUCTURAL BUILDING COMPONENTS MAGAZINE

April 2004

## Publisher's Message

### Grassroots Isn't Always Green by SBC Staff

*Grassroots means people power. Do you have it or is the grass growing under your feet?*

Grassroots can take form in any number of different colors, shapes or sizes. And grassroots movements can apply to many different causes, industries and communities. It can refer to legislative endeavors, letter-writing campaigns, community action networks or a group like Habitat for Humanity that helps low-income families find affordable housing. No matter the cause, however, the make-up of a grassroots organization or campaign almost always consists of the same components: people from different backgrounds with different talents, unified under a common goal, to spread awareness about and work toward achieving that goal.

This issue of SBC Magazine is devoted to just that: the people of the structural building components industry who have identified a need, pooled their resources and developed a grassroots effort to achieve a specific objective.

To kick off the topic, "[Grassroots Nation](#)," features component manufacturers from different regions of the U.S. who have launched grassroots campaigns—with the help of WTCA—to promote education for their employees, communities, chapters and local legislators.

For a quick read on three companies whose business rapport defines the epitome of grassroots, don't miss [Adele Yorde's feature article](#) on how synergistic relationships can impact market share and customer service. She highlights the ways in which the growth of these companies hinges on their willingness to work together to meet challenges. Customer-to-Supplier communication doesn't get any better than this!

State and regional chapters are the essence of grassroots activity for the structural building components industry and, for many of you, the best way to get involved at the local level. Northwest Truss Fabricators Association (NWTFA) veteran members Jack Louws and Roy Schiferl gave SBC staff a [history lesson](#) on how their WTCA chapter was formed and why their grassroots efforts have been successful for nearly forty years.

Many in the industry have found that the best way to get the word out is to invite people in—[into their plant](#), that is. This was definitely the case when Razor Component Systems, Inc. invited a group from its biggest builder customer to spend a day touring their facility and meeting their employees. If a picture's worth a thousand words, then a tour is worth a thousand pictures.

So don't let the grass grow under your feet! Find or create a grassroots effort in your community, company or city. The time has never been better to unite in the name of the industry and sow the seeds of change.

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