



**OPEN QUARTERLY  
MEETING SCHEDULE**

**March 6-8, 2018**

**Saddlebrook Resort**  
5700 Saddlebrook Way  
Wesley Chapel, FL 33543  
800-729-8383

<b>Date</b>	<b>Time</b>	<b>Meeting/Event</b>	<b>Location</b>	<b>Fee</b>
<b>Tuesday, March 6</b>	11:30 am	<b>Golf Outing</b> Meet at the golf shop. Tee times start at 12:02 pm.	<b>Golf Pro Shop</b> On property Palmer Course	<b>\$135/ player</b>
	6–9 pm	<b>Tuesday Group Dinner</b> Meet in the Saddlebrook Lobby at 6 pm and walk to the restaurant together.	<b>Tropics Terrace</b> On property	<b>\$95* for dinner</b>
<b>Wednesday, March 7</b>	8-9:30 am	Breakfast served in Pegasus South from 7:30–8 am  <b>Management Committee</b> (Pegasus South Meeting Room)  <b>Membership Committee</b> (Pegasus 3 & 4 Meeting Rooms)		<b>N/A</b>
	9:45–11:15 am	<b>Marketing Committee</b> (Pegasus South Meeting Room)  <b>Advocacy Committee</b> (Pegasus 3 & 4 Meeting Rooms)		<b>N/A</b>
	11:15- 11:30 am	<b>Lunch – Grab and Go</b>	Pegasus South Meeting Room	<b>N/A</b>

**\*Approximate cost shown. Attendees will be invoiced after the meeting.**

<b>Date</b>	<b>Time</b>	<b>Meeting/Event</b>	<b>Location</b>	<b>Fee</b>
<b>Wednesday,</b> March 7	11:30 am-3 pm	<b>Universal Timber Structures Tour</b>	Meet in the Lobby at 11:20 am for the bus	<b>N/A</b>
	3:30-5:30 pm	<b>Team Building Event</b>	<b>Super Pool</b> On Property	<b>N/A</b>
	6-8 pm	<b>Group Dinner</b>	<b>Super Pool</b> On Property	<b>\$95*</b> for dinner
<b>Thursday,</b> March 8	8–9:30 am	Breakfast served in Pegasus South from 7:30–8 am  <b>QC Committee</b> (Pegasus South Meeting Room)  <b>Emerging Leaders Committee</b> (Pegasus 3 & 4 Meeting Rooms)		<b>N/A</b>
	10 am – 12 pm	<b>SBCA Board Meeting</b> All are welcome!	Pegasus South Meeting Room	<b>N/A</b>

**\*Approximate cost shown. Attendees will be invoiced after the meeting.**

## MEMBERSHIP COMMITTEE MEETING AGENDA

Wednesday, March 7, 2018

8:00 – 9:30 am

**Saddlebrook Resort**

Wesley Chapel, Florida

**Saddlebrook Conference Center  
Pegasus 3 & 4 Meeting Rooms**

### **Committee Purpose**

*To advance the component industry through a united effort that can only be achieved by representing the entire industry through membership.*

### **Background**

1. SBCA Mission Statement (**APPENDIX A**)
2. Antitrust Law & Conflict of Interest Policies (**APPENDIX B**)
3. Actions of a Committee Requiring a Motion (**APPENDIX C**)
4. SBCA Structure (**APPENDIX D**)
5. Roles and Responsibilities of SBCA Committees (**APPENDIX E**)

### **Meeting Agenda**

1. **Call to Order** – Gene Frogale, Chair

**Management Committee Members:** Gene Frogale (Chair), April Burt, Jack Dermer, Eric Eversgerd, Jim Finkenhofer, David Green, Joe Halteman, Eric James, Matt Layman, Joseph Maez, Sean Riley, Michael Ruede

2. **Introductions, Sign-in Sheet and Opening Remarks** – Gene Frogale
3. **Review Agenda** – Gene Frogale
  - a. Are there other key issues we should place on the agenda or remove from the agenda?
4. **Review and Approve Minutes of July 2017 and February 2018 Membership Meetings (EXHIBIT 1)** – Gene Frogale
5. **Update from Committee Members on Outreach Initiatives** – Gene Frogale
  - a. SBCA's [member benefits talking points](#).
    - i. Website has been updated based on feedback from last Membership Committee teleconference.
    - ii. Reminder to Membership Committee members to submit testimonial videos or a quote to use on the website and to learn from each other as you reach out.
    - iii. Update from Gene and committee members about outreach calls.

**6. Regional Outreach**

- a. A regional meeting in conjunction with the MSR Lumber Producers Council event will be held April 18-20 in Phoenix, AZ, to include Arizona, California and Southern Nevada.

**7. Recruitment of CMs by Suppliers**

- a. Ongoing assistance from suppliers to update SBCA’s database list would be helpful.

**8. Recruitment of Suppliers**

- a. Initiative to engage suppliers in membership, BCMC exhibiting and *SBC Magazine* Advertising

**9. Review Committee Responsibilities and Project Flow – Gene Frogale**

<b>Board</b>										
Review and approve budget priorities for the year. Review and approve committee motions and recommendations.										
<b>Executive Committee</b>										
Association Senior Officers and At Large Committee Members provide oversight and guidance to committees and staff regarding implementation of priorities that have been authorized by the Board of Directors.										
<b>Membership Committee</b>	<b>Management Committee</b>	<b>BCMC Committee</b>	<b>QC Committee</b>	<b>E&amp;T Committee</b>	<b>Safety Committee</b>	<b>IT Committee</b>	<b>Advocacy Committee</b>	<b>Marketing Committee</b>		
Recruitment of new members into SBCA	Define top priorities for the development of business management tools and resources for use by SBCA members.	Develop programs, training, documents, best practices and events in support of SBCA members.					Develop grassroots advocacy strategies to protect and grow market share.	Develop strategies to internally promote the use of SBCA programs and services.	Develop strategies to help SBCA members increase the market for structural components.	
<b>Emerging Leaders Committee</b>										
Support/Research/Participation in industry projects and priorities when other committees have defined specific needs.										
<b>Ad Hoc Subcommittees and Focus Groups</b>										
Support/Research/Participation in industry projects and priorities when other committees have defined specific needs.										

**10. SBCA Member Statistics – Gene Frogale and Staff**

- a. Number of CM member corporations purchased by other members since 1993: 201
  - i) 2018: 1
  - ii) 2017: 3
  - iii) 2016: 8
  - iv) 2015: 18
  - v) 2014: 12

b. Member Counts:

	2018 (Feb)	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	1993	1992
<i>CM Corps</i>	452	450	433	405	412	395	386	411	443	531	691	792	795	758	716	682	248	247
<i>CM Locs</i>	805	804	716	696	670	599	593	627	693	962	1093	1250	1200	1150	1050	1008		
<i>Assoc</i>	248	282	238	219	195	166	164	168	175	210	269	300	286	261	234	202	78	71
<i>Total Corps</i>	733	732	671	624	607	561	550	579	618	741	960	1092	1081	1019	950	884	326	318

**11. Brainstorm other membership engagement initiatives – Gene Frogale**

**12. Old Business – Gene Frogale**

**13. New Business – Gene Frogale**

**14. Adjournment – Gene Frogale**

**MEMBERSHIP COMMITTEE MEETING MINUTES**  
**Wednesday, July 26, 2017**  
Chicago, IL

**Call to Order**

Jim Finkenhoefer, Membership Committee Chair, called the meeting to order at 2:20 pm. Introductions were made and the SBCA Anti-Trust Statement was discussed and acknowledged by all meeting attendees, thereby acknowledging the SBCA anti-trust policies in effect.

**Attendance**

**Component Manufacturers:** Dallas Austin, Jack Dermer, Jared Dix, Jim Finkenhoefer, Gene Frogale, Greg Griggs, Roger Helgeson, Paul Johnson, Kelly LaBlance, Jess Lohse, David Motter, Tim Noonan, Michael Ruede, Terry Sundstrom, Jeffrey Taake, Scott Ward, Travis White

**Associate Members:** Jeff Allan, April Burt, Darren Conrad, Dustin Johnson, Mike Johnson, Scott Kracht, Kevin Kraft, Scott Miller, Sean Riley, Michael Schwitter, Steve Shrader

**SBCA Staff:** Kirk Grundahl, Suzi Grundahl, Sean Shields, Jill Zimmerman

**Review and Approve Minutes of March 2017 Membership Meeting**

**Motion to approve the March 2017 meeting minutes. Motion by Gene Frogale. Second by Dave Motter. Motion passed unanimously.**

**Focus Group Initiatives**

Jim said a group of six CMs who were passionate about membership got together recently to brainstorm ideas. Jim indicated that one initiative for this coming year is to gather together a small core of passionate members for each committee. Gene Frogale suggested that membership committee members should like to and possibly even excel at sales.

It was suggested that a survey should be sent only to non-members to understand more about why they're not part of SBCA and what might motivate them to join.

It was also suggested that staff create a list of non-members with the following attributes (that indicate they are benefiting from SBCA efforts) to distribute to the membership committee for follow-up: have purchased SBCA publications in the past two years; have attended BCMC in the past two years; or, have reviewed SBC Industry News articles.

There was a general discussion about the benefit of industry suppliers being involved in helping membership recruitment and promoting the value of SBCA products like Jobsite Packages. There was also agreement that suppliers could be of help to staff to know what is most relevant for CMs because they interact with them more directly.

Gene pointed out that only half of the truss plants in the U.S. are members. However, many of those companies do less than \$5 million in sales. That's why BCMC is one of the most valuable recruiting tools because the reduction in registration fees represents a significant value for small companies. There was agreement that suppliers and local chapters could be of great assistance

in identifying CMs in the SBCA database that are no longer in business and make staff aware of CMs who are in business that SBCA is not aware of currently.

The committee asked staff to create a map of regions where there is a good concentration of CMs who are currently non-members and give it to the key membership committee members.

April Burt suggested a focus on Northern California and offered that she and Shawn Overholtzer could assist. Phoenix, Arizona and the Carolinas were suggested as valuable places to increase membership as well.

It was announced that Gene will become the chair of the membership committee for 2018. Gene said one of his top priorities is to focus on reviewing not only the companies in the database but the individuals at non-member plants who are receiving the information to ensure the right person is getting information from SBCA.

Jess asked the question whether there should be a dues level below \$1 million. Could it be broken down even further so that the barrier to entry for membership for these very small companies could be reduced? It was suggested that price might not really be the issue, the non-member survey results should be analyzed first.

Jack observed that the association could expand its membership by also going after companies like EWP manufacturers or wall panel manufacturers.

It was suggested that SBCA needs to develop training programs on EWP design and load development. Dallas Austin agreed to serve as a chair of a subcommittee to look at gathering together training tools in this area.

### **Old Business**

There was no old business.

### **New Business**

There was no new business.

### **Adjournment**

**Motion to adjourn. Motion by Mike Ruede. Second by Gene Frogale. Motion passed unanimously.**

The meeting adjourned at 3:14 pm.

/ss

## MEMBERSHIP TELECONFERENCE MINUTES

Wednesday, February 7, 2018

12 – 1 pm

### **Committee Purpose**

*To advance the component industry through a united effort that can only be achieved by representing the entire industry through membership.*

### **Call to Order**

Gene Frogale called the meeting to order at 12:02 pm by welcoming everyone and bringing their attention to the antitrust policy.

### **Attendance**

Dave Green, Gene Frogale, Rhonda Leppert, Jack Dermer, Jim Finkenhoefer, Mike Ruede, Shawn Overholtzer, Matt Layman, April Burt, Trish Kutz, Suzi Grundahl, Mindy Caldwell

### **New Member Outreach**

As a reminder, the targeted list of “warm” prospects the group is working with is a combination of those companies purchasing pubs and reading Industry News. NVR and Van Metre Homes were contacted by Gene as well as some others in New England. Jim F. said that Truss Components of Atlanta is interested in receiving an application.

Gene pointed out that the resources on the [Maximize Your Membership](#) page does a good job of outlining the value proposition, a good thing to have in front of you when you’re talking with someone. Another good point to make is the outreach and education that SBCA does to local building officials.

Dave Green discussed his efforts in the Carolinas. They have members who don’t come to meetings and other companies that still need to join. They are making progress, but not ready to do a team-building event like a golf outing. There’s still a lot of work to do. He needs to get current members more involved before he can worry about getting new ones. Gene discussed a recent trend toward some of their chapter members bringing younger guys to their meetings.

As a reminder, please submit a testimonial video or a quote to use on the website at your earliest convenience.

Staff reported that we are pushing 70 in attendance at the OQM in Tampa.

### **Regional Outreach**

The group discussed the opportunity to have a regional meeting in conjunction with the MSR Lumber Producers Council event, April 18-20 in Phoenix, AZ, to include Arizona, California and Southern Nevada. The group is committed to this event and what needs to be done to get this underway. April and Shawn at Simpson will help facilitate in whatever way they can. SBCA has

piggybacked with this meeting for the last two year; 2017 was in Seattle. Joseph Maez is Arizona Chapter President. Gene can attend; Jim and Mike cannot.

### **Recruitment of CMs by Suppliers**

April reported that they did outreach a few years ago to companies on the west coast and they are doing so again. She and Shawn will be talking to their branch specialists to discuss attendance at regional events.

The group discussed that getting leads from suppliers is important. April asked to clarify whether or not non-members can attend regional meetings and if agendas/discussion topics are promoted ahead of time. Shawn mentioned that in the past non-members have been asked to attend these events to get a sense for what SBCA has to offer. Gene said that their chapter promotes the topics ahead of time. Most chapters work with staff to promote their meetings. The agenda for the regional meeting in Phoenix can be determined by Joseph Maez and staff.

### **Recruitment of Suppliers**

Jack discussed reaching out to anyone they do business with – we support them, so we ask for their support in return. The group discussed the various industries that should get more involved both locally and nationally. The level of participation of the lumber industry was discussed. Several are members, but participation in meetings, etc. is low.

Matt Layman suggested that lumber brokers should be an “easy sell.” He also offered to help out at chapter meetings to provide lumber market information, as well as to help with member recruitment in the Carolinas.

### **SBCA Member Statistics**

The group reviewed members statistics.

### **Old Business**

Gene encouraged everyone to keep working the list and making calls. He is confident we have the materials we need and can tell the story.

### **New Business**

No new business.

Gene reminded everyone of the regional meeting in Phoenix on April 18-20. Anyone who can attend to support this would be great. Staff will coordinate with Joseph Maez and the folks at Simpson.

The next Membership Committee meeting will be at the OQM in Tampa, March 6-8.

### **Adjournment**

Gene thanked everyone for their attendance and adjourned the meeting at 12:41 pm.

/mc

## MANAGEMENT COMMITTEE MEETING AGENDA

**Wednesday, March 7, 2018**  
8:00 – 9:30 am

**Saddlebrook Resort**  
Wesley Chapel, Florida

**Saddlebrook Conference Center**  
**Pegasus South Meeting Room**

### MANAGEMENT COMMITTEE

#### **Committee Purpose**

*The committee will make recommendations to the Board on various management tools such as seminars, documents, management resource materials, etc. that, when offered for use by the component manufacturing industry, will enhance the professionalism of the industry, inform the fabricator and create membership benefits for all SBCA members.*

#### **Background**

1. SBCA Mission Statement (**APPENDIX A**)
2. Antitrust Law & Conflict of Interest Policies (**APPENDIX B**)
3. Actions of a Committee Requiring a Motion (**APPENDIX C**)
4. SBCA Structure (**APPENDIX D**)
5. Roles and Responsibilities of SBCA Committees (**APPENDIX E**)

#### **Meeting Agenda**

1. **Call to Order** – Jeff Taake, Management Committee Chair  
**Management Committee Members:** Jeff Taake (Chair), Dallas Austin, Jack Dermer, Tim Noonan, Rick Parrino, Justin Richardson, Michael Ruede, Chris Scott, Steve Stroder and Javan Yoder
2. **Introductions, Sign-in Sheet and Opening Remarks** – Jeff Taake
3. **Review and Approve Minutes of March 2017 and February 2018 Management Committee Meetings (EXHIBIT 1)** – Jeff Taake
4. **Review Agenda** – Jeff Taake
  - a. Are there other key issues we should place on the agenda or remove from the agenda?
5. **Review Committee Responsibilities and Project Flow** – Jeff Taake

<b>Board</b>									
Review and approve budget priorities for the year. Review and approve committee motions and recommendations.									
<b>Executive Committee</b>									
Association Senior Officers and At Large Committee Members provide oversight and guidance to committees and staff regarding implementation of priorities that have been authorized by the Board of Directors.									
<b>Membership Committee</b>	<b>Management Committee</b>	<b>BCMC Committee</b>	<b>QC Committee</b>	<b>E&amp;T Committee</b>	<b>Safety Committee</b>	<b>IT Committee</b>	<b>Advocacy Committee</b>	<b>Marketing Committee</b>	
Recruitment of new members into SBCA	Define top priorities for the development of business management tools and resources for use by SBCA members.	Develop programs, training, documents, best practices and events in support of SBCA members.					Develop grassroots advocacy strategies to protect and grow market share.	Develop strategies to internally promote the use of SBCA programs and services.	Develop strategies to help SBCA members increase the market for structural components.
<b>Emerging Leaders Committee</b>									
Support/Research/Participation in industry projects and priorities when other committees have defined specific needs.									
<b>Ad Hoc Subcommittees and Focus Groups</b>									
Support/Research/Participation in industry projects and priorities when other committees have defined specific needs.									

**6. Webinar Series Review and Future Topic Recommendations – Jeff Taake**

**a. 2016-2017 Legal/Risk Management Topics Covered in 2016-17**

- i. Best Practices for Customer Contracts November 15, 2016
- ii. Do CMs Need Professional Liability Insurance? April 12, 2016
- iii. SBCA Legal Counsel Addresses Turnkey Framing – January 9, 2016
- iv. ICE Enforcement – July 26, 2017

**b. 2018 SBCA Webinar Series – Review of Topics Covered and Member Participation**

<b>Date</b>	<b>Topic</b>	<b>Presenter</b>	<b>Number of Participants</b>
January 9	Sprinkler Systems and Wood Trusses	Jim Vogt, P.E.	61
January 16	Design Team Leadership	Tony Acampa	46
January 23	Digital Media Strategies to Boost Sales	Sean Shields & Mindy Caldwell	20
January 30	Simplifying the Building Code	Roger Axel	36
February 6	Sharing Industry Info as an Active Member of SBCA	Keith Myers & Bob Dayhoff	9
February 13	Building a Better Safety Program	Jason Ward & Molly Butz	14
February 20	Plant Tours: Harnessing Your Greatest Asset	Rick Parrino, Luke Wiesen, Bob Mochinski	15

- i. Recommendations from the Committee for Future Topics
- ii. Future Legal/Risk Management Topics Discussed Previously

- Managing Risk when Selling to Resellers (Kent is scheduled to present this on April 10)
  - Construction Defect Defense – Best Practices
  - Design Responsibilities – Best Practices
  - General CM Best Practices (e.g., use of cranes, installed sales/framing, etc.)
  - General Liability, Professional Liability Insurance Issues – Best Practices
  - A Business Considerations Primer on Putting your CM or LBM Business Up for Sale
  - Family Owned Business – Best Practices
  - HR and Employment – Best Practices
7. Workforce Development ([wfd.sbcindustry.com](http://wfd.sbcindustry.com) and [www.sbcindustry.com/wfd](http://www.sbcindustry.com/wfd)) – Jeff Taake and Staff
    - a. Video created by Emerging Leaders Committee and staff
    - b. Ongoing case studies/articles
    - c. Production Training template/development of curriculum for CMs to take to educational institutions, JobCorps
      - i. Staff overview of updates to Production Training materials
  8. Health Insurance – Jeff Taake and Staff
  9. Benchmark Surveys – Jeff Taake and Staff
    - a. Financial Performance Survey for 2017 is underway
      - i. Implementation of new survey software
      - ii. Update on 2017 surveys and plan for 2018
        - Operational Benchmark Survey Q1 2017
        - Climate Survey Q4 2017
        - Financial Performance Survey Q1 2018 (emailed to CMs on February 1)
        - Wage and Benefit Survey Q2 2018 (Subcommittee of Rick Parrino, Jack Dermer and Jeff Taake working on drafting updated Wage & Benefit Survey.
        - Production Survey Q3 2018
        - Climate Survey Q4 2018
  10. Key Management Topics from the Committee for future consideration – Jeff Taake
  11. Old Business – Jeff Taake
  12. New Business – Jeff Taake
  13. Adjournment – Jeff Taake

## MANAGEMENT COMMITTEE TELECONFERENCE MINUTES

Friday, February 9, 2018

### **Committee Purpose**

*The committee will make recommendations to the Board on various management tools such as seminars, documents, management resource materials, etc. that, when offered for use by the component manufacturing industry, will enhance the professionalism of the industry, inform the fabricator and create membership benefits for all SBCA members.*

### **Call to Order**

Jeff Taake called the meeting to order at 2:09 pm and reminded the group of the anti-trust policy.

### **Attendance**

Jeff Taake (Chair), Dallas Austin, Jack Dermer, Rick Parrino, Justin Richardson, Michael Ruede, Chris Scott, Steve Stroder, Molly Butz, Mindy Caldwell, Suzi Grundahl

The group reviewed the staff people supporting this committee:

- General Management Committee Initiatives – Suzi Grundahl
- Workforce Development – Mindy Caldwell and Molly Butz
- Industry Surveys (Financial Performance/Wage & Benefit) – Denise Williamson and Suzi Grundahl (also Darren DeKayser, CPA)

### **Benchmark Surveys**

Staff discussed the status of the surveys. After the first benchmark survey the subcommittee determined that the information wouldn't vary enough to repeat quarterly, so the plan for 2018 is as follows:

- **Financial Performance Survey Q1 2018** (emailed to CMs on February 1)
- **Wage and Benefit Survey Q2 2018:** Staff requested a subcommittee for reviewing WB survey to edit closely and take out questions that aren't necessary. Jack raised the question of adding more job descriptions and editing existing ones due to how plants are changing as they become more automated. Rick Parrino, Jack Dermer and Jeff Taake volunteered to work on this subcommittee.
- **Production Survey Q3 2018** (for Q2 2018)
- **Climate Survey Q4 2018**

**Workforce Development** ([wfd.sbcindustry.com](http://wfd.sbcindustry.com) and [www.sbcindustry.com/wfd](http://www.sbcindustry.com/wfd))

Staff recapped the work done in 2017 by the Emerging Leaders Committee and staff in preparation for the BCMC event. Another event is being planned at the show in Milwaukee. Staff

is reaching out to Wisconsin chapter members for local college contacts, etc. Ongoing case study/article ideas are also always welcome.

Staff gave an overview of work being done with the development of production training materials that CMs could take to educational institutions. Justin said his company does a lot of work with local high schools and they would welcome any materials they could use for that purpose.

Chris talked about reaching out to some colleges in Indianapolis regarding teaching a class. Components aren't being talked about in the more general architecture programs.

Staff reinforced the need for these efforts to be on the local level and SBCA can support individual members as they need.

### **SBCA Webinars related to Management/Risk Management/Legal Topics**

Staff gave an overview of the topics covered in past and upcoming webinars. Kent Pagel will be covering the topic "Managing Risk When Selling to Reseller" on April 10. ([REGISTER](#))

Discussion followed about how to make sure people are aware of these and attending. Dallas suggested adding a place to include people's job titles in the post-webinar survey and needing to analyze who is attending – who are we reaching? This analysis will also help in determining what topics are best to cover at the show. More QC and production topics would be good to add this year. Topic ideas are always welcome, email them to [Mindy](#).

**TASK:** Staff will schedule more emails promoting webinars and update the post-webinar survey with job position and number of people in attendance to get a better headcount.

**TASK:** Staff will pull together stats from webinars so far regarding attendance, etc. for further discussion at OQM in Tampa.

#### ***Topics Covered in 2016-18 (recordings will be available online soon)***

- Best Practices for Customer Contracts November 15, 2016
- Do CMs Need Professional Liability Insurance? April 12, 2016
- SBCA Legal Counsel Addresses Turnkey Framing – January 9, 2016
- ICE Enforcement – July 26, 2017

#### ***Future Topics*** - Topic ideas are always welcome.

- **April 10:** [Managing Risk when Selling to Resellers](#) with Kent Pagel | [REGISTER](#)
- Construction Defect Defense – Best Practices
- Design Responsibilities – Best Practices
- General CM Best Practices (i.e., use of cranes, installed sales/framing, etc.)
- General Liability, Professional Liability Insurance Issues – Best Practices
- A Business Considerations Primer on Putting your CM or LBM Business Up for Sale
- Family Owned Business – Best Practices
- HR and Employment – Best Practices

## Key Management Topics from the Committee for Future Consideration

Staff provided an overview of the following framework for committee responsibilities/implementation that came out of the officers meeting January:

<b>Board</b>									
Review and approve budget priorities for the year. Review and approve committee motions and recommendations.									
<b>Executive Committee</b>									
Association Senior Officers and At Large Committee Members provide oversight and guidance to committees and staff regarding implementation of priorities that have been authorized by the Board of Directors.									
<b>Membership Committee</b>	<b>Management Committee</b>	<b>BCMC Committee</b>	<b>QC Committee</b>	<b>E&amp;T Committee</b>	<b>Safety Committee</b>	<b>IT Committee</b>	<b>Advocacy Committee</b>	<b>Marketing Committee</b>	
Recruitment of new members into SBCA	Define top priorities for the development of business management tools and resources for use by SBCA members.	Develop programs, training, documents, best practices and events in support of SBCA members.					Develop grassroots advocacy strategies to protect and grow market share.	Develop strategies to internally promote the use of SBCA programs and services.	Develop strategies to help SBCA members increase the market for structural components.
<b>Emerging Leaders Committee</b>									
Support/Research/Participation in industry projects and priorities when other committees have defined specific needs.									
<b>Ad Hoc Subcommittees and Focus Groups</b>									
Support/Research/Participation in industry projects and priorities when other committees have defined specific needs.									

The group discussed this flow and Jack suggested having the Emerging Leaders get engaged in using social media to help communicate to the membership what is going on in SBCA.

### Old Business

No old business.

### New Business

No new business.

### Adjournment

Everyone looks forward to meeting face-to-face at the OQM in Tampa next month. Meeting was adjourned at 2:51 pm.

/mc

## ADVOCACY COMMITTEE MEETING AGENDA

**Wednesday, March 7, 2018**

9:45 am – 11:15 am

**Saddlebrook Resort**

Wesley Chapel, Florida

**Saddlebrook Conference Center**

**Pegasus 3 & 4 Meeting Rooms**

### Committee Purpose

*The committee will make recommendations to the Board on various grassroots advocacy strategies and activities necessary to protect the structural components industry from external market forces.*

### Background

1. SBCA Mission Statement (**APPENDIX A**)
2. Antitrust Law & Conflict of Interest Policies (**APPENDIX B**)
3. Actions of a Committee Requiring a Motion (**APPENDIX C**)
4. SBCA Structure (**APPENDIX D**)
5. Roles and Responsibilities of SBCA Committees (**APPENDIX E**)

### Meeting Agenda

1. **Call to Order** – Rick Parrino, Advocacy Committee Chair  
  
**Advocacy Committee Members:** Rick Parrino (Chair), Dallas Austin, Jack Dermer, Larry Dix, Jim Finkenhoefer, Tim Noonan, Jeff Smith
2. **Introductions, Sign-in Sheet and Opening Remarks** – Rick Parrino
3. **Review and Approve Minutes of March 2017 and February 2018 Advocacy Committee Meetings** – Rick Parrino
4. **Review Agenda** – Rick Parrino
  - a. Are there other key issues we should place on the agenda or remove from the agenda?
5. **SBCA Position Statements**
  - a. Approval: Trade Policy, Immigration, Regulatory Burdens, Taxes, Housing, Healthcare
6. **Legislative Fly-In**
  - a. Recommendations by Staff
7. **Plant Tours**

a. Materials and Discussion

**8. Code/Legislation Tracking**

**9. Old Business** – Rick Parrino

**10. New Business** – Rick Parrino

**11. Adjournment** – Rick Parrino

**ADVOCACY COMMITTEE MEETING MINUTES**  
**Wednesday, March 29, 2017**  
Las Vegas, NV

**Opening Remarks**

Rick Parrino opened the meeting at 12:45 pm and passed the SBCA Anti-Trust Statement and sign-in sheet around the room. All in attendance signed the sheet, acknowledging the anti-trust policies of SBCA.

**Attendance**

**Component Manufacturers:** Dallas Austin, Ken Cloyd, Jack Dermer, Larry Dix, Jared Dix, Jim Finkenhoefer, Gene Frogale, Dave Green, Josh Hendrickson, Joe Hikel, Dan Holland, Paul Johnson, Colleen Ketchum, Taft Ketchum, Jess Lohse, Joseph Maez, Dave Motter, Rick Parrino, Justin Richardson, Jeff Smith, Steve Stroder, Steve Strom, Jeff Taake, Scott Ward

**Suppliers/Associate Members:** April Burt, Steve Cabler, Mike Cassidy, Darren Conrad, Ben Hershey, Mike Kozlowski, Shawn Overholtzer, Jason Padilla, Sean Riley, Carl Schoening

**Legal Counsel:** Kent Pagel

**SBCA Staff:** Mindy Caldwell, Kirk Grundahl, Suzi Grundahl, Sean Shields and Jill Zimmerman (via SBC Connection)

**Legislative Day During OQM in Baltimore, MD**

Rick introduced the discussion about making a trip to DC during the Baltimore OQM. Recent poll results indicated a majority of those who participated in past legislative conferences preferred to have the event on Tuesday, June 6, the day before the OQM starts. At least eight people present at the meeting indicated they would be willing to make a trip to DC during the Baltimore OQM in June.

A subcommittee was formed to draft talking points to use for these meetings as well as in general grassroots advocacy efforts. Members include Rick Parrino, Gene Frogale, Kent Pagel, Justin Richardson, Ben Hershey and Jeff Taake.

The group discussed different ways to reach out to legislators: template letters, call campaigns, Twitter campaigns, etc.

**Adjournment**

**Motion to adjourn. Motion by Scott Ward. Second by Paul Johnson. Motion passed unanimously.** The meeting adjourned at 1:05 pm.

/mc

## **ADVOCACY COMMITTEE TELECONFERENCE MINUTES**

**Friday, February 16, 2018**  
1 pm - 2 pm

### **Committee Purpose**

*The committee will make recommendations to the Board on various grassroots advocacy strategies and activities necessary to protect the structural components industry from external market forces.*

### **Call to Order**

Rick Parrino, Advocacy Committee Chair, called the meeting to order at 1:02 pm.

### **Attendance**

Jack Dermer, Dallas Austin, Larry Dix, Jeff Smith, Rick Parrino, Jim Finkenhoefer, Tim Noonan, Sean Shields, TJ Jerke

### **Code/Legislation Tracking**

Sean Shields explained what staff is doing so that SBCA can more proactively monitor code development at the local, state, and national levels. This includes monitoring boards and committees tasked with updating their codes, as well as state legislatures. Kevin and TJ are developing this tracking process, using legislative calendars and code adoption schedules for states and municipalities. The end goal is to actively know where we should be looking for code changes, and when they take place so that SBCA we can efficiently and effectively address proposals before they are set in stone. Once this information is gathered, staff will be asking specific members in various jurisdictions if they will help monitor their code processes and report back to SBCA.

Rick discussed ways that individual members need to keep up with the code development processes, noting members can get more involved with building inspectors and other local officials to provide education that will help keep bad proposals out of the local and state codes. This topic will be discussed further during the OQM Committee meeting.

The committee discussed if there is anything specific they should be looking out for when their jurisdictions plan to adopt new codes. Sean mentioned the Errata that will be issued soon to remove language in section 1705.5.2 related to special inspections on 60 in. high trusses. An article is being written for Industry News as SBCA staff and members were an intricate part to this. Gypsum requirements and building labeling were also discussed.

SBCA staff will bring other code issues to OQM.

## **Plant Tours**

Sean mentioned the upcoming Plant Tour Webinar: Tuesday, Feb. 20 at 1 pm.

The committee discussed the fact that the organization has been promoting plant tours for 15+ years but finding little success in getting more members to host plant tours. Staff will bring materials and ideas to the OQM to ask the committee for their insight.

The committee also discussed recent plant tours committee members have given and best practices for speaking with different groups.

## **Legislative Fly-In**

Sean talked about the the current political landscape. He highlighted the Baltimore OQM and visit to DC. Feedback was that it was a successful and worthwhile trip. With more movement with the current administration, now is a good time to go advocate for items SBCA supports and the few we opposed. The trip would be independent of SBCA's meeting structure. We need to find right time to do it and look closely to structure it so it's easy to do and cost-effective.

It was noted how beneficial it was to include the DC. visit with an OQM, particularly for board members. The fly-in event is not geared specifically towards board members. Anyone willing, able, interested should attend. Going to be a small event – maybe 20 – and will be focusing on 1-2 major issues and meet with committee leadership and ranking members. SBCA will be personally reaching out to particular members to attend. There is no obligation for board members to attend, but creating opportunity for all members that have availability and want to attend.

Rick asked what key issues does the association need to bring into meetings with elected officials. The resounding consensus by committee members is to focus on immigration and trade policy.

Jack Dermer brought up the idea of partnering with like-minded groups to raise our profile on Capitol Hill.

Possible dates include the weeks of June 26 – June 29 and July 10 – July 12.

It was suggested to fly in Sunday and fly out Tuesday morning. If the event is closer to the weekend, there are fewer days to miss work, would more likely participate. Travelling west is easier than travelling East.

Shields noted scheduling congressional meetings on Monday is very difficult. It was suggested that while it is important to speak with the lawmakers themselves, key staff members would be beneficial to meet with if lawmaker is not in office. Staff will be scheduling meetings months in advance with hopes of sitting down with the lawmaker or senior staff.

The group discussed the possibility of having Agency Meetings the next day? If yes, who?

Sean noted that in the short-term, have conversation with key individuals in SLA talks. Make sure they know how we have historically been negatively impacted by this issue. Ten years ago we worked through USTR and USTC and effectively got on their radar.

Staff will come up with a short list of recommended agencies to schedule meetings with, the purpose of the meeting, and what we want to accomplish. Board members can help prioritize.

Other topics: Rail and truck/transportation regulations, along with OSHA and workplace safety and inspections, other key topics.

### **Review Draft SBCA Position Statements**

Sean asked the committee to review the position statements leading up to the OQM. Statements include: Trade Policy, Immigration, Regulatory Burdens, Taxes, Housing, Healthcare

### **Members Running for Office**

Jerke briefly highlighted the SBCA member running for office ([Reggie Stoltzfus](#)), and will ask the committee how best to work with future members considering political office.

### **Old Business**

No old business.

### **New Business**

No new business.

### **Adjournment**

Rick adjourned the meeting at 2:02 pm.

/tj

## MARKETING COMMITTEE MEETING AGENDA

**Wednesday, March 7, 2018**  
9:45 – 11:15 am

**Saddlebrook Resort**  
Wesley Chapel, Florida

**Saddlebrook Conference Center**  
**Pegasus South Meeting Room**

### Committee Purpose

*The committee will promote the use of engineered floor, wall, and roof structural components in residential and commercial projects.*

### Background

1. SBCA Mission Statement (**APPENDIX A**)
2. Antitrust Law & Conflict of Interest Policies (**APPENDIX B**)
3. Actions of a Committee Requiring a Motion (**APPENDIX C**)
4. SBCA Structure (**APPENDIX D**)
5. Roles and Responsibilities of SBCA Committees & Committee Membership Lists (**APPENDIX E**)

### Meeting Agenda

1. **Call to Order** – Jess Lohse for Greg Griggs, Marketing Committee Chair  
**Marketing Committee Members:** Greg Griggs (Chair), Jared Dix, Larry Dix, Jess Lohse, Michael Ruede, Chris Scott, Ken Shifflett, Javan Yoder
2. **Introductions and Opening Remarks** – Jess Lohse
3. **Review and Approve Minutes of July 2017 Marketing Committee Meeting (EXHIBIT 1)**  
– Jess Lohse
4. **Review Agenda** – Jess Lohse
  - a. Are there other key issues we should place on the agenda or remove from the agenda?
5. **Review Committee Responsibilities and Project Flow** – Jess Lohse

Board										
Review and approve budget priorities for the year. Review and approve committee motions and recommendations.										
Executive Committee										
Association Senior Officers and At Large Committee Members provide oversight and guidance to committees and staff regarding implementation of priorities that have been authorized by the Board of Directors.										
Membership Committee	Management Committee	BCMC Committee	QC Committee	E&T Committee	Safety Committee	IT Committee	Advocacy Committee	Marketing Committee		
Recruitment of new members into SBCA	Define top priorities for the development of business management tools and resources for use by SBCA members.	Develop programs, training, documents, best practices and events in support of SBCA members.					Develop grassroots advocacy strategies to protect and grow market share.	Develop strategies to internally promote the use of SBCA programs and services.	Develop strategies to help SBCA members increase the market for structural components.	
Emerging Leaders Committee										
Support/Research/Participation in industry projects and priorities when other committees have defined specific needs.										
Ad Hoc Subcommittees and Focus Groups										
Support/Research/Participation in industry projects and priorities when other committees have defined specific needs.										

**6. Discussion about division between internal and external marketing focus in the coming year**

- a. Create marketing subcommittees to focus on each distinct mission

**7. SBCA Marketing Committee Policy**

- a. Mission has been for SBCA:
  - i. To generate the majority of its revenue from products and services that support members versus being largely dues driven.
  - ii. To provide support services to member companies to build their brand. The goal has been to stay away from fostering the concept that structural components are commodity products and focus on helping members create distinct value through unique services. SBCA achieves this mission by developing tools/templates where collective development is appropriate (e.g., Framing the American Dream and the CM Toolbox, WFD video, topical reference libraries, educational program templates, etc.).
    - With greater unique value should come greater member revenue to build each member’s business.

**8. Strategies for 2018 to meet the committee’s purpose of external market development and providing value back to SBCA members in the form of business/sales growth**

- a. Promotion/implementation of CM Toolbox ([www.sbcindustry.com/cm-toolbox/about](http://www.sbcindustry.com/cm-toolbox/about))
  - iii. Toolbox currently contains assets to promote structural building components to builders and framers: Online subscription for SBCA members to gain access to a variety of marketing tools, including videos, customizable brochures, infographics, photos, PowerPoints, calculator, sample social media posts and guidance documents. Subscribers also have access to the online estimation calculator.
    - Discuss free trial idea (e.g., 30 days)

- Breakout at BCMC again?
- Sales tool as well as marketing tool
- ii. Framing the American Dream Projects
  - Testing of stick framing versus component use, time and motion, safety, bracing, etc.
  - New projects of this type to create additional support CM business market support material?
- iii. *SBC Magazine* feature articles promoting creative use of structural building components
  - Look for conversions of stick framing to components for custom homes. Prove that whatever you can do with sticks we can do better with trusses.
- iv. Topical Library Development (prominent link from SBCA website's home page and specific link is [www.sbcindustry.com/topical-library](http://www.sbcindustry.com/topical-library))
  - Focused on various audiences
  - Educational programs and videos, created by SBCA, for members to use to support member brand development.
- v. Other ideas, considering the historical SBCA policies that are in place above:
  - International Builders Show 2019?

**9. Internal marketing priorities in the coming year (value of SBCA to SBCA members)**

- a. Promotion/Implementation of Electronic Jobsite Package system (<http://docs.sbcindustry.com>)
- b. Development of new Learning Management System for delivery of online training courses (e.g., TTT)
- c. Development of new ecommerce system for purchasing products, services and educational programs
- d. Weekly webinar series implementation/development of key topics to support CMs and provide value of SBCA knowledge back to members:
  - SBCA webinars, providing state-of-the art information to support members
  - Members engaged to provide key webinar topics based on CM support needs
- e. SBCA website review and continued improvement (update of home page and navigation)

**10. Old Business** – Jess Lohse

**11. Any New Marketing Issues or Policies for the Committee to Address?** – Jess Lohse

**12. New Business** – Jess Lohse

**13. Adjournment** – Jess Lohse

**MARKETING COMMITTEE MEETING MINUTES**  
**Wednesday, July 26, 2017**  
Chicago, IL

**Call to Order**

Greg Griggs, Marketing Committee Chair, called the meeting to order at 3:31 pm. Introductions were made around the room, and the SBCA Anti-Trust Statement was circulated and signed by all meeting attendees, thereby acknowledging the SBCA anti-trust policies in effect.

**Attendance**

**Component Manufacturers:** Dallas Austin, Ken Cloyd, Jack Dermer, Jared Dix, Gene Frogale, Greg Griggs, Roger Helgeson, Eric James, Paul Johnson, Steve Kennedy, Kelly LaBlance, Jess Lohse, Joseph Maez, David Motter, Tim Noonan, Justin Richardson, Michael Ruede, Steve Stroder, Terry Sundstrom, Jeffrey Taake, Jason Walsh, Scott Ward, Travis White, Javan Yoder

**Associate Members:** Jeff Allan, Dustin Johnson, Mike Johnson, Scott Kracht, Kevin Kraft, Scott Miller, Sean Riley, Michael Schwitter, Ken Shifflett, Steve Shrader

**Legal Counsel:** Kent Pagel

**SBCA Staff:** Molly Butz, Kirk Grundahl, Suzi Grundahl, Sean Shields

**Review and Approve Minutes of March 2017 Marketing Meeting**

**Motion to approve the March 2017 Marketing Committee Meeting Minutes. Motion by Dave Motter. Second by Jess Lohse. Motion passed unanimously.**

**Electronic Jobsite Packages**

Staff provided a brief summary of the history behind the development of a system to deliver a customized electronic jobsite package for each job. Jess Lohse had a chance to demo the program recently. He didn't see it necessarily replacing the delivery of hard copies to the jobsite, but it would enable a CM to deliver electronic copies along with bids and submittals so that more individuals in the process have access and exposure to the documentation.

The committee reviewed a demo of the creation of a custom electronic jobsite package. With the electronic versions, each page is customized with the company name, the company logo, and the jobsite address.

It was stressed that implementation of this system needs to ensure it does not negatively impact the publication revenue stream.

Once the beta testing proves successful, additional phases of implementation may include the ability to upload customized documents like truss layouts. It was pointed out that there was a lot of opportunity for CMs to address issues in the marketplace like review and verification of code compliance in using the electronic versions of these documents that also have tracking of document opens, reads and even read time duration.

The committee reviewed the subscription concepts for this initiative. The basic package would replace the current hardcopy jobsite package. There would then be a "risk package" that would include additional documents that could add additional risk management. Finally, there would be

a “pro package” that would allow CMs to create customized packages and even upload their own proprietary documents they want to include with the jobsite package.

Dallas Austin raised the issue of providing this to lumber yard customers (two-step sales). The important risk management piece is for the documentation to be traceable to the customer, even if it doesn't reach the installer. Could you take a picture of the QR code on the jobsite?

It was suggested that the program tie the truss design drawings and layout documents to the existence of the jobsite package for installation of those trusses. They would have to scroll through the jobsite package until they got to these documents. Could also put the QR code or URL on the layout document themselves. Reformat the cover page with the QR code and make it clear they need to review the jobsite package.

Ken Cloyd suggested putting a lien release on it like there are on the back of checks. He agreed they should have to go through the jobsite package prior to having access to the truss layouts and drawings.

Steve Stroder said he knows of CMs who include standard repair details with their jobsite packages.

### **Old Business**

Dave Motter said he recently searched truss bracing online. SBCA's documents show up, but they're just documents. But one of the top hits was a video of a framer (Dan) doing it his way, saying the documents are confusing. In order to reach the younger generation, it may be in the industry's best interests to create a video on the basics of truss bracing. It was suggested Ken Shifflet and other NFC members could help create this video.

### **New Business**

There was no new business.

### **Adjournment**

**Motion to adjourn. Motion by Mike Ruede. Second by Steve Stroder. Motion passed unanimously.**

The meeting adjourned at 4:17 pm.

/ss

## QUALITY CONTROL COMMITTEE MEETING AGENDA

**Thursday, March 8, 2018**  
8:00 – 9:30 am

**Saddlebrook Resort**  
Wesley Chapel, Florida

**Saddlebrook Conference Center**  
**Pegasus South Meeting Room**

### **Committee Purpose:**

*To implement, maintain, and continually improve an in-plant quality management program for trusses and wall panels.*

### **Background**

1. SBCA Mission Statement (**APPENDIX A**)
2. Antitrust Law & Conflict of Interest Policies (**APPENDIX B**)
3. Actions of a Committee Requiring a Motion (**APPENDIX C**)
4. SBCA Structure (**APPENDIX D**)
5. Roles and Responsibilities of SBCA Committees (**APPENDIX E**)

### **Meeting Agenda**

1. **Call to Order** – Scott Ward, QC Committee Chair  
**QC Committee Members:** Scott Ward (Chair), Dallas Austin, Dan Holland, Jess Lohse, David Motter, Rick Parrino, Jeff Smith
2. **Introductions, Sign-in Sheet and Opening Remarks** – Scott Ward
3. **Review and Approve Minutes of March 2017 QC Committee Meeting**
4. **Review Agenda** – Scott Ward
  - a. Are there other key issues we should place on the agenda or remove from the agenda?
5. **Certification Update** – Scott Ward and Staff
  - a. **SBCA QC Participation Update** - Staff
    - i. As of February 12, 2018, **SBCA QC (Wood Truss)**, has 114 plants participating in the program.
      - 100 plants are certified
      - 14 plants are working through re-certification
    - ii. For **SBCA QC (Wall Panel)**, there is 1 certified plant.
    - iii. In 2017, **SBCA QC (CFSC)**, went online and has 1 certified plant.
6. **In-plant QC and 3<sup>rd</sup> Party QA Transition Update** – Scott Ward and Staff
  - a. SBCA/TPI agreement and update on TPI meeting week of February 19

- 7. Urgent Need for Revision of TPI 1 Chapter 3 In-Plant QC** – Scott Ward and Staff
  - a. Litigation driver overview – Staff
  - b. Re-cap of meeting with Houston CM week of February 12 – Scott Ward and Staff
  - c. Summarize TPI 1 Chapter 3 revision goals and objectives – Scott Ward and Staff
  - d. Committee discussion for idea generation – Staff facilitated
    - i. Easy button in-plant QC
    - ii. Quality control joint concept
    - iii. Quality control chart process
    - iv. Quality control management information system
- 8. Old Business** – Scott Ward
- 9. New Business** – Scott Ward
- 10. Adjournment** – Scott Ward

**QC COMMITTEE MEETING MINUTES**  
**Wednesday, March 29, 2017**  
Las Vegas, Nevada

**Call to Order**

Scott Ward, QC Committee Chair, called the meeting to order at 2:20 pm. Introductions were made around the room and the SBCA Anti-Trust Statement was circulated and signed by all meeting attendees, thereby acknowledging the SBCA anti-trust policies in effect.

**Attendance**

**Component Manufacturers in Attendance:** Dallas Austin, Ken Cloyd, Jack Dermer, Larry Dix, Jared Dix, Gene Frogale, Dave Green, Josh Hendrickson, Joe Hikel, Dan Holland, Paul Johnson, Colleen Ketchum, Taft Ketchum, Jess Lohse, Joseph Maez, Dave Motter, Rick Parrino, Justin Richardson, Jeff Smith, Steve Stroder, Steve Strom, Jeff Taake, Jason Walsh, Scott Ward

**Associates in Attendance:** April Burt, Steve Cabler, Mike Cassidy, Christian Chappell, Darren Conrad, Ben Hershey, Mike Kozlowski, Shawn Overholtzer, Jason Padilla, Sean Riley, Carl Schoening, Michael Schwitter, Michael Smith

**Legal Counsel:** Kent Pagel

**SBCA Staff:** Mindy Caldwell, Ryan Dexter (via SBC Connection), Kirk Grundahl, Suzi Grundahl, Joe Schauer (via SBC Connection), Sean Shields, Jill Zimmerman (via SBC Connection)

**Review and Approve Minutes of August 2016 QC Meeting**

**Motion to approve the August 2016 QC Meeting minutes. Motion to approve by Mike Ruede. Second by Joe Hikel. Motion passed unanimously.**

**SBCA QC Participation Update**

Staff provided a quick overview of the program. Staff also reported that as of February 24, there are 86 QC certified plants for trusses, with 30 plants working toward certification. In total, there are 116 companies participating in the program, which is the highest number since the start of the SBCA QC Certification Program.

**SBCA QC Database Program Update**

Scott reported of the 116 plants active in the program, 100 plants have been converted and are using the new web-based program. This is a considerable increase given only 46 plants were using the new web-based program at the last OQM.

**Wall Panel Council**

As of February 24, there are 16 plants certified under the SBCA QC Wall program, with six plants working toward certification. Dan Holland and staff reported there are some challenges in updating the wall panel QC program. There is a need to develop standards

and tolerances the entire industry can support and live with. Rick Parrino, Dallas Austin, Paul Johnson, Steve Stroder (or their operations guy), and Jeff Smith all indicated they'd like to be involved.

### **Quality Issues**

Staff reviewed photos shared by a member of cross-member checking (or shake) occurring at the plated joints. There was a brief discussion on how the industry should approach trying to address it. CMs were encouraged to share their suggestions.

### **Adjournment**

**Motion to adjourn. Motion by Mike Ruede. Second by Joe Hikel. Motion passed unanimously.**

The meeting adjourned at 2:36 pm.

/ss

## EMERGING LEADERS COMMITTEE MEETING AGENDA

**Thursday, March 8, 2018**  
8:00 – 9:30 am

**Saddlebrook Resort**  
Wesley Chapel, Florida

**Saddlebrook Conference Center**  
**Pegasus 3 & 4 Meeting Rooms**

### Committee Purpose

*To give the next generation of leaders in the structural building components industry and in SBCA an opportunity to meet one another, build lasting relationships, learn from others who will share their experiences and gain a greater depth of knowledge of the industry and its trade association. The intent is to provide sustainability, growth and enthusiasm for members companies and the association.*

### Background

1. SBCA Mission Statement (**APPENDIX A**)
2. Antitrust Law & Conflict of Interest Policies (**APPENDIX B**)
3. Actions of a Committee Requiring a Motion (**APPENDIX C**)
4. SBCA Structure (**APPENDIX D**)
5. Roles and Responsibilities of SBCA Committees (**APPENDIX E**)
6. SBCA's Emerging Leaders Initiative
  - a. Requirements:
    - i. An Emerging Leader (EL) must work for an SBCA member company in good standing and be nominated by someone in the leadership of that company who is willing to sponsor his or her participation and serve as a Local Mentor (LM).
    - ii. The LM does not need to be a board member of SBCA to make a nomination, but should have the authority within his or her company to approve travel and other associated expenses on behalf of the EL.
    - iii. Each EL/LM pair must commit to attending at least two of three Open Quarterly Meetings (OQMs) and the BCMC show per year for at least one year.
    - iv. At the discretion of the president, an EL can participate in the committee without an LM.
    - v. ELs will receive training from staff and members of the Executive Committee regarding how meetings are conducted, committees available, tools/products from SBCA, etc. This training will be provided either at OQMs or via GoToMeeting during the course of the year.
    - vi. In addition to participating in the goals and objectives of the Emerging Leaders Initiative, each EL must commit to serving on at least one SBCA committee. ELs will be given strong consideration for roles as vice-chairs of SBCA committees and will be looked to to lead meetings and focus groups at OQMs and BCMC.
    - vii. Members of the committee will provide an update on the group's work at each Board meeting.
    - viii. The Emerging Leaders Initiative will include both CMs and suppliers.
  - b. Nomination/Application process:
    - i. For 2018, the group was determined by the SBCA president based on the pool of active committee members from 2017 and any other individuals nominated by board members or industry leaders as developing leaders in their companies who committed to attending OQMs.
    - ii. An application process was defined in the first quarter of 2018. There is now a brief application on the website at [sbcindustry.com/emerging-leaders](http://sbcindustry.com/emerging-leaders) to begin the process with staff. This is

followed by staff confirming the nomination with the person's local mentor and then a brief teleconference with the committee chair, SBCA president, the local mentor, the potential emerging leader and SBCA staff.

- c. Committee Meetings:
  - i. Emerging Leaders Committee meetings at OQMs will be open to anyone interested in attending, but the committee members as confirmed by the SBCA president will be responsible for carrying out the work of the committee.
  - ii. The committee will also hold working group meetings via teleconference as needed between OQMs to meet goals as assigned by the SBCA Board of Directors.

**Meeting Agenda**

**1. Call to Order** – Steve Stroder, Emerging Leaders Committee Chair

**Emerging Leaders Committee Members:** Steve Stroder (Chair), Dallas Austin, Greg Dahlstrom, Jared Dix, Joe Halteman, Jason Hikel, John Holland, Darryl Hooper, Michael Kozlowski, Simran Nijjar, Justin Richardson, Chris Scott, Jason Walsh, Jason Ward, Travis White

**2. Introductions, Sign-in Sheet and Opening Remarks** – Steve Stroder

- a. Special welcome to the two new Emerging Leaders: Joe Halteman from Wood Truss Systems and Chris Scott from Dietrich's NA

**3. Review and Approve Minutes of July 2017 and January 2018 Emerging Leaders Committee Meetings (EXHIBIT 1)** – Steve Stroder

**4. Review Agenda** – Steve Stroder

- a. Are there other key issues we should place on the agenda or remove from the agenda?

**5. Review Committee Responsibilities and Project Flow** – Steve Stroder

<b>Board</b>									
Review and approve budget priorities for the year. Review and approve committee motions and recommendations.									
<b>Executive Committee</b>									
Association Senior Officers and At Large Committee Members provide oversight and guidance to committees and staff regarding implementation of priorities that have been authorized by the Board of Directors.									
<b>Membership Committee</b>	<b>Management Committee</b>	<b>BCMC Committee</b>	<b>QC Committee</b>	<b>E&amp;T Committee</b>	<b>Safety Committee</b>	<b>IT Committee</b>	<b>Advocacy Committee</b>	<b>Marketing Committee</b>	
Recruitment of new members into SBCA	Define top priorities for the development of business management tools and resources for use by SBCA members.	Develop programs, training, documents, best practices and events in support of SBCA members.					Develop grassroots advocacy strategies to protect and grow market share.	Develop strategies to internally promote the use of SBCA programs and services.	Develop strategies to help SBCA members increase the market for structural components.
<b>Emerging Leaders Committee</b>									
Support/Research/Participation in industry projects and priorities when other committees have defined specific needs.									
<b>Ad Hoc Subcommittees and Focus Groups</b>									
Support/Research/Participation in industry projects and priorities when other committees have defined specific needs.									

**6. Committee Involvement to Determine Possible Projects for Year** – Steve Stroder

- a. Management Committee – Justin Richardson, Chris Scott, Dallas Austin, John Holland
- b. Membership Committee – Joe Halteman

- c. Marketing Committee – Jared Dix, Chris Scott
- d. Advocacy Committee – Dallas Austin, John Holland
- e. IT Committee – Greg Dahlstrom, Jared Dix, Jason Hikel, John Holland, Travis White
- f. QC Committee – Dallas Austin
- g. Safety Committee – Jason Ward
- h. E&T Committee – need volunteers

**7. Ongoing Work of the Committee – Steve Stroder & Staff**

- a. Assist SBCA Executive Committee and staff in planning the 2018 OQMs (locations, tours, activities, topics, etc.)
- b. Event(s) at BCMC that creates an opportunity to welcome “Young Manufacturers” to the industry and help enforce BCMC as a valuable learning opportunity.
  - i. Casino Night: Tuesday, October 23, 2018 at Hilton Milwaukee City Center
    - Staff can handle room/food/rental logistics.
    - Committee should focus on securing sponsorships/prizes and planning details of the content of the event (MC, promotion of EL group/involvement in SBCA, etc.).
    - Current subcommittee includes: Dallas Austin, Jared Dix – Who else wants to be involved?
- c. Plan/lead Workforce Development event(s) in conjunction with BCMC and/or OQMs that provide an opportunity to partner with a local school or other organization to promote the industry in general to young people.
  - i. WFD event at BCMC in Milwaukee: Thursday, October 25, 2018
    - Partner with local schools: Milwaukee School of Engineering and Milwaukee Area Technical College are within walking distance of the convention center
    - Partner with Wisconsin Chapter to determine how to structure this year’s event
    - Current subcommittee includes: Dallas Austin, Jared Dix, Greg Dahlstrom, Steve Szymanski, Rick Parrino – Who else wants to be involved? First subcommittee teleconference will be held mid-March.
- d. Work with staff to report on the work of the committee and the value gained through participation in OQMs and other SBCA activities in webinars, *SBC Magazine*, *Industry News* and *The Market Place* as appropriate to promote the program to the membership at large. The goal is to encourage more widespread participation in OQMs in general and the Emerging Leaders Initiative in particular.
  - i. Need profiles on remaining committee members
  - ii. Other article ideas
  - iii. Webinar topics
  - iv. Social media

**8. Old Business – Steve Stroder**

- a. The revised version of TTT Level II was completed and is being beta tested prior to a broader rollout to the membership.

**9. New Business – Steve Stroder**

**10. Adjourn – Steve Stroder**

## EMERGING LEADERS COMMITTEE MEETING MINUTES

Wednesday, July 26, 2017  
Chicago, IL

### Committee Purpose

*To give the next generation of leaders in the structural building components industry and in SBCA an opportunity to meet one another, build lasting relationships, learn from others who will share their experiences and gain a greater depth of knowledge of the industry and its trade association. The intent is to provide sustainability, growth and enthusiasm for members companies and the association.*

### Call to Order

Steve Stroder brought the meeting to order at 1:01 pm and thanked everyone for attending. Introductions were made around the room.

### Attendance

**Component Manufacturers:** Dallas Austin, Jared Dix, Jim Finkenhoefer, Jason Hikel (via SBC Connection), Joe Hikel (via SBC Connection), Keith Kylmala, Kelly LaBlance, Joseph Maez, Tim Noonan, Steve Stroder, Terry Sundstrom, Jason Walsh, Jason Ward, Travis White and Javan Yoder

**Associate Members:** April Burt, Scott Miller, Sean Riley and Steve Shrader

**Staff:** Molly Butz, Mindy Caldwell, Sean Shields and Jill Zimmerman

### Requirements for SBCA's Emerging Leaders Initiative

Steve reviewed the requirements for participation that was initially proposed at the Baltimore meeting:

- An Emerging Leader (EL) must work for an SBCA member company in good standing and be nominated by someone in the leadership of that company who is willing to sponsor his or her participation and serve as a Local Mentor (LM).
- ~~The EL should be in an official management role within his or her company.~~
  - The group agreed that this requirement was not necessary if the person was qualified, nominated by someone in leadership at his or her company and approved by the SBCA president.
- The LM does not need to be a board member of SBCA to make a nomination, but should have the authority within his or her company to approve travel and other associated expenses on behalf of the EL.
- Each EL/LM pair must commit to attending at least two of three Open Quarterly Meetings (OQMs) and the BCMC show per year for at least one year.
- At the discretion of the president, an EL can participate in the committee without an LM.

- ELs will receive training from staff and members of the Executive Committee regarding how meetings are conducted, committees available, tools/products from SBCA, etc. This training will be provided either at OQMs, BCMC or via GoToMeeting during the course of the year.
- In addition to participating in the goals and objectives of the Emerging Leaders Initiative, each EL must commit to serving on at least one SBCA committee. ELs will be given strong consideration for roles as vice-chairs of SBCA committees and will be looked to to lead meetings and focus groups at OQMs and BCMC.
- Members of the committee will provide an update on the group's work at each Board meeting.
- The Emerging Leaders Initiative will include both CMs and suppliers.

**TASK:** There was a discussion about the need to recognize the members of the various board committees. It was suggested the emerging leaders should have a BCMC-like ribbon for their name badges. It was also suggested that committee membership should be indicated on the badges (management, IT, etc.).

### **Initial Projects & Future Work of the Committee**

Steve then brought up the idea of planning an event for the committee to plan and host to set up a scholarship to help defray the cost of travel associated with traveling to and attending an SBCA event.

It was pointed out it was important to ensure the company ownership and/or management are invested in their emerging leaders.

**TASK:** Potentially write an article for Industry News and *SBC Magazine/The Market Place* to drive interest in potential emerging leaders. It was also suggested the promotion should be pushed through social media to reach these younger people.

It was suggested that qualified members of the committees could take charge of “young professional” type events that would start to engage young people in the industry. Those young people could eventually become members of the Emerging Leaders Committee once they are vetted and get the participation commitment from their companies.

**TASK:** Need to gather some testimonials from current emerging leaders talking about the benefits of participating on the committee. Highlight the return on investment to encourage others to consider participation. Need to communicate how it improves their personal business.

It was pointed out that participation in the emerging leader program is predicated on a commitment from their company to support their travel and time investment.

**TASK:** Plan a social event for the “young professionals.” Make it fun, but also include information on what SBCA is and what it provides to CMs. It was agreed there should be an event at BCMC that the young leaders should put together and plan for young people in the industry. Steve and Jim will join the twelve emerging leaders on a teleconference call to plan the event.

**TASK:** It was also suggested there should be a workshop for the committee members at BCMC to learn more about how SBCA operates and the tools it provides.

**TASK:** Have the emerging leader committee members put together marketing materials interested individuals could use to convince their company leadership to support their participation.

Steve suggested that members of the Board would be willing to also reach out to their company leadership to enhance the message in the marketing materials.

There was a discussion about the importance of getting buy-in and participation at the chapter level as well.

**TASK:** Get the emerging leaders to discuss a topic or two on LinkedIn.

**TASK:** It was suggested emerging leaders shoot some short videos that might be shown during the annual meeting.

**TASK:** It was also suggested a member of the emerging leaders be in the SBCA booth at any given time to talk with those who might be interested.

### **Old Business**

There was no old business.

### **New Business**

There was no new business.

### **Adjourn**

The committee adjourned at 2:02 pm.

/ss

## EMERGING LEADERS TELECONFERENCE MINUTES

Wednesday, January 24, 2018

### **SBCA Emerging Leaders Committee Mission:**

*To give the next generation of leaders in the structural building components industry and in SBCA an opportunity to meet one another, build lasting relationships, learn from others who will share their experiences and gain a greater depth of knowledge of the industry and its trade association. The intent is to provide sustainability, growth and enthusiasm for member companies and the association.*

### **Opening Remarks**

Steve Stroder brought the meeting order at 12:31. He thanked everyone for joining the call and drew everyone's attention to the anti-trust guidelines. He commented on the momentum the group had and was looking forward to seeing what the group would accomplish in 2018.

### **Updates**

Staff provided an overview of the upcoming [OQM in Tampa, FL](#) at the Saddlebrook Resort. There will be an opportunity between golf and dinner on Tuesday at 5 pm for the group to again meet with Jim and ask him any questions they may have about the organization. Steve suggested giving an overview of each of the committees and their role in the process of program and policy development. Steve invited anyone to join them at a spring training game in Tampa the Sunday before the OQM.

There was a brief discussion on TTT Level II and a disconnect between the reference documents and the content of the training. **TASK:** Staff to resolve this situation and provide an update to all the members of the committee.

The discussion then turned to suggestions of fun activities members could engage in at the next OQMs. Jason Hikel suggested skeet shooting in Nashville. Dallas Austin suggested any activity where there was something to watch but also the ability to stand around and talk. Jason Ward said in San Francisco there could be a hiking trip through the redwoods or a winery/brewery tour. Jason Hikel suggested potentially going [whitewater rafting](#) in Nashville. Top golf was also discussed as an activity to pursue as several on the call said it was enjoyable. Please send additional ideas you might have to [Jill](#) for consideration for future meetings.

Staff then mentioned that two new supplier members will be joining the group in Tampa, Joe Halteman with Wood Truss Systems and Chris Scott from Deitrichs NA. Steve mentioned it was very important for individuals who were interested in joining the group get the buy in and support of the leadership in their organization first before applying to join. Along those lines, a [web form](#) has been added to the [Emerging Leaders page](#) to start the process. Once the form is filled out, an introductory call with Jim, Steve and the person's mentor to finalize details will be held before a new person joins.

### **Projects for 2018**

Staff reminded the group it would again be responsible for hosting both Casino Night and a WFD event at BCMC in Milwaukee. The BCMC committee agreed to limit the WFD event to 50 students and that having a teacher or program coordinator to work with as a primary point of contact is key to the success of this event. Steve Szymanski, Rick Parrino and Jason Blenker will help with this year's WFD event and we will draw on Wisconsin chapter members as well. The group was asked to email staff if they are interested in participating on subcommittees for these events.

### **Ongoing Marketing**

There was then a brief discussion on how to further promote the Emerging Leaders Committee and getting more young leaders involved. **TASK:** Promote social events when EL members are involved. EL members were encouraged to be part of an introductory article and possibly help create a video. Jim suggested the stories should focus on how participation in EL has benefited you or your company.

### **New Projects**

Staff let EL members know that the other standing SBCA committee would be asked to look at potential projects to assign to the EL Committee. Areas of work mentioned by SBCA officers at recent planning meeting with staff: researching what technology is coming that the industry needs to understand in more depth (e.g., robotics, 3D printing); training tools and other labor retention ideas (this group may serve as a good focus group as staff evaluates new LMS options); educational/promotional ideas for promoting components over sticks (specifically, how do we reach those pockets of the country that still stick frame, especially the national builders who componentize in some markets and stick frame in others and, what materials can be added to the CM Toolbox to facilitate this?)

Another potential idea is to have members of the EL Committee help staff evaluate the pros/cons of a new content management system for online industry training.

The committee then discussed ideas for participation in the various other standing committees. Jason Hikel suggested EL members potentially rotate between the different committees. There was then a general discussion on committee participation and opportunities for EL members to serve.

### **Old Business**

Jim said he would reach out Greg Dahlstrom to discuss next steps on the Uniform Data Standard work.

### **New Business**

After a brief discussion, the group agreed to have another teleconference a week or two after the Tampa OQM.

### **Adjourn**

Steve adjourned the meeting at 1:20 pm.

## **SBCA Committees: Mission Statements & Leadership**

### **Advocacy**

*The committee will make recommendations to the Board on various grassroots advocacy strategies and activities necessary to protect the structural components industry from external market forces.*

– Member Leadership: Rick Parrino (Chair); Staff Team: Sean (lead), TJ

### **Membership**

*The committee will advance the component industry through a united effort that can only be achieved by representing the entire industry through membership.*

– Member Leadership: Gene Frogale (Chair), Staff Contacts: Trish (lead), Suzi, Peggy, Jill, Mindy, Eric, Mike, Joe S., Ryan, Evan

### **Management**

*The committee will make recommendations to the Board on various management tools such as seminars, documents, management resource materials, etc. that, when offered for use by the component manufacturing industry, will enhance the professionalism of the industry, inform the fabricator and create membership benefits for all SBCA members.*

– Member Leadership: Jeff Taake (Chair), Staff Contacts: Suzi (lead), Denise W. Mindy, Sean, Molly, Dale

### **Marketing**

*The committee will promote the use of engineered floor, wall, and roof structural components in residential and commercial projects.*

– Member Leadership: Greg Griggs (Chair), Staff Contacts: Molly (lead), Mindy, Abby, Ben, Suzi, Sean

### **QC**

*The committee will implement, maintain, and continually improve an in-plant quality management program for trusses and wall panels.*

– Member Leadership: Scott Ward (Chair of Committee), Jack Dermer (Chair of SBCRI Third Party QA Transition Process); Staff Team: Kirk, Joe S. (Lead), Evan, Ryan, Jay, Abby, Dave B., Daniel

### **Safety**

*The committee will promote knowledge sharing and expertise among SBCA members in matters specific to safety in component plants, offer direction to address in-plant safety issues, serve as a resource for updates to the SBCA Operation Safety program, and explore best practices for in-plant safety, and if necessary, create draft policy or recommendations for consideration by the Management Committee and the Board of Directors.*

– Member Leadership: Jason Ward (Chair), Staff Contacts: Molly (lead), Dale

### **IT**

*The committee will promote the sharing of knowledge and expertise among component manufacturing (CM) industry IT professionals, as well as to monitor, advise, and offer direction concerning computer-related infrastructure issues affecting CMs. The committee's goal is to explore critical information and technology best practices and trends, and if necessary, create draft policy or provide recommendations for consideration by the appropriate committee or Board of Directors.*

– Member Leadership: Greg Dahlstrom (Chair), Staff Contacts: Molly (lead), Joe S., Jon

**E&T**

*The committee will monitor, advise and offer direction concerning matters of a technical nature involving standards, policy, code enforcement procedures, and any other related items affecting the metal plate connected wood truss industry and the manufacture and use of trusses. The committee will provide a business perspective on how industry technical activities will affect the truss and wall panel manufacturing industry and to develop practical engineering solutions to those business problems. This committee will cooperate with and participate in efforts by the Truss Plate Institute and its Technical Advisory Committee, as well as any other code-writing or standards-setting organizations and make engineering and technical policy recommendations to the Board of Directors.*

– Member Leadership: Bob Dayhoff (Chair), Staff Contacts: Jim/Evan (lead), Kirk, Joe M., Larry, Ryan

## BOARD MEETING AGENDA

**Thursday, March 8, 2018**

10:00 am – 12:00 pm

**Saddlebrook Resort**

Wesley Chapel, Florida

**Saddlebrook Conference Center  
Pegasus South Meeting Room**

### Background

1. SBCA Mission Statement (**APPENDIX A**)
2. Antitrust Law & Conflict of Interest Policies (**APPENDIX B**)
3. Actions of a Committee Requiring a Motion (**APPENDIX C**)
4. SBCA Structure (**APPENDIX D**)
5. Roles and Responsibilities of SBCA Committees (**APPENDIX E**)
6. Responsibilities of SBCA's Board of Directors (**APPENDIX F**)
7. *SBC Magazine* Advertisers (**APPENDIX G**)

### Meeting Agenda

1. **Call to Order** – Jim Finkenhoefer 10:00 am
  - a. **Introductions, Sign-in Sheet and Opening Remarks** – Jim Finkenhoefer
  - b. **Review and Approve Minutes of October 2017 (EXHIBIT 1)** – Jim Finkenhoefer
  - c. **Review Agenda, Changes Needed?** – Jim Finkenhoefer
  - d. **Additional Industry Issues or Discussion Topics** – Jim Finkenhoefer
2. **Treasurer's Report** – Jim Finkenhoefer and Staff for Greg Griggs 10:05 am
  - a. Budget Critical Management
    - i. 2017 Year-End Financials/Operations Report
    - ii. 2018 Budget for review/approval
  - b. Treasurer Financial Policy Recommendations (if any)
  - c. Staff's Management Recommendations (if any)
  - d. Approve Treasurer's Report
3. **BCMC Report** – Javan Yoder and Scott McDonald 10:20 am
4. **SBC Magazine Update** – Staff 10:30 am
5. **Overview of Current Industry Topics** – Jim Finkenhoefer and Staff 10:40 am
6. **Industry Supplier Updates** 11:00 am
  - a. Thoughts from attendees representing truss plate, connector and cold-formed steel supplying industries
    - i. Alpine & Alpine/TrusSteel

- ii. Cherokee Metal Products
- iii. Eagle Metal
- iv. MiTek, MiTek/Aegis & USP
- v. Simpson Strong-Tie
- b. TPI Update – Kevin Kraft (for Michael Schwitter) & Mike Cassidy
- c. Thoughts from attendees representing lumber and EWP supplying industries
  - i. John Branstetter
  - ii. Mike Wisnefski
- d. Input from other suppliers in attendance
- e. Raw material supply chain issues or trends affecting component manufacturers?
- 7. Committee Updates** 11:20 am
  - a. Advocacy (Rick Parrino)
  - b. Emerging Leaders (Steve Stroder)
  - c. Executive (Jim Finkenhofer)
  - d. IT (Greg Dahlstrom)
  - e. Management (Jeff Taake)
  - f. Marketing (Jess Lohse for Greg Griggs)
  - g. Membership (Gene Frogale)
  - h. QC (Scott Ward)
  - i. Safety (Jason Ward)
- 8. National Framers Council Update** – Ken Shifflett 11:40 am
- 9. Old Business** – Jim Finkenhofer 11:50 am
- 10. New Business** – Jim Finkenhofer 11:55 am

**BOARD MEETING MINUTES**  
**Friday, October 27, 2017**  
**Omaha, NE**

**Opening Remarks**

Jim Finkenhoefer opened the meeting at 8:31 am. Introductions were made around the room and the SBCA Antitrust Statement was circulated and signed by all meeting attendees, thereby acknowledging the SBCA antitrust policies in effect. Jim started by recognizing Jack Dermer for his year of service as president of SBCA. Jim also talked about the relationship of the executive committee to the board and how it is accountable to the board.

**Attendance**

**Board Members in Attendance:** Dallas Austin, April Burt, John Branstetter, Jack Dermer, Larry Dix, Barry Dixon, Jim Finkenhoefer, Gene Frogale, Dave Green, Greg Griggs, Roger Helgeson, Josh Hendrickson, Joe Hikel, Eric James, Kelly LaBlance, Jess Lohse, BJ Louws for Dave Motter, Joseph Maez, Tim Noonan, Rick Parrino, Michael Ruede, Michael Schwitter, Ken Shifflett, Steve Shrader, Jeff Smith, Steve Stroder, Steve Strom, Jeff Taake, Scott Ward

**Other CMs in Attendance:** Tony Acampa, Keith Azlin, Jesus Betanzos, Bill Blades, Jason Blenker, Mike Bugbee, Jim Defnall, Jared Dix, Greg Dahlstrom, Jason Hikel, Ryan Hikel, Dan Holland, Darryl Hooper, Paul Johnson, Ken Kirshner, Keith Kymala, Rhonda Leppert, Keith Myers, Mike Noonan, Randy Rickels, Rob Sjolholm, Jason Ward, Travis White, Luke Wiesen, Jason Windham

**Suppliers in Attendance:** Steve Cabler, Mike Cassidy, Christian Chappell, Eric Eversgerd, John Galinski, Jay Halteman, Joe Kannapell, Kevin Kraft, Matti Lehtipuu, Michael Martz, Scott McDonald, Scott Miller, Dan Morris, Esko Nenola, Rudy Pierce, Gregg Renner, Carl Schoening, Glenn Traylor

**Legal Counsel:** Kent Pagel

**SBCA Staff:** Mindy Caldwell, Dale Erlandson, Suzi Grundahl, Kirk Grundahl, Trish Kutz, Sean Shields, Jim Vogt, Jill Zimmerman

**Past Meeting Minutes**

**Motion to approve the Board meeting minutes from July 2017. Motion by Steve Stroder. Second by Scott Ward. Motion passed unanimously.**

**Welcome New Board Members**

Jim Finkenhoefer welcomed the new members to the board, which included Larry Dix, President, Apex Truss, Warsaw, VA (At-Large Director); Tim Noonan, President, Cascade Mfg. Co., Cascade, IA (At-Large Director); Roger Helgeson, President, The Truss Company & Building Supply, Sumner, WA (At-Large Director); Joseph Maez, Manufacturing Operations Manager, Katerra, AZ (AZ Chapter Director); and Michael Schwitter, General Manager, Alpine, an ITW Company (Associate Member Director – TPI Rep.)

**2018 SBCA Meeting Schedule**

Jim Finkenhoefer reviewed the SBCA meeting schedule for 2018:

- **March 6-8, 2018: Tampa, FL**  
Saddlebrook Resort

- [May 1-3, 2018: Nashville, TN](#)  
Hilton Garden Inn
- [August 7-9, 2018: San Francisco, CA](#)  
Marriott Fisherman's Wharf
- [October 23-26, 2018: Milwaukee, WI](#)  
BCMC & SBCA Board Meeting

## **BCMC Update**

Jay Halteman provided an overview to the board of the BCMC show final attendance numbers. Jay said that increased attendance made it clear that drive in traffic was up this year. It was clear the city of Omaha wanted our business by the number of welcome signs found on restaurant doors. Overall attendance was up, with 70 more CMs over the previous year, 47 more exhibitors and 31 additional individuals.

The show floor was significantly larger, and initial feedback is that it will continue to grow next year based on the level of quality traffic exhibitors witnessed. Jay recognized the great work of staff and leadership by the members of the BCMC Committee to ensure it's a very impressive looking show that everyone can be proud of. Jay introduced Scott McDonald, who will assume the role of BCMC co-chair for the next two-year term.

Rick recognized the Emerging Leaders and expressed his excitement for the work they did throughout the show. Barry said he was encouraged by the number of young people he saw on the show floor.

Steve Stroder said it was probably the best BCMC show he had ever attended. Jack Dermer said the bracing demo was a highlight of the show. He recommended the committee look into doing something similar in future years. Dallas Austin said he really liked the format of the education sessions.

There was general consensus the Learning Labs were a huge success, but noise on the show floor was an issue. It was suggested to either take them right off the show floor or find a way to provide some soundproofing to enable more effective communication. It was suggested you could do it right outside the show floor. It was also suggested there needs to be more announcements letting people know when they are coming up.

Steve Shrader said from an exhibitor perspective he appreciated how easy it was to get on the show floor and get set up, and the time allowed to pack up.

Glenn Traylor mentioned there might need to be more programming on Tuesday.

Jay asked if there was a way to improve the lead retrieval system. Staff said that they'd look into options and come back to the BCMC committee.

The Industry Roundtables were really well attended and informative. It was suggested to possibly either reduce it to two topics or have everyone stay at their tables and switch the topics.

## **Treasurer's Report**

Greg Griggs and staff provided the Board with an overview of the SBCA profit and loss statement and budget projections for the year. Greg reported that publication sales are starting to track closely to where they were at pre-recession. The association's financials are very strong and there are more funds the association can devote to reinvestment in industry initiatives. Staff pointed out that the association's financials are essentially balanced between 2005 and 2017, which means the deficits from the recession years have been erased.

Staff walked through budget line items and discussed how expenses and revenues are tracking very well with the anticipated budget for the year.

**Motion to approve the Treasurer's Report. Motion by Joe Hikel. Second by Mike Ruede.  
Motion passed unanimously.**

### ***SBC Magazine Update***

Staff thanked program advertisers for their loyalty and indicated their support has allowed the magazine to continue to grow. In particular, staff recognized Construction Industry Innovations, LLC as a new Gold Program Advertiser and Stoll Trailers as a new Bronze Program Advertiser.

### **Current Industry Topics**

Mike Ruede gave an update on the work the group of six is engaged in to come up with an association realignment everyone can agree to. The next meeting is November 28-29 in Dallas, Texas, to work through specific details on how the general structure agreed to in September would be implemented.

#### *Emerging Leaders*

The board reviewed the workforce development video the Emerging Leaders Committee and staff created. They had 35 students and nine faculty from Metropolitan Community College attend and learned more about the industry. Some of them may be potential employees for CMs, but there were many other construction trades represented and it was great to have them get exposure to what our industry does. We pulled together profiles for SBC Industry News of the emerging leaders to provide examples of how they got into the industry and why they've stayed, which can be used by others in their workforce development efforts.

The casino night seemed a great success, there were a number of new members who showed up. Not only did it seem everyone had fun, but a lot of valuable conversations were had to get more people engaged in our association.

Steve Stroder said it was a pleasure to see the passion of the members of the emerging leaders and appreciated the dedication they showed. The emerging leaders recognized how accommodating and helpful the vendors were to make the community college event a success.

### **Industry Supplier Updates**

#### *Truss Plate Manufacturers*

On behalf of ITW/Alpine, Kevin Kraft said the Section 232 is moving slowly until after tax reform. Domestic suppliers have indicated they want to raise prices, but imports appear to be offsetting that a bit.

On behalf of Eagle Metal, Tom Whatley echoed Kevin's comments on steel.

On behalf of MiTek, Steve Cabler said he thinks that the steel users will likely come out on top in the Section 232 investigation.

On behalf of Simpson, April Burt said it's been nice to see steel prices level out.

#### *TPI*

Mike Cassidy, TPI's Executive Director, said there has not been a great deal of forward movement on the technical committees. The QC inspection program continues to grow, and will likely benefit from contacts made during the show.

#### *Lumber*

John Branstetter said lumber supply is being constrained in the Pacific Northeast by forest fires and labor. There doesn't seem to be much movement of the softwood lumber agreement. The SLA appears to be focused on establishing a quota.

## *Equipment*

Steve Shrader said the industry continues to grow, even overseas. On the show floor, it's clear the global influence is growing with the increase in the number of foreign companies exhibiting this year.

## **National Framers Council Update**

Kenny Shifflett said one of the biggest issues facing the framing industry right now is a labor shortage. They have created a subcommittee to look at ways to help develop training curriculums for framers and CMs. They are looking into partnering with Job Corps locations to offer this training through their locations across the country.

The question was asked how much labor will constrain projects in the coming year and how that might impact CM operations. Kenny said the labor market was strong in the DC area. In the western states, it seems like projects are dying on the vine due to a lack of labor. Immigration reform could have a very real impact. While the economists are projecting a demand for 1.5 million housing starts, the labor shortage appears to constrain that to 1.2 million starts.

There was a brief discussion on I-9 and it was reported the deportation process appears to be growing stronger. For example, fifty percent of the block masons in Miami were targeted, which makes it difficult to building houses without foundations. The comment was made this shift on immigration is underscoring the importance of drawing native-born citizens into the industry. The WFD video created by the emerging leaders can be a powerful tool in the hands of CMs in that effort.

Kenny observed that one of the only things that could truly transform the subcontracted trade industry is immigration reform that would require all subcontractors to move away 1099s and from paying in cash to having to actually pay taxes. That would significantly increase the price of all wages, which would likely drive down the number of housing starts.

## **Old Business**

There was no old business.

## **New Business**

Staff asked the board members to come up with a top five list of projects, services and activities the association should focus on for 2018 and share that with staff and the executive committee. It was pointed out that workforce development is a long term fix and focus on changing societal perceptions that working in the construction industry is desirable to a segment of young people.

## **Adjournment**

**Motion to adjourn. Motion by Mike Ruede. Second by Steve Stroder. Motion passed unanimously.**

The meeting adjourned at 9:51 am.

/ss

## APPENDIX A

### Mission Statement

#### What We Are...Structural Building Components Association (SBCA)

SBCA is the information conduit for our membership to stay abreast of leading-edge marketplace issues. We disseminate this information through educational seminars, membership support, SBCA chapters and our industry publications.

#### Our Purpose...

We provide the services our membership needs to continue expanding the market share of all structural building components by promoting the common interests of those engaged in manufacturing trusses, wall panels and related structural components to ensure growth, continuity and increased professionalism, which will strengthen the structural building component manufacturing industry's influence.

#### What We Do...

- SBCA formulates policy that protects and advances the interests of its members by initiating and carrying out projects that address membership concerns and promote industry marketplace interests.
- SBCA acts as the voice of the structural building components industry to legislative, regulatory and standards-generating agencies.
- SBCA provides membership services, including addressing technical questions, serving members through the creation of various products and publications, and providing support to each SBCA committee.
- SBCA supports each of its chapters to enable our industry to put a human face on the structural building components industry.
- SBCA supports research, development and testing of structural building components - trusses, wall panels, and related structural components - to root the industry in sound engineering and improve the quality, efficiency and cost-effectiveness of our products, for the purpose of achieving greater product acceptance.

#### For Whom...

All structural building component businesses, material and equipment suppliers, and industry professionals.

#### Why...

SBCA desires to promote the consistent, safe, economic, and structurally sound design, construction and use of structural building components, thereby increasing their market penetration.

- By successfully implementing its policies and serving the needs of its membership, SBCA will have the potential to make a significant difference on behalf of the entire structural building components industry.

## APPENDIX B

### Antitrust Law Policy

Throughout its history, SBCA has complied with the antitrust laws and is not subject to any consent decree, cease and desist order, or any other mandate or prohibition of any agency of government or any court with respect to the antitrust laws.

In order to assure continued compliance with both the letter and the spirit of the antitrust laws, participants in SBCA and the local chapters are reminded of the following important policy:

*Although the antitrust laws do not preclude members of the SBCA from lawfully engaging in a great variety of collective activities, the antitrust laws do encompass certain conduct which is prohibited because it is unreasonable per se. The prime example is, of course, agreement with regard to price. Any conduct by competitors which has the purpose or effect of either raising, depressing, fixing, pegging, or stabilizing the price of a product or service is unlawful. Also, concerted action which may affect a price, including matters relating to production, terms and conditions of sale, the distribution of a product or the division of markets, is likewise prohibited by the antitrust laws.*

Either an explicit or tacit understanding between competitors that could affect the price of products or operate to impede free and open competition is forbidden. In order to prove any such unlawful activity, it is not necessary that there be evidence of a formal agreement or understanding more often than not, such proof is circumstantial and a violation of the antitrust laws may be found because of a course of dealing between competitors or between members and their customers.

With regard to any SBCA meeting, there must never be **any discussion** among those attending or any formal or informal agreement of any sort, with respect to the following:

- Any price to be charged with respect to a product or service.
- Any allocation of markets or customers.
- Any coordination or cooperation with respect to bids or requests for bids.
- Terms or conditions of sale, including credit or discount terms.
- Distribution of products or services.
- Control of the production of any product or the level of production.
- Profit levels or profit margins.
- The basis for arriving at any price.
- The exchange of price information with respect to any specific customer.
- Any action which would unreasonably restrain trade.

The SBCA staff is regularly advised and reminded of principles of antitrust law as they have evolved and may affect the truss industry. The staff is alert to any discussion or topic which might result in a potential restraint of trade, and should any discussion arise at a meeting which might be construed as inappropriate, the staff has been instructed to alert those present that the particular topic under discussion should not be pursued further.

## Conflict of Interest and Conflict of Interest Policy

### Conflict of Interest

- “A situation in which a person has a duty to more than one person or organization, but cannot do justice to the actual or potentially adverse interests of both parties. This includes when an individual's personal interests or concerns are inconsistent with the best interests of a customer, or when a public official's personal interests are contrary to his/her loyalty to public business.”
- SBCA members are obligated to advise, in advance of any situation that might involve or appear to involve a conflict of interest, that they may be participating in activities where their duty to their company is in conflict with the policies of SBCA and the best interests of the Structural Building Component industry. By way of two examples;
  - A conflict of interest could exist if an engineer or company performing engineering services used truss design software (that was licensed to them through or by a component manufacturer) directly on behalf of a builder or general contractor to design trusses (for component manufacturers to then bid on) for a project or projects being constructed by such builder or general contractor—all of which would be in violation of the connector plate company's software license agreement and in contravention with SBCA's long standing truss design software policy.
  - A conflict of interest could exist if a company, working within industry committees, industry ANSI standards, task groups, etc., advocates for changes in policy, procedures, standards, engineering equations, testing, etc., where those changes lead to greater use of the products or services that said company provides.

## APPENDIX C

### ACTIONS OF A COMMITTEE REQUIRING A MOTION

#### POLICIES AND RESOLUTIONS

Questions that come up are: (1) what is a policy; (2) what is a resolution; (3) how are policies and resolutions different, and (4) what committee action requires a motion (which is a motion of the committee and if approved, is then submitted to the Board).

##### **Policies:**

The term "Policies" are not intended to be tightly defined, but instead to be highly flexible. They are usually a course or method of action selected by one of the committees and then approved by the Board. They help guide present and future decisions which in turn help to carry out a particular course of action. The goal through adopting policies is to establish a coherent set of decisions with a common long term objective affecting or relevant to the structural building component manufacturing industry.

An example of a policy is the "Component Design Software Products" policy that was first approved by the Component Manufacturers Roundtable, a SBCA Committee, in July of 2002. This policy was also approved by the Board. Since then it has been reviewed and reaffirmed by the Board in both 2012 and 2014.

The policy reads:

The construction industry is not best served, and the component manufacturing industry will be harmed, if Software Products are leased to, sold to, licensed to or used by any person or entity that does not design, manufacture and sell components. The Software Products should therefore only be used by licensed component manufacturers for their own design, manufacturing and sale of structural components. Excluded from this policy would be any sale and design companies who sell and design components only for a particular component manufacturer under contract or any design companies who design components only for a particular component manufacturer under contract. In such cases the licenses to use the Software Products should contain appropriate restrictions.

##### **Resolutions:**

"Resolutions," as compared to policies, are a formal expression of opinion or will of a committee or the Board agreed to by a vote of such committee or Board. A resolution usually settles or resolves an issue. A resolution is a decision to do or not do something.

1. All new policies or any policy modifications should be approved by a committee by motion and submitted to the Board for consideration.
2. Any resolution should be approved by a committee by motion and submitted to the Board for consideration. Remember that resolutions are substantive-they usually resolve some issue and involve a decision to do something.
3. Resolutions are not to be confused with tasks, which are essentially a piece of work assigned to someone such as SBCA staff to undertake, and are a method to achieve the existing priorities that have been defined by the Committee. Certainly any activity of a committee which has SBCA budget or financial implications should be viewed as a resolution.

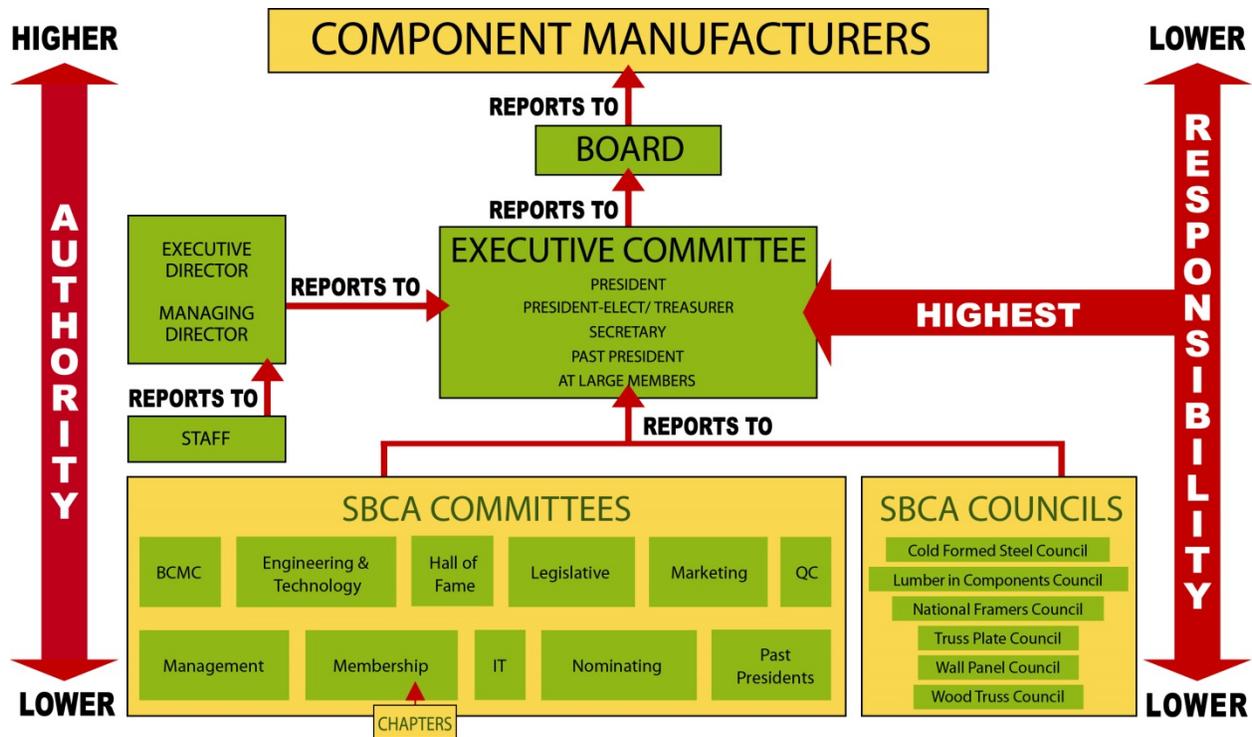
An example of a resolution is that past presidents will be offered complimentary member status upon retirement, which resolution was approved by the Executive Committee in March, 2002. The resolution was also approved by the Board.

The resolution reads:

Committee: Executive

Upon retirement from the industry, or upon ceasing to be in the employ of a member company, the past presidents will be offered a complimentary member status and a complimentary invitation to the BCMC. In addition, all past presidents shall receive emeritus member status, which shall include non-voting status and lifetime board membership status.

## APPENDIX D



## APPENDIX E

### Roles and Responsibilities of SBCA Committees

The most important roles of every Committee include:

- Bringing ideas and focus to what goals and objectives the committee should accomplish for the year.
- Helping to develop and prioritize the tasks to be accomplished.
- From these priorities, help define an implementation strategy.
- From this strategy, help define the SBCA budget for the year.
- Assist and mentor staff in making progress on the committee strategy.

## APPENDIX F

### Responsibilities of SBCA's Board of Directors:

1. Personally hold and support the **VISION** of the organization.
2. Explicitly address fundamental **ORGANIZATIONAL VALUES**. (*The essence of what the organization believes, the relative importance of certain principles, what it stands for, and how it works rather than its words.*)
3. Force and view issues from an **EXTERNAL FOCUS** point of view.
4. Enable an **OUTCOME DRIVEN** organizing system.
5. Separate **LARGE ISSUES** from small.
6. Force **FORWARD THINKING**.
7. Enable **PRODUCTIVITY**. (*The Board should lead, not simply react.*)
8. Facilitate **DIVERSITY** and **UNITY**.

9. Define **RELATIONSHIPS** to relevant constituencies.
10. Define a common basis for **DISCIPLINE**. (*Sticking to the Board's responsibilities, being decisive without being impulsive and keeping discussion to the point.*)
11. Delineate the Board's **ROLE** on the **ISSUES**.
12. Determine what **INFORMATION** is needed.
13. **BALANCE** overcontrol and undercontrol. (*The Board must not spend time on the trivial but it should expect staff accountability in managing association affairs.*)
14. Use Board time **EFFICIENTLY**.

\*Summarized from *Boards that Make a Difference*, John Carver (emphasis added)

## **SBCA Bylaws**

### **12. DUTIES, RESPONSIBILITIES, AND ACCOUNTABILITY OF ALL DIRECTORS.**

All Directors shall meet certain standards of conduct and attention to his/her responsibilities to the Association including:

- (a) Exercising due care in all dealings with the Association and its interests. This includes careful oversight of financial matters and reading of minutes and Association Policies, attention to issues that are of concern to the Association and raising questions whenever there is something that seems unclear or questionable;
- (b) Avoiding conflicts of interest, including the appearance of conflicts of interest. This includes personal conflicts of interest or conflicts with other organizations with which a Director is a member. The Association recognizes however that Directors employed by Associate Members may find themselves at times in a position where their interests are not perfectly aligned with Directors employed by Regular Members and in those instances such Directors employed by Associate Members shall clearly identify areas of potential conflict of interest prior to taking action with respect to the Association in their positions as Directors; and
- (c) Obedience to the Association's central purposes must guide all decisions. Directors must also ensure that the Association functions within all legal requirements and its own Bylaws and Association Policies.

Additionally, all Directors employed by Regular Members shall (i) Use reasonable efforts to implement Association Policies; (ii) Contribute to future Association policy formation process by offering opinions, discussion and drafts of new policies or policy modifications; (iii) Use reasonable efforts to develop and strengthen, through the Association Policies, practices, products and services, the structural building components industry; (iv) Assist in the mentoring of Association staff through providing industry knowledge; (v) Communicate with and seek the assistance and expertise of the Association and its staff regarding issues and activities locally and regionally concerning industry matters pertaining to legislation and regulation, building codes, engineering practices and requirements, education/training opportunities, industry risk issues, insurance, or the quality or fire performance of structural building components; and (vi) Report to the Association on Chapter and Chapter Incorporated Associations activities, policies, meetings and undertakings.

## **APPENDIX G**

### ***SBC Magazine Advertisers***

#### **Gold Program**

Alpine, an ITW Company  
Clark Industries, Inc.  
Eagle Metal Products  
Eide  
HOLTEC USA Corporation  
Lakeside Trailer Manufacturing, Inc.  
MiTek  
NWH Roof & Floor Truss Systems  
Simpson Strong-Tie Co.  
Terminailer (Construction Industry Innovations, LLC)  
TRIAD  
Wood Truss Systems, Inc.

#### **Silver Program**

Hundegger USA, L.C.  
Vecoplan, LLC & Vecoplan Midwest, LLC  
Wasserman & Associates, Inc.

#### **SBC Housing Starts Online Sponsorship**

Wasserman & Associates, Inc. (monthly, position 1)  
Position 2 is open

#### **“On the Newstand” Online Sponsorship**

Alpine (position 1)  
Hundegger USA, L.C. (position 2)

#### **SBC Industry News Online Sponsorship**

Eide (48 weeks: positions 1 & 2)  
Alpine (24 weeks: position 3)  
Eagle Metal (24 weeks: position 3)  
Position 4 is open