



Publisher's Message

Getting Back to Basics

by Libby Maurer

One is not necessarily the loneliest number when it comes to voicing the concerns that impact your business and workforce.

Someone recently reminded me of an allegedly inspiring phrase I first learned at leadership camp: "If It Is To Be, It Is To Be Me." At the time, I was turned off by its simplicity, and too jaded to believe it. But years later, I admit that those ten two-letter words hold more relevance than I ever thought. So often we focus on the power of working together to overcome a challenge. While teamwork serves a very important function, let's never forget that the success of a team is often driven by the power of one. Taken in the context of the legislative policy issues that our industry faces, *one* is certainly better than *none*.

And that's just why the WTCA Legislation Conference returned to Washington, DC for its sixth straight year; like it or not, one person does make a difference. This time around, some sixty component manufacturers descended on the nation's capital with immigration reform at the tops their agendas. The theme of this year's conference, "Building Relationships," was carried out through member visits with their lawmakers and contacts at key government agencies. The conference included a reception and dinner each evening that featured informative speakers on key issues affecting our industry. Plus, this year attendees enjoyed a private tour of the White House. To get all of the details, turn to page 41 for a full recap and talking points on the key issues that were covered this year.

At one point in your career, you may have been approached by a prospective buyer interested in your business. After the excitement and anxiety of the prospect of a buy-out wore off, did you find yourself wishing for a mentor to help make some difficult decisions? Look no further: mergers and acquisitions (M&A) attorney Doug Cerny provides some much needed counsel to manufacturers who are in the midst of this type of transaction. Even if you don't fall into this category, this four-part series is one to keep on your bookshelf for future use. Get started on page 64, as Cerny covers "How to Prepare for Sale."

When it came to a potentially devastating building labeling bill being considered by the Maine legislature earlier this year, WTCA's Northeast Chapter quickly assembled a team (including staff) to represent the industry's voice on the issue. Find out about the strategy that eventually led them to victory, and why communication and a consistent message on issues similar to this are so important.

No one said the solution to the nation's workforce shortage would be a quick fix. So why not strike up a relationship with a local community college or high school? Read about how three manufacturers have taken matters into their own hands, and have established reliable outlets for trained job candidates on page 36.

They're long, boring, wordy. But policies (WTCA policies in particular) exist for good reason. Starting on page 68, outside legal counsel Kent Pagel explains that the policy "Component Design and Manufacturing" is ultimately in place to protect component manufacturers. He also explains the role of a "truss broker" and why its business model may cause your liability to skyrocket if you choose to work with one.

We hope you find this issue chock full of information that will help you to make a difference in your company, marketplace and chapter. Many thanks to our loyal advertisers—their support helps to make *SBC* legislative work possible. *SBC*

at a glance

- ❑ This issue of *SBC Magazine* features articles about legal and legislative topics.
- ❑ The Sixth Annual WTCA Legislative Conference took place in Washington, DC on May 10-12.
- ❑ Some of this issue's other features include: how to prepare yourself and your company for a buy-out, why you should think twice about selling product through a truss broker and a victory surrounding a building labeling issue.



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