



# Publisher's Message

## Advocating Change

by SBC Staff

"They always say time changes things, but you actually have to change them yourself."

—Andy Warhol (1928-1987),  
*The Philosophy of Andy Warhol*

Is advocacy one of those things you just don't have time for? Would it cut into your U.S. Open-caliber golf game? Take time away from your family and kids, negatively impacting domestic tranquility? According to a recent One Minute Poll (OMP), the vast majority of you don't buy into the idea of advocacy. Sixty-five percent of respondents reported they have little or no control over one or more of the following issues: cost fluctuations of raw materials, compliance with building construction standard regulations, obtaining affordable insurance to cover operational risks, and compliance with transportation regulations. Our aim is to change your mind or at least get you to consider advocacy in this issue of *SBC Magazine* as we cover Legal & Legislative Issues.

In **Adventures in Advocacy**, WTCA's Legislative & Political Affairs Manager, Sean Shields, introduces the concept of "Backyard Advocacy." For you advocacy novices, the so-called "backyard" variety just may be the best place to start. Sean writes about members of a WTCA Chapter who connected with state legislators in their own backyards to facilitate change for the ultimate benefit of their local structural building component market.

As proof that catching the advocacy bug is possible for all of us, *SBC* newcomer Emily Patterson sat down with Plum Building Systems' Rick Parrino to find out just how he forged a relationship with Iowa Senator Grassley. Here's a hint: as Parrino witnessed, plant tours go a long way in making a lasting impression on politicians.

As a follow-up to WTCA's annual Legislative Conference in Washington DC, we bring you highlights and attendee feedback. You won't want to miss our report on WTCA's plans for future policy work with agencies such as:

- Federal Railroad Administration
- Surface Transportation Board
- U.S. Citizenship & Immigration Service
- International Trade Administration
- Department of Labor

If you've always wondered why an antitrust sheet gets circulated at the beginning of each of your local WTCA chapter meetings (or should), don't skip this issue's **Legal Edge**. Legal counsel Kent Pagel explains why federal and state antitrust laws exist, what is stated in WTCA's antitrust policy, and discussions to avoid during association meetings and get-togethers.

Last but not least, in "Trussway's Perfect Storm," the management of Houston-based component manufacturer Trussway, Ltd. shares their story of acquisitions and a flurry of market conditions that led to balance sheet turmoil and eventual voluntary reorganization under Chapter 11.

You may consider yourself apolitical, strongly aligned with one party or the other, or somewhere in the middle. But regardless of your ideology, we hope you find a new reason in this issue to become engaged in the legislative and regulatory processes. Do it for your business, your employees and your industry. **SBC**

### at a glance

- ❑ This issue of *SBC Magazine* focuses on Legal & Legislative issues.
- ❑ The majority of the building components industry feels they have little or no control over things like the transportation regulations.
- ❑ Can local advocacy be worth the work? One WTCA chapter believes it is. Read **Adventures in Advocacy** to learn how they rallied for change.
- ❑ An association is the one place in the U.S. marketplace that competitors can come together to make a positive impact, as long as antitrust laws are respected. In **Legal Edge**, you'll learn about these important antitrust guidelines.

# STRUCTURAL BUILDING COMPONENTS™

THE FUTURE OF FRAMING

[www.sbcmag.info](http://www.sbcmag.info)

Dear Reader:

Copyright © 2005 by Truss Publications, Inc. All rights reserved. For permission to reprint materials from SBC Magazine, call 608/310-6706 or email [editor@sbcmag.info](mailto:editor@sbcmag.info).

The mission of Structural Building Components Magazine (SBC) is to increase the knowledge of and to promote the common interests of those engaged in manufacturing and distributing of structural building components to ensure growth and continuity, and to be the information conduit by staying abreast of leading-edge issues. SBC will take a leadership role on behalf of the component industry in disseminating technical and marketplace information, and will maintain advisory committees consisting of the most knowledgeable professionals in the industry. The opinions expressed in SBC are those of the authors and those quoted solely, and are not necessarily the opinions of any of the affiliated associations (SBCC, WTCA, SCDA & STCA) .



6300 Enterprise Lane • Suite 200 • Madison, WI 53719  
608/310-6706 phone • 608/271-7006 fax  
[www.sbcmag.info](http://www.sbcmag.info) • [admgr@sbcmag.info](mailto:admgr@sbcmag.info)