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WTCA Programs Improve Your Bottom Line by Tom Manenti, 2004 BCMC Committee Chair

Component manufacturer education will be a main focus of BCMC 2004 in Charlotte. Do you have specific training needs that could be fulfilled with a WTCA online training course?

The BCMC show and industry education go hand in hand with this year's seminar line-up. Each seminar's focus and content will be created by component manufacturers for component manufacturers. Back by the popular demand of attendees from the 2003 show, the series on wall panel manufacturing will appear again in the seminar line-up. Another track will feature presentations on material handling and equipment, which is new to the seminar line-up.

Also new to the seminar line-up this year is a single-session track on WTCA's educational courses. Component manufacturers (CMs) have helped to develop these courses with the goal of providing the support that CMs need to improve their businesses and bottom lines. We'll discuss each of WTCA's programs and how they relate to your insurance cost reductions and enhancing employee effectiveness. This presentation will be given by Kirk Grundahl and will feature a panel of CMs, including Don Groom and Ken Cloyd, who have extensive knowledge of how participation in the programs can work to your advantage. The panel will field questions from attendees about specific features and the value of the training courses.

The main focus of the presentation will be on the industry initiatives that the WTCA Board and Committees have been working on to support business growth for all CMs. A key support system engine is WTCA's Truss Knowledge Online (TKO) platform, which houses various training courses targeted for virtually every personnel type: general managers, truss technicians, production crew, sales and office staff.

TRAINING & CERTIFICATION

At this session, you'll find out how your company, employees, customers, architects, engineering and building officials can receive industry recognized certifications and earn continuing education units (CEUs), when needed for professional licenses. For example, Truss Technician Training Online has had widespread success for truss technicians in Canada and the United States since its initial launch in August 2002. As of April 13, more than 1,600 students were enrolled in the three online courses. The convenience of the Level I, II and III online courses has allowed technicians to complete the training on breaks, from home, during downtime and at scheduled

training times during the work day.

CMs are investing in TTT certification to enhance their image with their customers, building officials and, in particular, architects and engineers. As there becomes more engineering scrutiny of our industry, having trained technicians that understand and speak the engineering language can help with technical issues that come up in a project. CMs are also finding that they are better able to manage the skill sets of their technicians, shifting their daily tasks to areas of strength, which applies to job satisfaction. Finally, TTT certification is an element of a sound risk management program. Those who work with the insurance industry can see the benefits of enhancing professionalism.

RECERTIFICATION FOR TECHNICIANS

Online Truss Technology Workshops (TTWs) have helped technicians establish TTT recertification. The process is simple, affordable and able to be completed within a few hours. Through the TKO platform, technicians may choose from one of five one-hour online courses on topics ranging from mold to the International Building Code (IBC). Upon completion of the course, the technician's certification is current for another two years.

CEUs FOR BUILDERS, BUILDING OFFICIALS, ARCHITECTS & ENGINEERS

Builders, building officials, architects and engineers looking to obtain CEUs can take TTW courses, available in varying lengths and delivered via the TKO platform. The WTCA Marketing Committee is currently working on several programs to advance the knowledge about the truss industry for these industry members.

To learn more about WTCA's economical and effective education and training programs like those discussed above, don't miss this session at BCMC 2004. Do it for the health of your business!

[SBC HOME PAGE](#)

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