



# Editor's Message

## Farewell to an Association on the Brink of Evolution

by Kendall Hoyd

WTCA President Kendall Hoyd ends his term as the association is in the midst of significant growth, change and transformation.

**W**ell, that went by fast. My tenure as WTCA president comes to an end about the time you read this. Getting these Editor's Messages written and past my watchful, demanding and, frankly, short-tempered editor has been a challenge of a lifetime, let me tell you.

For the record, the photo that is printed on this page was taken circa 1997. The photo printed in the BCMC Show Guide in this issue is current. What the watchful reader might deduce from looking at my *SBC Magazine* photo (and assuming that I turned in a current photo when I got the president gig), and the BCMC photo—the "after" photo if you will—is that this job is SO hard that it causes your hair to go almost 100 percent gray in less than a year. This is not truly the case, as it was actually a combination of the following: a genetic predisposition, having two teenagers, and being responsible for a truss plant for *eight* years that caused the graying.

If you are responsible for, or involved in, the operation of a truss plant over the next several years, you are going to witness, and hopefully take an active role in, a couple of awesome transformations. First of all, I truly believe that you will see component framing, including pre-fabricated wall panels, continue to grow as a per-

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centage of all framing in this country. As I put forth in a previous installment of this column, there are some far-reaching reasons for and implications of this trend. The bottom line is that we are going to have an opportunity to continue to grow market share by providing cost and time and labor reducing solutions to our customers.

The other significant transformation, and one that the previously mentioned trend will render necessary, is the transformation of the WTCA from an excellent small scale operation to a world-class industry organization that shapes the trends its members face and influences the issues that affect its members' economics. We have steadily grown in effectiveness and credibility over the last 14 years (ever since Qualtim, Inc. took on WTCA's management in July 1992), but the rate and scale of this change will be taking off dramatically over the next few years. Our financial success with BCMC, WTCA publications and other incredibly valuable programs will allow it, and the demands of our industry's growth will demand it.

This might seem a daunting challenge, to successfully navigate that sort of surge in scope and scale, but for the following fact. The WTCA Board of Directors and the staff of the organization are so dedicated, capable and effective that I believe our association is very (and possibly uniquely) able and willing to make that next step. As our industry has grown and changed, and navigated some breathtaking upturns in construction cycles, you have probably learned that when an opportunity such as a spike in market activity presents itself, it takes passionate and committed leadership to make sure that your company grows successfully along with

### at a glance

- ❑ Kendall Hoyd's term as WTCA President is nearly complete.
- ❑ A time of transition and growth is upon WTCA.
- ❑ Activities such as research and testing, legislative work, participation in building code development, or training program development will increase the efficiency of WTCA members as the industry grows.

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the market. Our WTCA leadership is inspiring to me in the commitment and passion they have for the betterment of the industry. Even better, they are very good at what they do, and valuable programs and services are being created at an amazing rate.

Let me broadly quantify what leverage having an effective industry organization provides. Our industry was quantified at \$10 billion dollars annually in an April 2003 study done by the Department of Commerce (visit [www.sbcleg.com](http://www.sbcleg.com) to read the full report). Given recent construction growth and component market growth, it is probably materially larger than that now, but let's use \$10 billion for a round number. If we were able to increase the market for trusses or other components by *one percent* through association activities, we would be looking at a ONE HUNDRED MILLION dollar increase in total market. At a WTCA Financial Performance Survey estimated eight percent return on sales, that has a value of \$8,000,000 per year—or an average of about \$4,000.00 per year per component manufacturer corporation. Given that the overwhelming majority of component manufacturers—89 percent to be exact—pay \$1400 or less in annual dues, that's pretty good leverage!

**If we have enough will and vision as members of this industry, we will see the realization of the continued transformation of WTCA into a world-class organization and the powerful effect that it will have on all of our companies.**

If WTCA activities, such as research and testing, legislative work, participation in building code development, or training program development can increase the efficiency (here I am using efficiency in general terms—the amount of work required to transform an input into an output) by *one percent*, the result is a gain of \$100,000,000—yes, that's ONE HUNDRED MILLION dollars—for our industry. If you take your company's share of the \$10 billion dollar component industry and multiply that share times \$100,000,000 (ONE HUNDRED MILLION dollars!), you get an idea what the work of WTCA is worth to you. That's awesome leverage!

This analysis begs two questions. One, are we faced with any issues that affect the efficiency of our industry by one percent or more? And two, are we capable of affecting those issues positively and realizing the gains indicated in the analysis? My assessment is "yes" and "heck yes." If we have enough will and vision as members of this industry, we will see the realization of the continued transformation of WTCA into a world-class organization and the powerful effect that it will have on all of our companies. **SBC**

***SBC Magazine encourages the participation of its readers in developing content for future issues. Do you have an article idea for a future issue or a topic that you would like to see covered? Email your thoughts and ideas to [editor@sbcmag.info](mailto:editor@sbcmag.info).***

# STRUCTURAL BUILDING COMPONENTS™

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