



Publisher's Message

Taking Action

by Emmy Thorson-Hanson

It's important to have a voice,
it's more important to use it.

Summer evenings are almost here, and it won't be long before we will be watching fireworks, barbecuing and celebrating the 4th of July—Independence Day. All over the U.S., Americans will celebrate the holiday that honors the great country we live in, and we will express our appreciation for living in a country known as the land of the free.

One of the ways to take advantage of the freedoms we enjoy is by exercising your right to voice your opinion. So on April 16-18, over 40 component manufacturers and suppliers took their top issues to Washington, DC for the 7th Annual SBC Legislative Conference. The people who took the extra effort to be there were doing it not only for the benefit of their companies, but for the benefit of the industry.

"Building New Partnerships" was the theme for the conference and starting on page 26 you can read about the connections that were forged in DC. This year WTCA partnered with the National Lumber & Building Material Dealers Association (NLBMDA) as the two groups held their conferences simultaneously and focused on common issues. In addition, the Texas delegation deserves recognition for a big first—they met with every member of the House of Representatives from their state. Turn to page 28 to read about their achievement. If you missed the conference, view the WTCA talking points starting on page 30.

"You see, in life, lots of people know what to do, but few people actually do what they know. Knowing is not enough! You must take action." –Anthony Robbins

Not only are there concerns to address on a national level, but there are plenty of issues specific to your state that directly affect your business. This is where WTCA Chapters provide value, because a unified voice carries more weight than an individual. Continuing with the relationship-building theme, the Florida chapter recently partnered with the Florida Building Materials Association (FBMA) for a revolutionary joint legislative conference. Turn to page 52 to find out the results of this unprecedented event.

On page 60 we turn to the other focus for this issue: legal issues. We can all learn from the mistakes of people who have gone before us. The story of one component manufacturer that changed its business model without fully understanding its risk is one such example. The company emerged just two years ago from a grueling contract blunder and a storm of lawsuits. "Perfecto Truss" hopes that sharing their story will drive home the reality of what is at stake if you aren't actively addressing risk management in your business. They encourage all manufacturers—regardless of how you go to market—to use the ORisk course as a reference resource when reviewing and negotiating contracts.

We hope that reading this issue will inspire you to re-examine areas where you might be able to take more action. Are you actively exercising your rights to make your voice heard in the legislative process? Are you engaged in the local and state issues that affect your company? Are you taking advantage of the resources available to protect your company from the risk of doing business? As you consider these questions, be sure to enjoy the summer, and the great country that we live in. **SBC**

at a glance

- ❑ The Annual SBC Legislative Conference was a success, and is covered on page 26.
- ❑ Turn to page 52 to hear why the first Joint Legislative Conference was a huge accomplishment for WTCA and FBMA.
- ❑ Avoid falling victim to potential risks of selling turnkey by reading about the contract blunder of Perfecto Truss on page 60.

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