



# Wtca Update

## Texas Sweeps Annual WTCA Membership Drive, Arizona Comes in Second

by Libby Maurer

"No man is an island..."  
—Frank Klinger,  
Mid-Valley Truss & Door

**S**trength in numbers is what the WTCA Annual Membership Drive is all about. Existing members competed for one year (September 1, 2004 - August 31, 2005) in three distinct recruitment categories: the #1 WTCA Component Manufacturer Membership Recruiter, the #1 WTCA Supplier Membership Recruiter, and the #1 WTCA Recruiting Chapter.

### Top Component Manufacturer Recruiter

**Strategy: Consider local vendors.** In a landslide victory, Textruss Component Building's Ben Doyle captured the 2005 Membership Drive #1 CM recruiter title. Doyle, from Austin, TX, successfully recruited several suppliers and one component manufacturer, racking up 18 Top Chord Club points for the year. Doyle said it dawned on him one day to encourage his local vendors to join the Truss Manufacturers of Texas (TMAT): "They are always looking for a chance to visit me, so what better excuse than attending a chapter meeting?" Out of six local vendors, Doyle was able to recruit four. "It was just too easy," Doyle said. "All I had to do was suggest membership."

### What Is the Top Chord Club?

WTCA's Top Chord Club (TCC) program was developed to foster continued growth of the membership. Any WTCA member who sponsors a new member (encourages them to join) earns points according to the following schedule:

- Three points for signing up a Component Manufacturer or Associate.
- Two points for signing up a Component Manufacturer or Associate that has been lapsed.
- One point for signing up a Professional.

Doyle said when dealing with suppliers nearly every day, we tend not to think of them as people to recruit for membership. "You often need them to provide you with quick solutions. Because of that, getting them involved at the chapter level just makes sense," he explained. What's next on Doyle's recruitment hit list? Six more local vendors. "Now I just have to find the time," he said. "Timing is everything!"

Sun State Components' Glenn McClendon and U.S. Components' Keith Azlin tied for second place, each with nine points. McClendon said he recruited manufacturers that were just getting into the business: "One of my first recommendations upon getting into the industry is to join WTCA," he said. McClendon specifically capitalized on the association's deep pool of knowledge. "There is so much to be

gained from membership. Between the literature and research, there is so much knowledge that is pooled in this association."

### at a glance

- ❑ Winners of this year's Annual Membership Drive used different strategies to recruit component manufacturers and suppliers.
- ❑ Ben Doyle, Norm McKenna and the Truss Manufacturers Association of Texas each captured titles in one of three membership recruitment categories.
- ❑ Norm McKenna achieved Diamond Club status in WTCA's Top Chord Club after reaching a lifetime total of 60 points.

### Top Supplier Recruiter

**Strategy: Do the math.** Following suit, MiTek Industries' Norm McKenna swept the supplier membership recruiter category for the second year in a row, earning 25 Top Chord Club points. McKenna's lifetime total now stands at 60 points, qualifying him for Diamond Club Status. McKenna said selling membership—whether it's a national or chapter membership to a supplier, component manufacturer, or professional—is not tough if he breaks the cost of annual membership into a per-month figure. "I tell potential members if you do the math, the cost per month is very minimal. The value they will get back in return is far greater than what they'll pay in any given month," he said.

Tied for second place were Stan Sias of Lumbermens Merchandising Corp. and Richard Terbrock of MiTek Industries, each with nine points.



2006 WTCA President Don Groom presents Norm McKenna of MiTek Industries, Inc. with his #1 WTCA Supplier Membership Recruiter plaque at the Open Quarterly Meeting held in Milwaukee on October 15. McKenna earned 25 Top Chord Club points during the 2005 Membership Drive.

## Top Chapter Recruiter

**Strategy: Strength in numbers.** The Truss Manufacturers Association of Texas (TMAT) hit the jackpot with 47 recruitment points. TMAT will retain possession of the #1 Chapter Membership Recruitment Traveling Trophy after winning this category for the first time in 2004. TMAT President Al Sifuentes of Timber Tech Texas, Inc. said he feels that the chapter's success is directly correlated to the success of WTCA as an entire industry. "TMAT's success is WTCA's success and WTCA's success is TMAT's success. Our success in recruiting members is a direct result of the unselfish time and gracious support of our membership. I think a big part of our success in the Membership Drive was because we've established a tradition of professionalism and personal attention at all of our events," he said. Sifuentes also noted that when surrounded by successful and experienced peers in such a unique industry, promoting membership is a snap.

WTCA-Arizona (WTCA-AZ) took second place with a total of 18 points. President Keith Azlin of U.S. Components, LLC in Tucson, AZ said the chapter's selling point is the opportunity of a united voice through membership. "Being a part of WTCA means being the voice of the industry. I tell component manufacturers that the ability to call on other members when issues arise is invaluable," he explained. Azlin said as part of a chapter, their united voice is heard loud and clear. Azlin also promotes the value of membership to suppliers in the industry. "And for suppliers, the value lies in exposure to new customers that can be limited if they aren't involved," he noted.

Third place went to the California Engineered Structural Components Association (CalESCA), which collectively earned nine points.

As is traditional, this year's winners and lifetime Top Chord Club members were recognized for their time and efforts at a dinner on October 14 in Milwaukee. **SBC**

*For more information about the current WTCA Membership Drive as well as recruiting tools designed by the Membership Committee, visit [www.woodtruss.com](http://www.woodtruss.com).*

**"So many things that WTCA accomplishes on behalf of the industry would not be possible if a single company tried to get them done. Our time and resources invested in WTCA are important and will come back to us many-fold."**

—Rip Rogers, Vice President, Trussway Ltd.

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