

# STRUCTURAL BUILDING COMPONENTS MAGAZINE

(FORMERLY  
WOODWORDS)

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## President's Message



*By David Gould*

**ASKING TOUGH QUESTIONS BENEFICIAL:** Well, WTCA's accomplishments for 1997 are a "lock." Our trade association took some bold steps and championed some controversial initiatives which, although quite unpopular at times, should be very beneficial to all of us connected with our industry. Many benefits of closer supplier/customer communications, commitments and relationships have already been realized, and more win/win opportunities are certain to be developed as the sophistication and cooperation within our industry progresses. Thanks to all who were open minded and supportive!

As many of you recall, we have asked other industry trade associations to share with us their top five-to-ten priorities for the new year. I am pleased to report that most of them have done so. We are now planning to compile their priorities and discuss opportunities to mutually support our 1998 common agendas, while refocusing what could have been a redundant effort. This, we hope, will be one of the important out-comes for our next board meeting on February 28. We are encouraging attendance and participation at this meeting from other industry leaders and decision-makers and trust that this will help all of us to continue to leverage our limited resources.

I am personally very excited about this progress and its potential in 1998 and beyond. Please feel free to share any thoughts that you have about this planned cooperative effort. Call WTCA staff at 608/274-4849.

The pace for 1998 has already been signaled. Kirk Grundahl and the Qualtim team are in motion, having hired two additions to their staff and preparing to move into new facilities in mid-March. These changes bode well for WTCA and the ability of Qualtim to support our longer-term goals and tactical short-term strategies.

I hope that your new year is off to a great start and thank you for supporting our WTCA, your truss industry fraternity.

P. S. Our February board meeting is in Salt Lake City, just 30 minutes from the best skiing in North America.