



OPEN QUARTERLY MEETING SCHEDULE

August 7-9, 2018

Marriott Fisherman's Wharf

1250 Columbus Ave.
San Francisco, CA 94133

Date	Time	Meeting/Event	Location	Fee
Tuesday, August 7	6–9 pm	Group Dinner Meet in the Marriott Lobby at 6 pm and walk to the restaurant together. Dinner served at 6:30 pm.	Fior d'Italia, 2237 Mason St, San Francisco, CA 415-986-1886	\$75* for dinner
Wednesday, August 8	7-8 am	Breakfast	Golden Gate Ballroom	N/A
	8-9 am	QC Committee	Golden Gate Ballroom	N/A
	9:15-10:15 am	Marketing Committee	Golden Gate Ballroom	N/A
	10:30-11:30 am	Management Committee	Golden Gate Ballroom	N/A
	11:30 am- 12:15 pm	Lunch	Golden Gate Ballroom	N/A
	12:15-1:15 pm	Membership Committee (Golden Gate Ballroom) Emerging Leaders Committee (St. Helena Ballroom)		N/A
	1:30-3:30 pm	Economic Forecast from John Burns of John Burns Real Estate Consulting	Golden Gate Ballroom	N/A

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

Date	Time	Meeting/Event	Location	Fee
Wednesday, August 8	4-6 pm	Team Building Event Amazing Race (Meet in the Golden Gate Ballroom by 3:50 pm)	Golden Gate Ballroom and Fisherman's Wharf	N/A
	6-9 pm	Group Dinner Meet at the restaurant. Hospitality at 6 pm. Dinner served at 6:30 pm.	Scoma's Restuarant Pier 47 & Al Scoma Way San Francisco, CA 94133 415-771-4383	\$80* for dinner
Thursday, August 9	8-8:30 am	Breakfast	Golden Gate Ballroom	N/A
	8:30-11:30 am	SBCA Board Meeting All are welcome!	Golden Gate Ballroom	N/A

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



Open Quarterly Meetings 2019

Date

Location

February 26-28, 2019

**SBCA Open Quarterly Meeting
Bahia Resort Hotel
998 W. Mission Bay Drive
San Diego, CA 92109**

June 4-6, 2019

**SBCA Open Quarterly Meeting
Hilton Fort Worth
815 Main St
Fort Worth, TX 76102**

August 6-8, 2019

**SBCA Open Quarterly Meeting
Hyatt Regency Savannah
2 W. Bay St
Savannah, GA 31401**

October 22-25, 2019

**BCMC & SBCA Board Meeting
Columbus, OH**

QUALITY CONTROL COMMITTEE MEETING AGENDA

Wednesday, August 8, 2018
8:00 – 9:00 am

Marriott Fisherman's Wharf
Golden Gate Ballroom
San Francisco, CA

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 May 2018 QC Committee Meeting (see EXHIBIT 1)** – Scott Ward
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. Two new plants have purchased the WTCA QC Wall Panel program.
6. **Update on Ongoing QC Testing** – Scott Ward and Staff
 - a. **QC Joint Testing (internally known as “Easy Button QC and QA”)**
 - i. Proof of concept for designing a QC joint
 - ii. Review of the following work being done to create this approach:
 - (a) Digital technology – photos and calipers
 - (b) An overview of the testing taking place to understand JSI and effect of JSI on truss performance
 - (c) Goal is to be able to focus on QC for one joint that is essentially a fuse, if that

joint is good the rest of the truss will perform as expected

iii. The QC joint can then be monitored:

- (a) As the in-plant manufacturing QC process
- (b) In storage at the jobsite as needed
- (c) When installed as needed
- (d) By the building official for final inspection
- (e) All of this can be digitally tied back to the in-plant QC record of the digital assessment.
 - Any differences between the plant QC and any field QC that is performed.
 - This is the field effect on the truss and the QC joint.

b. Weathering/Creep Testing

- i. Weathering of trusses and joists ongoing at four locations.
- ii. Weather monitored on a daily basis via residential weather system.
- iii. Trusses and joists selected for creep testing currently under design load.
- iv. Stiffness of joists and trusses being monitored by string-pots on weekly basis.

2. 3rd Party QA Business via TPI/SBCRI Program – Scott Ward and Staff

- a. TPI/SBCRI staff have been performing a number of third party inspections over the last two quarters.
- b. SBCA Member input needed to determine how best to serve licensees through the QA/QC program.

3. Old Business – Scott Ward

4. New Business – Scott Ward

5. Adjournment – Scott Ward

QC COMMITTEE MEETING MINUTES

Wednesday, May 2, 2018
Nashville, TN

Call to Order

Scott Ward, QC Committee Chair, called the meeting to order at 9:16 am. 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: Tony Acampa, Dallas Austin, David Boyce, Jack Dermer, Josh Dermer, Larry Dix, Jared Dix, Jim Finkenhoefer, Gene Frogale, Greg, Griggs, Joe Hikel, Jason Hikel, Dan Holland, John Holland, Paul Johnson, Jess Lohse, Joseph Maez, Carlin Mueller, Rick Parrino, Justin Richardson, Joe Richardson, Mike Ruede, Jeff Smith, Steve Stroder, Steve Strom, Bryan Sylvester, Jeff Taake, Scott Ward, Jason Ward, Javan Yoder

Associate Members & Suppliers in Attendance: Jeff Allan, Byron Booker, John Branstetter, Darren Conrad, Rodney Cox, Joe Halteman, Mike Johnson, David Klekamp, Scott Kracht, Kevin Kraft, Norm McKenna, Scott Miller, Gregg Renner, Ed Robbins, Mike Ruede, Jr., Michael Schwitter, Chris Scott, Todd Snyder, Mike Terbrock, Jonathyn Truax

Legal Counsel: Kent Pagel

SBCA Staff: Molly Butz, Mindy Caldwell, Kirk Grundahl, Suzi Grundahl, TJ Jerke, Trish Kutz, Evan Protexter, Sean Shields, Jill Zimmerman

Review and Approve Minutes of March 2018 QC Meeting

Motion to approve the March 2018 QC Meeting minutes. Motion to approve by Jim Finkenhoefer. Second by Jess Lohse. Motion passed unanimously.

SBCA QC Participation Update

Staff is currently doing the Q1 reviews, there are two plants that are not using the new online system and the hope is to transfer those companies in the near future.

Revision of TPI 1 Chapter 3 In-Plant QC

A discussion took place regarding how plate placement and the QC process was integral in litigation in which a member component manufacturer is involved. There was a meeting in DC in April with Mid-Atlantic GCs to explain the QC process and the attendees were positive in their takeaways from this meeting. SBCA/SBCRI undertaking the QA process is therefore well timed. It was also pointed out that this meeting was a great example of the benefits of working with framers (and also GCs) to address issues collectively.

The SBCA QC Testing Subcommittee has started looking at opportunities to improve on the means and methodologies of the in-plant QC inspection process. A group of CMs

met in Texas last month and an initial beta-test with the City of Austin went well. Staff pointed out the goal of revisions to the QC inspection process is to not evaluate quality on a joint-by-joint basis but instead on truss performance and to create a process that makes it easier for CMs to efficiently conduct an inspection that is meaningful to the CM.

QC Testing Update

Staff reported that the big picture for QC testing is to update the MPC Truss QC method. The goal is to make a QC program that is data driven and allows CMs to create a control chart, as opposed to the current method that is strictly pass/fail. The hope is that this data-driven approach will enhance CMs decision making when it comes to finding the right process for the QC problems they need to correct.

The testing is focused on helping to narrow the focus of QC inspections and in the process to provide valuable data to the CM. Staff provided an overview of the testing that has been conducted thus far and what the group has learned. The group was encouraged to evaluate the testing approach and offer insight into any additional testing approaches that could be explored. There was a brief discussion about measuring system effects, as well as the impacts of remanufactured material and repressing plates.

Another initiative underway is trying to develop a proof of concept for conducting QC inspections through digital imaging with a mobile device.

Moisture Cycle and Weathered Truss Testing

Staff reported they are currently conducting testing to determine the effect of moisture on lumber dimension within a truss and the effect of wood swelling and shrinkage due to moisture on plate embedment. They are also planning on conducting testing to compare the performance of floor trusses that have not been exposed to weather to trusses that are exposed to a wide variety of weather conditions. One of the goals of this testing is to develop best practice recommendations to installers on optimal jobsite storage and drying of trusses before they are enclosed. There was a short discussion on the advantages of being able to offer these kinds of recommendations.

Third Party QA Inspection Process

By written agreement with TPI, SBCA/SBCRI is now managing the TPI Third Party QA Inspection process. There was a discussion about getting chapter members to participate in the QA inspection program and provide feedback on how to streamline it. Right now Texas is actively involved in this type of activity and other chapters were encouraged to join in. TPI members were also encouraged to help drive their CM customers to participate in the TPI Third Party QA program to continue to expand the use of the program and gain further feedback.

Adjournment

Motion to adjourn. Motion by Greg Griggs. Second by Rick Parrino. Motion passed unanimously.

The meeting adjourned at 10:18 am.

/ss

MARKETING COMMITTEE AGENDA

Wednesday, August 8, 2018

9:15 – 10:15 am

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**)

Meeting Agenda

1. **Call to Order** – Greg Griggs, Marketing Committee Chair

Marketing Committee Members: Greg Griggs (Chair), Mike Callahan, Tom Christensen, Greg Dahlstrom, Jared Dix, Larry Dix, Barry Dixon, Joe Halteman, Darryl Hooper, Dustin Johnson, Kevin Kraft, Jess Lohse, Mike Martz, Gregg Renner, Justin Richardson, Wes Robbins, Michael Ruede, Michael Schwitter, Chris Scott, Ken Shifflett, Steve Shrader, Cory St. Clair, Steve Stroder, Scott Ward, Javan Yoder

2. **Introductions and Opening Remarks** – Greg Griggs

- a. Anti-Trust Law Policy – see Appendix A

3. **Review Agenda** – Greg Griggs

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

4. **Updates on Ongoing External Marketing Initiatives** – Greg Griggs & Staff

- a. **Stick Frame vs Components Market Research Beta Site: Report from Subcommittee** – TJ Jerke

- b. **Best Way to Frame** – Greg Griggs & Molly Butz

- i. Website is live. Working with Steve West to obtain FAD video files and Steve Stroder on his new Stick-to-Component project to collect additional interviews and content.
- ii. SBCA's booth at BCMC will feature this new initiative.
- iii. Measureable marketing of the site using cards/QR codes (subcommittee: Jess Lohse, Rick Parrino, Dallas Austin).

- c. **New SBCRI website** – Greg Griggs & Molly Butz

- d. **Component Marketing Toolbox** – Greg Griggs & Mindy Caldwell

- i. Traffic continues to be strong at 50-60 unique page views per month.
- ii. Floor truss materials ([videos](#) and [brochures](#)) are complete and posted to toolbox.

- iii. A new collection of photos is live and available for download and use in marketing materials.
- iv. Calculator has been updated to make its purpose clearer to a wider audience. After final vetting and discussion, it will be made available for use without a login.
- e. **Original Content Development for SBC Magazine and Its News Outlets** – Greg Griggs & Sean Shields
 - i. Change in email distribution schedule to better facilitate content development by staff:
 - Industry News moved to Tuesday mornings
 - Energy Efficiency & Building Science News moved to Thursday mornings
 - Framing News continues on 2nd and 4th Wednesday afternoons
 - ii. Staff/SBCA Industry generated articles for Industry News since May 14, 2018:
 - The Only Way for Builders to Truly Meet Housing Demand? (7/10/18)
 - SBCRI Adds Cold-Formed Steel Framing to its Accreditation (7/10/18)
 - VIDEO: We're Crafting Connections & Brewing Success...Join Us! (7/17/18)
 - Top 10 Most Read SBC Headlines of Q2 2018 (7/10/18)
 - Truss System Strength on Display During Demolition (6/26/18)
 - Labor Relations Board to Fix "Joint-Employer" Rule (6/26/18)
 - Could Community College Connect Kids with Components? (6/18/18)
 - SBCA Members Take Trade, Immigration Concerns to Capitol Hill (6/18/18)
 - Lumber from Federal Timberlands to Increase 30% (6/18/18)
 - 30% of Multifamily Cost Now Comes from Regulations (6/18/18)
 - Lumber Companies Take Advantage of Historic Margins (6/11/18)
 - Is European Lumber a Viable Source of Supply? (6/11/18)
 - Chart: Current Credit Trends Good News for CMs (6/11/18)
 - Capital Chapter Raises Money for Wounded Veteran (6/11/18)
 - CMs' Best Interests Protected at ICC Hearing (6/4/18)
 - Multi-family Housing Remains Viable Option (5/21/18)
 - Ohio CM Wins Primary for State Assembly Seat (5/14/18)
 - Improving Truss Installation One Inspector at a Time (5/14/18)
 - Roof Trusses Make Remodeler's Day on HGTV (5/14/18)
 - Charts: Why Lumber & Steel Costs Continue to Rise (5/14/18)

5. Updates on and Discussion about Internal Marketing Priorities – Greg Griggs & Staff

- a. **Communicating with members about SBCA products and services** – Greg Griggs & Molly Butz
 - i. Ongoing review and continued improvement of SBCA's website:
 - Search capabilities for more [specific filtering](#)
 - Industry News toggles on sbcmag.info.
 - New [plant tours web page](#) links to articles about successful tours with a variety of CMs as well as a tour "kit" crafted for CMs to use for specific audiences.
 - A new Raw Materials web page is available for keeping track of a cost for wood, steel and OSB.

- Videos created for California TrusFrame's internal training are being refcrafted into short, topical parcels and posted in various places on the website.
- ii. Other ways to communicate more or differently without overwhelming members
 - Industry News headlines under SBCA Updates
 - SBCA weekly [webinar](#) series
 - (a) Weekly attendance between 20-30, variety of topics
 - (b) Planning for end of year survey (post-BCMC) to members to get feedback for improvements/topics for 2019 series

6. Old Business – Greg Griggs

7. New Business – Greg Griggs

8. Adjournment – Greg Griggs

MARKETING COMMITTEE MEETING MINUTES

May 2, 2018
Nashville, TN

Committee Purpose

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

Call to Order

Greg Griggs called the meeting to order at 10:32 am. He passed around the antitrust and conflict of interest policy and introductions were made around the room.

Attendance

Component Manufacturers in Attendance: Tony Acampa, Dallas Austin, David Boyce, Jack Dermer, Josh Dermer, Larry Dix, Jared Dix, Jim Finkenhoefer, Gene Frogale, Greg Griggs, Joe Hikel, Jason Hikel, Dan Holland, John Holland, Paul Johnson, Jess Lohse, Joseph Maez, Carlin Mueller, Rick Parrino, Justin Richardson, Joe Richardson, Mike Ruede, Jeff Smith, Steve Stroder, Steve Strom, Bryan Sylvester, Jeff Taake, Scott Ward, Jason Ward, Javan Yoder

Associate Members & Suppliers in Attendance: Jeff Allan, Byron Booker, John Branstetter, Darren Conrad, Rodney Cox, Joe Halteman, Mike Johnson, David Klekamp, Scott Kracht, Kevin Kraft, Scott McDonald, Norm McKenna, Scott Miller, Gregg Renner, Ed Robbins, Mike Ruede, Jr., Michael Schwitter, Chris Scott, Todd Snyder, Mike Terbrock, Jonathyn Truax

Legal Counsel: Kent Pagel

SBCA Staff: Molly Butz, Mindy Caldwell, Kirk Grundahl, Suzi Grundahl, TJ Jerke, Trish Kutz, Evan Protexter, Sean Shields, Jill Zimmerman

Review and Approve Minutes of March and April 2018 Marketing Committee Meetings

Motion to approve the March and April 2018 Marketing Committee Meeting minutes. Motion to approve by Scott Ward. Second by Rick Parrino. Motion passed unanimously.

Stick Frame versus Component Market Research

There was a discussion on the perceptions builders may have that keep them from using trusses to frame houses. Gregg Renner indicated mostly it is a perception among builders who do less than 100 homes a year that trusses can't provide as high quality a frame. There is also the perception that roof trusses are more expensive. The builder doesn't relate the framing product (bunk of lumber versus truss package) to the cost of labor as a collective cost. The group is looking at how to convert these builders. Scott Ward indicated they have a custom

stick-frame builder who is willing to use a truss package. They will be tracking this project through to learn how this might change the builder's perspective.

There was then a discussion on large production builders who use only components in certain markets, yet they stick build in other markets. It was suggested the group should work with NFC framers to help drive the message that components are a better approach. It was pointed out that in Texas it is a problem with labor and their unwillingness to offer installation discounts for truss packages.

Best Way to Frame Promotion

Greg and staff gave an overview of the bestwaytoframe.com website that is being developed to promote the advantages of component framing over stick framing. Installers, builders and others in the market would be driven to this website through a variety of materials from jobsite package layouts to business cards that could be handed out by CMs and NFC members. This approach will allow staff to test market activities through measuring actual behavior in the market. Cards or QR codes can be handed out in a market and then web traffic can be tracked through Google analytics to measure whether individuals in that market actually visit the site. It's also possible to track what they do when they get to the website. It was suggested to look at affiliate marketing to help promote this site.

A subcommittee was created to carry this project forward. Members of the committee are Jess Lohse, Rick Parrino and Dallas Austin.

Component Marketing Toolbox

At the last QOM it was decided that SBCA offer all the CM Toolbox materials at no charge. Staff reported that in the last month since it became free 65 people have come to the CM Toolbox main page, this is a significant increase over the nine subscribers who accessed the site since the beginning of the year. The calculator's original creator, Keith Hershey, has agreed to help review the calculator and evaluate what needs to be updated or changed before it is offered for free.

Staff encouraged those who use these materials and then let staff know about it so they could be promoted in SBC Industry News articles to expand its use.

Social Media

Staff asked members to share what they are doing with us so we can promote them on social media, whether it's on Facebook, LinkedIn or Instagram. Members were encouraged to share what SBCA is posting to help expand exposure outside our industry.

Internal Marketing Priorities

Greg said one of the major focuses is promoting the electronic jobsite package system, as well as development of a new learning management system for online training and the ongoing webinar series.

Old Business

There was no old business.

New Business

There was no new business.

Adjournment

**Motion to adjourn. Motion made by Jim Finkenhoefer. Second by Rick Parrino.
Motion passed unanimously.**

The meeting adjourned at 11:24 am.

/ss

MARKETING COMMITTEE TELECONFERENCE MINUTES

Wednesday, July 18, 2018
2-3 pm CT

Committee Purpose

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

Call to Order

Greg Griggs, Marketing Committee Chair, called the meeting to order at 2:03 pm by welcoming everyone and bringing their attention to the antitrust policy. He gave those in attendance the opportunity to add or remove items from the agenda.

Attendance

Greg Griggs (Chair), Greg Dahlstrom, Jared Dix, Larry Dix, Dustin Johnson, Jess Lohse, Gregg Renner, Justin Richardson, Mike Ruede, Michael Schwitter, Chris Scott, Ken Shifflett, Scott Ward, Javan Yoder, Molly Butz, Mindy Caldwell, Suzi Grundahl, Sean Shields, TJ Jerke

Updates on External Marketing Initiatives

Stick Frame vs Components Market Research Beta Site: Report from Subcommittee

Greg gave an update that while there have been a few dead ends, including a builder that fell through in Louisiana, a plan is being formulated so that it can be implemented as soon as the right builder is found. Sean mentioned that his conversation with Daryl Hooper indicated that they have several leads and is confident that it will be fairly easy to find someone else. It's a matter of timing, etc. We won't give up on the concept and will continue to pursue a builder.

Best Way to Frame

Molly gave an update on this project and showed the website framework and theme that are in place on our staging server. Staff is working with Steve West to obtain FAD video files and Steve Stroder on his new Stick-to-Component project with KB Homes to collect additional interviews and content. The goal is to show a more complete working version at the OQM in August, which will be populated with as much content as we have so far to get feedback with regard to how members would like to use it and other content the group feels should be added.

Gregg Renner asked about how the site will be presented. It will be a separate site from sbcindustry.com. It is designed to track where people are coming from and produce analytics to use to continue improving the site. The site will also be featured in SBCA's booth at BCMC.

Greg mentioned that there is a subcommittee for measureable marketing of the site using cards/QR codes (Jess Lohse, Rick Parrino, Dallas Austin). Staff indicated that once the site is up and they have been able to interact with the site a bit, the plan is for them to determine who to target in these markets. This can be discussed at the OQM in August.

New SBCRI website

Greg and Molly introduced the facelift and updates of the SBCRI website. The timing is good with the changes in TPI 3rd party QC inspection relationship with SBCRI. This site is also currently on staging, but will be live by the OQM.

Component Marketing Toolbox

Mindy reported that traffic continues to be strong at 50-60 unique page views per month. Floor truss materials ([videos](#) and [brochures](#)) are complete and posted to toolbox and staff is working on putting together another collection of photos to add.

Staff provided an overview of updates to the calculator to make its purpose clearer to a wider audience. The next round of changes will be to clearly define each input so it is as straightforward to use as possible. Once this is complete, staff will implement Gregg Renner's suggestion of having some builders do some beta testing. In the meantime, marketing committee members have been given access to the calculator and are encouraged to get in there and play with it more to make sure outputs are still consistent with reality.

Original Content Development for SBC Magazine and Its News Outlets

Greg reminded the group that staff changed the email distribution schedule to better facilitate unique content development:

- Industry News moved to Tuesday mornings
- Energy Efficiency & Building Science News moved to Thursday mornings
- Framing News continues on 2nd and 4th Wednesday afternoons

Sean indicated that open rates for Industry News have increased slightly since the change. Ken Shifflett said that the reminder that is was changing helped bring it back to top of mind. Sean gave a brief explanation of the reach Industry News has: It goes out to 5000+ emails, mostly CMs and it's supply change. Out of 5000, there is a 28-30% open rate, from that there is 15-16% click through rate. Google Analytics tell us that significant time is spent reading the articles. Feedback indicates that what we are focusing on is germane to our readership. He reports that it has also been a great way to get *SBC Magazine* articles out there with links to specific articles in digital edition and has been very effective at driving traffic to that content.

Staff/SBCA Industry generated 12 articles for Industry News from May 14 – July 13, 2018 (as listed in the agenda). Greg mentioned that if you have article ideas, please contact Sean.

Updates on Internal Marketing Priorities

Communicating with members about SBCA products and services

Greg opened up a conversation about how best to communicate to members without overwhelming people. Molly indicated that we are always looking for ways to open up lines of communication and a feedback loop regarding what staff is developing for members and the tools/services available. These are the things that make membership valuable and we want to make sure things are widely known.

Larry and Ken both mentioned that the reality is that everyone is busy and it all depends on what catches their attention in the moment. Greg mentioned the webinar series and the success of those as being a relevant way to continue getting more information out to members. Ken suggested pushing promotion of webinars even more to drive the value there. Greg asked about the end of year survey regarding planning for 2019 webinar series. Staff indicated that this would be sent out after BCMC to allow that experience to inform people's feedback.

Molly gave an overview of the most recent updates and improvements to sbcindustry.com and sbcmag.info, including search capabilities for more [specific filtering](#), Industry News toggles on [sbcmag.info/news](#), and a new [plant tours web page](#) with links to articles about successful tours with a variety of CMs. TJ indicated that new resources will be added in each audience “bucket” to provide specific talking points for each group. A general tour “kit” is also in the works that will be added. This work was developed based on the focus group on this topic at the Nashville OQM. A subcommittee to react to this content should be formed at OQM in August to provide additional feedback on this work.

A new raw materials web page is in the works on our staging server. TJ provided a tour of the new resource and what content will be available to members with regard to lumber (Random Lengths) and steel pricing (American Metal Markets). Jess asked about adding a way to save preferences, which will cause this system to be put behind a login. The group will need to discuss the pros and cons of only making it available to members. Jess indicated that this adds a lot of value and looks great.

Molly discussed work that was done on videos created for California TrusFrame’s internal training that staff will carve into short, topical parcels and posted in various places on the website. The hope is to have a few of these complete and posted before the OQM. The idea is to use these to quickly present more details on what tools/services SBCA has available to members. Larry asked about the ease for using these with his staff to help inform his employees.

Molly reminded those in attendance on the call that this is an overview of what’s been done since Nashville as a preview for what will be discussed at the OQM in San Francisco in a few weeks. During that face-to-face meeting, we’ll be looking for input on how best to implement the use of these tools, how they can be improved upon and how their availability can be most clearly communicated to members and potential members.

Old Business

No old business.

New Business

No new business.

Adjournment

Greg entertained a motion to adjourn. Motion by Gregg Renner. Second by Ken Shifflet. Motion passed unanimously. Greg thanked everyone for their attendance and adjourned the meeting at 2:53 pm.

/mc

MANAGEMENT COMMITTEE MEETING AGENDA

Wednesday, August 8, 2018

10:30 – 11:30 am

**Marriott Fisherman's Wharf
Golden Gate Ballroom
San Francisco, California**

Committee Purpose

To 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** – Jack Dermer for Jeff Taake, Management Committee Chair
Management Committee Members: Jeff Taake (Chair), Dallas Austin, Jack Dermer, Tim Noonan, Rick Parrino, Justin Richardson, Mike Ruede, Chris Scott, Steve Stroder, Jason Ward and Javan Yoder
2. **Introductions, Sign-in Sheet and Opening Remarks** – Jack Dermer
3. **Review and Approve Minutes of March 2018 Management Committee Meetings (EXHIBIT 1)** – Jack Dermer
4. **Review Agenda** – Jack Dermer
 - a. Are there other key issues we should place on the agenda or remove from the agenda?
5. **Webinar Series Review and Future Topic Recommendations** – Jack Dermer
 - a. 2018 SBCA Webinar Series – Review of Topics Covered and Member Participation – upcoming schedule and archive of past webinars here: www.sbcindustry.com/webinars

Date	Topic	Presenter	Number of Participants
June 5	Bulding a Safety Culture in Your Plant	Rick Parrino and Randy Rickels	24
June 12	Truss Life Part 2 – Coaching a Career Culture in Your Plant	Luis Arrarte	28
June 26	How Lumber Impacts Risks and Liabilities of CMs	Kent Pagel	18

July 10	Selling Value, Not Wood	Chris Lambert	21
July 17	Loads on Trusses Part 1	Jim Vogt, P.E.	78

- i. Recommendations from the Committee for Future Topics
 - ii. Future Legal/Risk Management Topics Discussed Previously
 - 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
6. Workforce Development (wfd.sbcindustry.com and www.sbcindustry.com/wfd) – Jack Dermer 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
7. Health Insurance – Jack Dermer and Staff
8. Benchmark Surveys – Jack Dermer and Staff
 - i. Update on 2017 surveys and plan for 2018
 - Financial Performance Survey for 2017 conducted Q1 2018 (completed)
 - Wage and Benefit Survey for 2017 conducted Q2 2018 (in process)
 - Production Survey covering Q2 of 2018 conducted Q3 2018 (in process)
 - Climate Survey Q4 2018
9. Key Management Topics from the Committee for future consideration – Jack Dermer
10. Old Business – Jack Dermer
11. New Business – Jack Dermer
12. Adjournment – Jack Dermer

MANAGEMENT COMMITTEE MEETING MINUTES
Wednesday, March 7, 2018
Tampa, FL

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 8:01 am and reminded the group of the anti-trust policy.

Attendance

Component Manufacturers: Jeff Taake (Chair), Dallas Austin, Tom Christensen, Jared Dix, Larry Dix, Barry Dixon, Roger Helgeson, Jason Hikel, Joe Hikel, Ryan Hikel, John Holland, Paul Johnson, Tom Kurowski, Keith Kylmala, Jess Lohse, Tim Noonan, Rick Parrino, Justin Richardson, Michael Ruede, Jeff Smith, Steven Spradlin, Steve Stroder, Jeff Taake, Jason Walsh, Jason Ward, Scott Ward, Chad Weber, Travis White, Javan Yoder

Associate Members: Steve Cabler, Mike Callahan, Mike Cassidy, Harvel Crumley, Nelson Frazee, Bill Heine, Doug Hill, Justin Klett, Mike Kozlowski, Kevin Kraft, Mike Martz, Scott McDonald, Scott Miller, Wes Robbins, Chris Scott, Ken Shifflett, Steve Shrader, Tony Sierra, Cory St. Clair, Mike Wisnefski, Randy Yost

Legal Counsel: Kent Pagel

SBCA Staff: Molly Butz, Mindy Caldwell, Kirk Grundahl, Suzi Grundahl, Sean Shields

Review and Approve Minutes of March 2017 and February 2018 Management Meetings

Motion to approve the March 2017 and February 2018 meeting minutes. Motion by Scott Ward. Second by Paul Johnson. Motion passed unanimously.

Committee Responsibilities

The committee reviewed the new division of roles and responsibilities of the committees. The Management Committee will be the group that defines the top priorities for the development of business management tools and resources for SBCA members.

Webinar Series

The committee briefly reviewed the webinar topics that have been covered thus far in 2018 and the topics that are already scheduled. All the past webinars are available for viewing from the registration page. It was mentioned that construction defect litigation and professional liability are major topics of interest.

Future Webinar Series Topics - Topic ideas are always welcome.

- April 10: Managing Risk when Selling to Resellers with Kent Pagel
- 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 Considerations – Best Practices
- HR and Employment Best Practices

Profitability in a rising lumber market was suggested by Joe Hikel as a future topic and he would be willing to speak on the topic.

Workforce Development

The committee began by reviewing the workforce development video created last year by the Emerging Leaders Committee. Staff then provided a summary of the work being done to take current SBCA training content and break it up into very small bites and then work with organizations like Job Corps to get greater exposure to these types of organizations across the country. The segmented training will also allow CMs to offer this training on a continual basis in their facilities without taking employees away from production duties for too long.

There was a brief discussion on the tools CMs use when they're giving plant tours to students. Ideas were also shared on how to revamp training of new employees so there is a greater hands-on approach early on. It was suggested it is a mistake to have production employees doing direct work before they have sufficient training. It reduces the employee fear factor, it also helps the employee acclimate before being relied on by the rest of the team to produce at a high level.

Insurance

Staff indicated that the cost of healthcare is a major concern of CMs. A component manufacturer member in Missouri has an insurance broker who may be able to offer health insurance policies to CMs across the country. A general discussion took place about the challenges in implementing a national health insurance program for CMs because the pool is so small and it's easy to have a few incidents drive up the costs.

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** has been completed, though responses are still being welcomed. There was greater participation this year compared to past years. Currently there are over 80 participants.
- **Climate Survey Q4 2018** had very good participation (129 locations). It was remarked that while labor availability and costs, as well as material costs, were listed as the top concerns for 2018, at the time the survey was taken, no one anticipated the current lumber market challenges.
- **Wage and Benefit Survey Q2 2018:** This will be collected soon.
- **Production Survey Q3 2018** (for Q2 2018)

Old Business

No old business.

New Business

No new business.

Management Committee Minutes
March 7, 2018

Adjournment

Motion to adjourn. Motion by Mike Ruede. Seconded by Steve Stroder. The meeting was adjourned at 8:52 am.

/ss

EMERGING LEADERS COMMITTEE MEETING AGENDA

Wednesday, August 8, 2018
12:15 – 1:15 pm PT

Marriott Fisherman's Wharf
St. Helena Ballroom
San Francisco, CA

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 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**)

1. **Call to Order** – Jason Ward for 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, Justin Richardson, Chris Scott, Bryan Sylvester, Jason Walsh, Jason Ward, Travis White

2. **Introductions, Sign-in Sheet and Opening Remarks** – Jason Ward
3. **Review and Approve Minutes of May 2018 Emerging Leaders Committee Meeting and June 2018 Emerging Leaders Committee Teleconference**
(**EXHIBIT 1**) – Jason Ward

4. **Review Agenda** – Jason Ward

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

5. **Subcommittee Updates/Discussion**

- a. **Truss Building Kit Subcommittee** – Jason Hikel
(Subcommittee: Dallas Austin, Greg Dahlstrom, Jared Dix, Jason Hikel, Mike Kozlowski)
 - i. Review video of Jason's build session.
 - ii. Discuss resources posted to Slack.
 - iii. **NEXT STEPS:** Determine how we can incorporate a sample kit into the SBCA booth at BCMC. What needs to be done on the curriculum side to pull a package together to introduce at the show?
 - b. **WFD Subcommittee** – Justin Richardson
(Subcommittee: Dallas Austin, Greg Dahlstrom, Jared Dix, Justin Richardson)

- i. Update on plans for [Student Day at BCMC](#): Thursday, October 25, 1-4 pm
 - CMs bringing a local teacher and 5 students to tour the floor, followed by a Q&A with members of this group and other CMs. (Participation by CMs in Wisconsin; email went out to members within 350-miles of Milwaukee.)
 - Staff outreach to 2-3 schools close to convention center: MATC, MSOE and Bradley Tech HS. Anyone interested in helping with this outreach?
 - How does this group want to get involved in this event (split up between first 10-15 minute intro session and Q&A session at the end)?
- ii. **NEXT STEPS:** Ongoing promotion and ideas for how to get local Milwaukee schools involved.
- b. **Scholarship Fund Subcommittee Update** – Jason Ward
(Subcommittee: Dallas Austin, Jared Dix, Joe Halteman, Justin Richardson, Jason Ward)
 - i. Scholarship Application Process
 - Web form available at <https://www.sbcindustry.com/el-scholarship> and linked from the [Emerging Leaders web page](#).
 - Promotions:
 1. Running ads in August, Sept/Oct and November issues of *SBC Magazine* promoting application deadline of 11/16/18.
 2. Announcements at show: Casino night, Kick-off(?), in SBCA booth, etc.
 3. Industry News
 - **NEXT STEPS:** Determine vetting process for applicants.
 - ii. Fundraising plans:
 - Proceeds from golf registration/mulligan sales and BCMC 5K registrations will go to the EL scholarship fund. The fund will also cover the expenses associated with these events but it will be a net benefit for the scholarship. BCMC will continue to cover the staff time associated with planning these events.
 - 50/50 raffle at the Casino Night event – determine ticket cost for this
 - Drive-a-Nail game in SBCA booth on show floor
 1. Finalize what lumber, hammer, nails to use
 2. Finalize details of the game:
 - a. Cost of the nail?
 - b. Paint ½" end of nail and allow it to be pounded in
 - c. Color code the nails by position to add to the fun? (owners/managers, design/sales/office, production, etc.)
 - d. How many whacks = how many tickets?
 3. EL assistance in the booth to help staff cover this event.
 4. Finalize prizes:
 - a. Steve offered a \$300 grand prize if all ELs sign up to work in the booth.
 5. Sponsor for safety glasses?
 - Discuss VIP ticket/package proposal from staff

1. Include: reserved seating for kick-off presentation and economic forecast, extra chips and extra 50/50 raffle ticket at Casino Night, one or more free nails for the nail-driving game, a seat at the board/committee breakfast on Wednesday morning (price will need to cover a \$25-30 per plate cost if this is included)
2. Determine price and limit of how many we'll sell
3. Call it "VIP" or something else?

• **NEXT STEPS:** Promotions, Sponsors?

c. **Casino Night Subcommittee Update** – Dallas Austin
(Subcommittee: Dallas Austin, Jared Dix, Chris Scott)

- i. Sponsorships – discuss what vendors have been contacted and need to be contacted.
 - There are 6 premier sponsor spots available for \$1000 cash donations (these will be mentioned in all promotions). Currently have 3 Premier Sponsors (Dietrich's NA, Wood Truss Systems and SL Laser Systems) and 1 Contributing Sponsor (4Ward Consulting) so far. Total of \$3500 in sponsorships are paid.
 - Flyer promo has been updated (attached and posted to the [#social_event Slack channel](#)). Web page is also current: <https://www.bcmcshow.com/casino-game-night>
- ii. Promotions, staffing, other logistics

6. **Old Business** – Jason Ward

7. **New Business** – Jason Ward

8. **Adjourn** – Jason Ward

EMERGING LEADERS COMMITTEE MEETING MINUTES

Wednesday, May 2, 2018
Nashville, TN

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 3:47 pm and thanked everyone for attending. Introductions were made around the room.

Attendance

Component Manufacturers: Dallas Austin, Tony Acampa, Jared Dix, Jason Hikel, John Holland, Justin Richardson, Steve Stroder, Bryan Sylvester, Jason Ward, Javan Yoder

Associate Members: Joe Halteman, Scott McDonald, Chris Scott

Staff: Molly Butz, Mindy Caldwell, Sean Shields, Jill Zimmerman, Trish Kutz, Suzi Grundahl, Evan Protexter and TJ Jerke

Minutes

Motion to approve the minutes of March 2018 Emerging Leaders Committee meetings. Motion by Jason Hikel. Seconded by Jason Ward. The motion passed unanimously.

Casino Night Update

Staff reviewed the 2018 casino rental costs, which will be \$1575, as opposed to the \$1600 spent last year. This would allow for more games, but the DJ would cost extra. It was agreed that the expansion of the blackjack tables would make sense, and there should continue to be open tables. It was also suggested to add a roulette wheel. It was suggested to go from 8:30-11.

Staff will look into how to cost effectively provide music.

With regard to sponsorships, there are six premier sponsorships spots at \$1000, which will be mentioned in all promotions. There was a brief discussion about how any money raised that is left over will go back to BCMC. Then the committee discussed options to raise money for the Emerging Leader Scholarships.

It was suggested the event should have an MC or potentially show a video that runs in the background.

The grand prize would be a trip to an OQM in 2019, anyone can win it and then choose who to send. The total cost of this prize would be approximately \$1300. The group then talked about ideas for the development of an emerging leaders scholarship fund. A scholarship subcommittee would review

applicants to the scholarship and then decide how to divvy up available funds. The group then discussed ways to structure the fund to encourage further investment and participation.

The group then discussed questions to put on the application. What do they do for their company and how did they get there. It was suggested to start with the questions submitted to the rest of the ELs. It was suggested that their supervisor needed to sign off on their application. It was suggested to have a two-stage application process. First a few key questions could be asked. Then the subcommittee could review and winnow down the applicants and then develop a more in depth application for the smaller group. There was a brief discussion on how to engage their company management to support the applicant's participation. Let us know who your supervisor is and whether they have their support. Then ELs can reach out.

Subcommittee members are Joe Halteman, Jared Dix, Jason Ward, Justin Richardson.

Truss Building Kit Initiative

Jason Hikel provided a demonstration of supplies and materials that can be used to build and test model trusses. Jason and Tony are going to create a few sample truss designs that could be assembled and tested with these supplies. The idea is to develop a curriculum schools could easily follow to introduce students to truss design and assembly. The next idea is to create a progressive curriculum that would go from constructing a simple truss and testing it all the way to assembling walls and a roof. Jason is going to reach out to the vendor to see if the model could be customized.

One idea was to take existing plans, scale them down and have the students build the model and then come to the truss plant to see the full-sized components get manufactured. There was also a discussion about standardizing a model package so that students were doing the same thing across the country. It could be created by level, one for middle school, one for high school and one for a tech school.

Old Business

There was no old business.

New Business

There was no new business.

Adjourn

Motion to adjourn. Motion by Jason Hikel. Second by Jared Dix. The motion was approved unanimously.

The meeting adjourned at 4:48 pm.

/ss

EMERGING LEADERS COMMITTEE MEETING MINUTES

Monday, June 25, 2018

Via Teleconference

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 2:03 pm and thanked everyone for attending.

Attendance

Dallas Austin, Greg Dahlstrom, Jared Dix, Jim Finkenhoefer, Jason Hikel, John Holland, Mike Kozlowski, Mike Ruede, Chris Scott, Steve Stroder, Bryan Sylvester, Jason Walsh, Jason Ward, Travis White, Mindy Caldwell, Evan Protexter

Updates on Projects

BCMC Scholarships

Jason Ward covered some of the fundraising ideas to fund the scholarship. The group honed in on the Drive-a-nail game as the most interesting option. Safety concerns were discussed and Jason suggested that a potential sponsorship from a safety company such as Grainger for safety glasses should be pursued. Steve Stroder volunteered to put up \$300 to the winner of the nail game if everyone on the committee signs up to volunteer for an hour in the booth. Emerging Leaders members will also need to be present in the booth to assist; Mindy will facilitate a sign-up closer to the show.

***Jason Ward will bring a few pieces of Doug-Fir to San Francisco OQM for the group to play with to see how best to structure the game.

The group discussed selling VIP tickets as a fundraiser (would include reserved seats at kickoff and economic forecast, extra tickets at casino night, possible "Meet the Speaker" breakfast).

***Mindy to work with Jill to determine possible events for VIP Package. Price to be determined at OQM in S.F.

The group discussed reordering the questions in the emerging leaders [scholarship application web form](#).

***Mindy to update application form and send to subcommittee for final review.

Advertisements for application will be run in issues prior to scholarship application deadline. Mindy needs members to provide some testimonials about emerging leaders for these advertisements.

***Send short blurbs about why SBCA and EL committee are valuable, fun, worthwhile, etc.

Casino Night

Dallas Austin gave an update on the plans for Casino Night. Subcommittee will work on an outline for announcements and how to close the evening and do drawing, etc. Sponsorships will be next to tackle. The group was encouraged to come to the OQM with an idea of three vendors they plan to approach regarding a sponsorship. The spreadsheet of current sponsors and a promo flyer has been posted to the [#social_event Slack channel](#). Staff will add the list of last year's sponsors for reference. The group agreed that attendance should be higher this year and it should be an easier sell to sponsors now that people know what to expect.

Truss Building Kit Initiative

Jason Hikel reported that while he has not had a chance to put the kit together yet, he will be uploading his resources to Slack ([#wfd-trusses](#)) this week for review and editing purposes. He plans to have the kit together and a video of the build session to share at our next meeting at the August OQM.

BCMC Workforce Development Event

Staff gave a quick update on plans for Student Day at BCMC. Outreach is being done to CMs within 350 miles of Milwaukee about this opportunity. More updates to come at meeting in San Francisco.

Old Business

No old business.

New Business

No old business.

Adjourn

The meeting adjourned at 3:06 pm.

/ep

MEMBERSHIP COMMITTEE MEETING AGENDA

Wednesday, August 8, 2018

12:15 – 1:15 pm

**Marriott Fisherman's Wharf
Golden Gate Ballroom
San Francisco, California**

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

Membership Committee Members: April Burt, Jack Dermer, Eric Eversgerd, Jim Finkenhoefer, Dave Green, Joe Halteman, Eric James, Matt Layman, Joseph Maez, Sean Riley and Mike 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 March and June 2018 Membership Meetings**
(EXHIBIT 1) – Gene Frogale
5. **Committee Planning & Action for 2018** – Gene Frogale
 - a) SBCA's [member benefits talking points](#).
 - i) Update from Gene and committee members about outreach calls.
 - 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) Discuss updates/committee perspectives regarding initial calls to invite nearby CMs to the San Fran OQM.

- iv) Leave behind package

6. BCMC Non-Member Attendees

- a) Assistance to follow up with non-members who register to attend BCMC
- b) Non-member CMs who haven't been members in the last 5 years and submit a completed membership application and applicable dues along with their BCMC registration form may deduct the first registration fee – a maximum savings of \$190.

7. Dues Billing Follow Up

- a) Assistance to follow up with members who drop membership

8. Recruitment of CMs by Suppliers

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

9. Recruitment of Suppliers

- a) Assistance to follow up with non-member exhibitors
- b) Initiative to engage suppliers in membership, BCMC exhibiting and *SBC Magazine* Advertising

10. SBCA Association Extras

11. SBCA Member Statistics (background)

- a) Member Counts:

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	1993	1992
<i>CM Corps</i>	457	451	433	405	412	395	386	411	443	531	691	792	795	758	716	682	248	247
<i>CM Locs</i>	806	805	716	696	670	599	593	627	693	962	1093	1250	1200	1150	1050	1008		
<i>Assoc</i>	254	238	238	219	195	166	164	168	175	210	269	300	286	261	234	202	78	71
<i>Total Corps</i>	711	689	671	624	607	561	550	579	618	741	960	1092	1081	1019	950	884	326	318

- b) 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

12. Old Business – Gene Frogale

13. New Business – Gene Frogale

14. Adjournment – Gene Frogale

MEMBERSHIP COMMITTEE MEETING MINUTES

Wednesday, March 7, 2018

Tampa, Florida

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, Membership Committee Chair, called the meeting to order at 9:16 am. 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: Jack Dermer, Josh Dermer, Jim Finkenhoefer, Gene Frogale, David Green, Rhonda Leppert, Joseph Maez, David Motter, Steve Strom,

Associate Members & Suppliers in Attendance: Eric Eversgerd, Joe Halteman, Shawn Overholtzer

SBCA Staff: Ryan Dexter, TJ Jerke, Trish Kutz, Jill Zimmerman

Review and Approve Minutes of July 2017 and February 2018 Membership Meetings

Motion to approve the minutes of July 2017 and February 2018 meetings. Motion by Jack Dermer. Second by Jim Finkenhoefer. Motion passed unanimously.

Update from Committee Members on Outreach Initiatives

Gene highlighted the survey that went out to members about their perceived value of the association. It did not receive much feedback from members. The committee reviewed SBCA's [member benefits talking points](#). The website has been updated based on feedback from last Membership Committee teleconference. Gene encouraged the committee to provide staff with testimonials for the website. He noted there are currently some great testimonials already, but more would help keep the website updated with new perspectives.

Gene discussed the database of people who have purchased SBCA publications and SBC Magazine, which has been broken down into regional lists.

Gene highlighted a strategy of encouraging prospective members to attend the next quarterly meeting.

Eric said the association must have a very good value proposition, which is something the committee has been working on. Gene gave his elevator speech to the committee, seeking input.

Jack Dermer pointed to the database of prospective members wondering if it would be easier to pull in new members by showing them the money they would save on publications if they were members.

Gene continued with his elevator pitch highlighting the Advocacy/Lobbying SBCA does on behalf of members whenever there are issues. He gave two recent examples where SBCA has become involved with local issues that may affect CMs.

Dave Green pointed out the Carolinas Chapter is very involved with one of the issues regarding student housing in North Carolina

Gene summarized his talking points for main reasons to get involved: 1) Technology, 2) Networking 3) Savings 4) Legal advocacy and protection of industry.

Jack highlighted what the Texas chapter is doing to increase engagement of new members. The Chapter will be putting on a series of workshops, like BCMC, for local members and non-members to show them what SBCA is doing and answer questions.

Dave noted membership recruitment is a key piece of the association, but just as important is getting current members more involved. More involvement means the more encouraged and enthusiastic current members get, which blends into member recruitment efforts.

It was recommended to focus on associate members as they are in the field and can help deliver the SBCA message, with an emphasis on making sure they are all trained on the benefits of a SBCA membership.

Dave brought up a future conversation within the committee about involvement at the chapter level; to have members in mature chapters discuss why they see strong attendance and why others do not.

Jack pointed out that different regions have different issues, so attendees and events will differ. Texas is an active chapter because they all have a common goal to convert stick to components.

Gene pointed out that chapters need to host more fun events, such as a golf tournament fundraiser.

Discussion ensued about taking potential members out to lunch and the benefits of having one-on-one meetings.

Jack said the networking is still one of the best aspects of the association. He said that when a member realizes that networking is what you are doing, you're going to be more engaged.

Gene wrapped up the discussion recognizing the committee and the association need to keep working on developing chapters.

Regional Outreach

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.

Gene pointed out this is a perfect opportunity to get non-members involved.

Eric said that he has been promoting SBCA heavily around Phoenix as well as OQM and BCMC. He noted the MSR event jumped up quickly. He requested promotional materials earlier if this is an annual event.

Recruitment of CMs by Suppliers

It was noted that ongoing assistance from suppliers to update SBCA's database list would be helpful.

Jim referenced his time as a plate supplier. He highlighted his event where he brings the Dept. of Safety to his plant on a Saturday to do a five-hour seminar. They are well attended.

Dave asked if the goal of the chapters should be different, and if they should just plan a larger annual event rather than chapter meetings.

Eric said having more events, spread out throughout the year, organized well in advance, would be beneficial.

Discussion ensued about having more regional meetings, with the MSR Conference as a good example.

It was mentioned that if events are spread out, and notice is posted well in advance, it is easy to get people to attend. Events can also be hosted around problems such as lumber and steel costs.

Gene mentioned the supplier database that staff is cleaning up.

Jim brought up the Top Chord Club and asked if there is anything to incentivize sales people to recruit members.

Shawn said he would make it a mandate as one of their companies' objectives for the year to talk to CMs who are not part of SBCA. They will then assess at the end of the year.

Eric highlighted his company needs more events at which he can host an event before or after that will drive more suppliers to.

Recruitment of Suppliers

Trish highlighted how important it is to talk to non-members who are in our database.

Adjournment

Motion to adjourn. Motion by Jim Finkenhoefer. Second by Joseph Maez. Motion passed unanimously.

The meeting adjourned at 9:28 am.

/tj

MEMBERSHIP TELECONFERENCE MINUTES

Wednesday, June 6, 2018

12 – 1 pm CT

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, Membership Committee Chair, called the meeting to order at 12:03 pm by welcoming everyone and bringing their attention to the antitrust policy.

Attendance

Jack Dermer, Jim Finkenhoefer, Gene Frogale, Joe Halteman, Joseph Maez, John Arne, Trish Kutz, Suzi Grundahl

Potential Member Outreach

Gene pointed out that the information on the [Maximize Your Membership](#) page is a good resource for members when making calls or sending emails. He asked participants to report feedback to SBCA staff on outreach that has been made.

The group discussed the date of the next SBCA OQM, which is August 7-9 in San Francisco, CA. Gene mentioned that April Burt had a list of 25 individuals that are potential members who attended an educational event and he was going to reach out to her for that list.

Gene gave an overview of his outreach to potential members and mentioned using plate suppliers as a resource to get information on the potential member and help with recruitment. Staff also pointed out that non-member CMs who haven't been members in the last 5 years and submit a completed membership application with applicable dues along with their BCMC registration form may deduct the first registration fee – a maximum savings of \$190 as well as get additional registrations at member pricing.

Staff pointed out that some of the potential members might be part of the Third Party Inspection Program. Suzi introduced John Arne from SBCA staff who manages this program. The inspectors will be given materials and have been communicated with on the benefits of SBCA. They will be part of the outreach in the future.

Jack pointed out that if there could be some kind of membership benefit for the companies that are part of the Third Party Inspection program. Gene suggested that we think about what materials to leave with potential members after speaking with them about membership.

BCMC Non-Member Attendees

Staff will be sharing information in August with the membership committee on non-members who register to attend BCMC.

Dues Billing Follow Up

Staff mentioned they will be sharing information on members who drop membership after the annual dues billing for the membership committee to get engaged and follow up.

Jack and staff discussed the industry surveys and how beneficial they are to members of the association. We should share information on those and beef up that information.

Recruitment of CMs by Suppliers

The group discussed that getting assistance from suppliers is extremely important. Suppliers see component manufacturers all the time and it is easy for them to talk to non-members regarding membership in the industry association.

Gene also suggested that CMs consider reaching out to suppliers to join SBCA and exhibit at BCMC. The group wants to take the initiative to engage suppliers in membership, BCMC exhibiting and *SBC Magazine* advertising.

SBCA Member Statistics

The group reviewed the member statistics.

Old Business

No old business.

New Business

No new business.

Adjournment

Gene thanked everyone for their attendance and adjourned the meeting at 12:48 pm.

/tk

BOARD MEETING AGENDA

Thursday, August 9, 2018

8:30 – 11:30 am

**Marriott Fisherman's Wharf
Golden Gate Ballroom
San Francisco, California**

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** 9:00 am
 - a. Introductions, Sign-in Sheet, Opening Remarks and Recognition of Meeting Sponsors – Jim Finkenhoefer**
 - b. Review and Approve Minutes of May 2018 (EXHIBIT 1) – Jim Finkenhoefer**
 - c. Review Agenda: Changes Needed or Additional Industry Issues/Discussion Topics to Add? – Jim Finkenhoefer**
 - d. 2019 OQM Schedule**
 - i. February 26-28:** Bahia Resort Hotel in San Diego, CA
 - ii. June 4-6:** Hilton Fort Worth in Fort Worth, TX
 - iii. August 6-8:** Hyatt Regency Savannah in Savannah, GA
 - iv. October 22-25:** BCMC & Board Meeting in Columbus, OH
- 2. Treasurer's Report –Greg Griggs** 9:05 am
 - a. Budget Critical Management**
 - i. 2018 Year-to-Date Financials/Operations Report**
 - 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** 9:15 am
- 4. SBC Magazine Update – Staff** 9:25 am

- 5. Roundtable on Current Industry Topics – Jim Finkenhoefer and Staff** 9:35 am
- 6. Industry Supplier Updates** 10:15 am
- a. Thoughts from attendees representing truss plate, connector and cold-formed steel supplying industries
 - i. Alpine & Alpine/TrusSteel
 - ii. Eagle Metal
 - iii. MiTek, MiTek/Aegis & USP
 - iv. Simpson Strong-Tie
 - b. TPI Update – Michael Schwitter & Mike Cassidy
 - c. Thoughts from attendees representing lumber and EWP supplying industries
 - i. John Branstetter
 - d. Input from other suppliers in attendance
 - e. Raw material supply chain issues or trends affecting component manufacturers?
- 7. Committee Updates** 10:45 am
- a. Advocacy (Rick Parrino)
 - b. Emerging Leaders (Jason Ward for Steve Stroder)
 - c. Executive (Jim Finkenhoefer)
 - d. IT (Greg Dahlstrom)
 - e. Management (Jack Dermer for Jeff Taake)
 - f. Marketing (Greg Griggs)
 - g. Membership (Gene Frogale)
 - h. QC (Scott Ward)
 - i. Safety (Jason Ward)
- 8. National Framers Council Update – Staff for Ken Shifflett** 11:10 am
- 9. Old Business – Jim Finkenhoefer** 11:20 am
- 10. New Business – Jim Finkenhoefer** 11:25 am

BOARD MEETING MINUTES
Thursday, May 2, 2018
Nashville, TN

Opening Remarks

Jim Finkenhoefer opened the meeting at 9:01 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. The sponsors were also acknowledged and thanked.

Attendance

Board Members in Attendance: Dallas Austin, John Branstetter, April Burt, Jack Dermer, Larry Dix, Jared Dix (Substitute Director for Dave Motter), Jim Finkenhoefer, Gene Frogale, Greg Griggs, Josh Hendrickson, Joe Hikel, Jason Hikel (Substitute Director for Roger Helgeson), John Holland (Substitute Director for Dave Green), Paul Johnson (Substitute Director for Tim Noonan), Jess Lohse, Joseph Maez, Rick Parrino, Justin Richardson, Mike Ruede, Michael Schwitter, Jeff Smith, Steve Stroder, Steve Strom, Jeff Taake, Scott Ward, Jason Ward (Substitute Director for Eric James), Javan Yoder

Other CMs in Attendance: David Boyce, Dan Holland, Carlin Mueller, Bryan Sylvester

Other Suppliers in Attendance: Jeff Allen, Byron Booker, Darren Conrad, Rodney Cox, Eric Eversgerd, Mike Johnson, Joe Kannapell, David Klekamp, Scott Kracht, Kevin Kraft, Scott McDonald, Scott Miller, Scott Reichensperger, Gregg Renner, Ed Robbins, Mike Ruede, Jr., Todd Synder, Michael Terbrock

Legal Counsel: Kent Pagel

SBCA Staff: Molly Butz, Mindy Caldwell, Kirk Grundahl, Suzi Grundahl, TJ Jerke, Trish Kutz, Evan Protexter, Sean Shields, Jill Zimmerman

Past Meeting Minutes

Motion to approve the Board meeting minutes from March 2018. Motion by Jess Lohse. Second by Scott Ward. Motion passed unanimously.

Treasurer's Report Greg Griggs and staff provided the Board with an overview of the SBCA year-to-date profit and loss statement and budget projections for the year. Staff further reported line items in the budget have been realigned in conjunction with Executive Committee discussions.

Motion to approve the Treasurer's Report. Motion by Jess Lohse. Second by Rick Parrino. Motion passed unanimously.

Nominating Committee

Jack Dermer reported that the Nominating Committee has recommended Gene Frogale as the next SBCA Secretary to start serving in October 2018.

The recommendation was approved unanimously.

Jack said the Committee had also nominated Jason Hikel and Jason Ward to become At-Large members of the board.

The recommendation was approved unanimously.

BCMC Update

Javan Yoder and Scott McDonald reported that as of April 25, there were 58 exhibitors signed up representing 41,400 square feet of show floor space. Scott provided a quick overview of the education session topics and then the board viewed the new promotion video created to encourage participation at this year's BCMC show.

SBC Magazine Update

Staff thanked program advertisers for their loyalty and indicated their support has allowed the magazine to continue to grow. Staff encouraged everyone to submit photos and illustrations from projects they are working on that could be used for future cover feature articles in the magazine.

Industry Supplier Updates

Truss Plate Manufacturers

On behalf of ITW/Alpine, Kevin Kraft shared that steel is at its highest price in a decade thanks to the steel tariffs. The countries that have received exclusions have been granted exclusion for another 30-day period. This is being used as leverage to negotiate longer-term trade deals that are more beneficial for the U.S. One domestic steel supplier is bringing a new mill on line, but it will take some undetermined period of time for that additional supply to make a difference. Multifamily project starts are sliding slightly, but orders are still strong. Economists are projecting total housing starts may stay at current levels or decline slightly over the next three years. Kevin expressed some skepticism that housing wouldn't actually increase slightly given the current demand.

On behalf of MiTek, Eric Eversgerd said that while the exemptions are there, China is the low price leader and they are not exempt so this is causing an increase in all steel prices.

On behalf of Simpson, April Burt reported that freight costs have increased up 20-50 percent in many parts of the country. The trucking industry "ELD" requirements are having a very material impact on the availability of trucks. Flatbed trailers are also becoming more difficult to find and utilize for deliveries to truss plants. Rail struggles are also creating logistic challenges

TPI

Mike Cassidy, TPI's Executive Director, referred to the contracts that have been signed transferring operation of the TPI third party QA inspection process to SBCA and SBCRI. Michael Schwitter added that the realignment process has concluded. It was further noted that the Truss Industry Business Concept is ready to get off the ground and begin gathering nominations for individuals to serve on those advisory councils.

Lumber

John Branstetter said lumber prices are currently strong and they don't anticipate that will change in the near future. Rail and truck logistics are providing a significant challenge and one of the reasons for the rising lumber prices. With prices where they are, John said he thinks mills are likely producing at peak capacity. John said log costs have gone up; labor is also a significant challenge for mills to add production capacity. He said that the reason why SYP may be shipped to the U.S. West and even Canada because SYP has been less expensive than SPF. While production capacity of SYP hasn't decreased, in fact it will likely increase as more mills come online in the south, the availability of logs seems to be the primary limiter.

There was a brief discussion of wood coming from Europe. It is wane-free, which differentiates it from North American lumber which allows for wane. They still have a transportation challenge, and therefore European deliveries of lumber are mostly limited to east coast markets. There was also a brief discussion on the ongoing softwood lumber dispute and how there doesn't appear to be any short-term change.

David Klekamp from GP reported that 15bbf (8bbf of spruce) have been taken out of the market, mainly in spruce, due to beetle kill in BC and wildfires in the west (that's down roughly 20%, was 81 bbf, 64bbf is the annual production capacity). They expect another one bbf to be taken off the market in the next few years. Between high log costs, log exports and federal forest management, it is

unlikely there will be much more western wood brought online. European imports are only up slightly even given these high prices. Global demand for lumber is continuing to grow, particularly in India and China. This means that traditional sources of lumber from outside North America are not coming into the U.S. now. In fact, global demand is even driving more wood fiber out of the U.S. Truck and rail transportation challenges are also having a significant impact on the ability of mills to get lumber to market.

In addition, customer buying habits are affecting the market too because they buyers are having to be in the market every day, versus built in 2-3 week lulls that would cause prices to drop. GP said they are running at 97% demand-production. GP estimates there need to be ten additional mills to meet current demand, and each mill that comes online should have a positive impact on bringing prices down. There was a brief discussion on rail cars and rail logistic challenges. It was suggested that this information be provided in an Industry News article.

The question was asked whether a mill has an appetite to build a direct relationship with component manufacturers. David said 2x4s are a big part of their business, so they want to build more relationships with CMs.

Rising log costs are very high in the West, log costs haven't risen much in the South, which is why there has been so much interest in SYP companies and bringing SYP mills online. In the West, so many of the logs are on federal lands or with large land owners who move log prices in concert with lumber prices. If timberlands in the West were opened up, that would have a dramatic impact on the availability of western lumber.

Committee Updates

Advocacy (Rick Parrino)

Rick said the biggest thing the committee is working on is the Legislative Fly-in this June; everyone was encouraged to register online so lawmaker meetings could be scheduled. A focus group also discussed tools to develop to make it easier for CMs host plant tours. The group is also putting together strategies to help CMs stay on top of state and local code adoption processes.

E&T (Evan Protexter for Bob Dayhoff)

Evan reported the SBCA group went to the ICC code hearings and talked specifically about combustible dust and fire-rated assembly requirements. A webinar is scheduled for next month that Larry Wainwright will host to go over proposed code changes. Suzi also shared that there is space available for a live TTT training. It was suggested the class focus on TTT Level 2 as a better draw and for it to be held during a slower time of year.

Emerging Leaders (Steve Stroder)

Steve was very positive about the group's initiative. Dallas Austin gave an update on planning for the Casino Night at BCMC. The grand prize they are trying to pull together is an expense-paid trip to a 2019 OQM. The group is also looking at creating a fundraiser as part of the Casino Night to create a scholarship that would allow interested people to apply for funds to defray the cost of attending OQMs.

Jason Hikel shared how the group is looking at truss models and a testing curriculum that CMs could use to introduce middle school and high school students to truss manufacturing. They also explored the concept of turning this into design and construction competitions as well.

Executive Committee (Jim Finkenhoefer)

Jim reported that most of the recent discussions have focused on QC and the rapidly rising lumber costs. In addition, the Executive Committee is very focused on recruiting new members to begin participating on the Board.

IT (Molly Butz for Greg Dahlstrom)

Molly said the IT committee's biggest project is working on developing a uniform data standard that would enable information to easily be understood by any piece of equipment or software developed for the industry. John Holland reported there has been a lot of engagement from across the industry

and he encouraged everyone to get engaged in the process and provide input.

Management (Jeff Taake)

Jeff said the Financial Performance Survey should be coming out shortly. Joe Hikel brought up how many CMs have experienced significant financial performance stress in the first quarter of 2018. If lumber costs are not going to come down, CMs need to accurately reflect this in the cost of their goods sold or alternatively they will go out of business. There was a brief discussion on how CMs don't understand their costs. It was said banks don't fund losses and some CMs are highly leveraged. In good economic times, banks are more willing to foreclose and sell those assets because there's a market for such assets.

Jeff also reported that the webinar series has been very successful and everyone was encouraged to call in and offer up potential topics.

Marketing (Greg Griggs)

Greg reported the committee is focusing on converting stick-framing to components. A conversion project in Louisiana is moving forward with a builder who is willing to try roof trusses on a house. A new website (bestwaytoframe.com) will be launched to highlight the benefits of components over stick-framing. There are a number of ways this approach can help SBCA track actual market behavior in interacting with the content on this website. The CM Toolbox is now free for all members and online traffic to those materials has increased dramatically. All members were encouraged to look at and use those materials.

Membership (Gene Frogale)

Gene reported the committee is focused on CMs who are using SBCA products and services but aren't members. That list represents roughly 250 CMs, which the committee broke into regions that members of the committee are reaching out and inviting them to join. Gene suggested local chapters might be most effective in engaging non-members and getting them to consider joining. He also suggested the changes to third-party inspections may also be a powerful tool for recruitment. There was a brief discussion on the approach to using this inspection program as a way to reach out to members and encourage them to become members.

QC (Scott Ward)

Scott said there is a considerable amount of work being done with regard to QC testing to find a more efficient approach to QC inspections

Safety (Jason Ward)

Jason reported the committee is interested in collecting more raw data on accidents occurring in the industry to have a better sense for the safety issues CMs are actually facing. Jason also gave an update on the safety summit that is being planned for the Tuesday before BCMC. There is a great line up of speakers and a wide variety of topics that will be impactful for the people responsible for safety in the plant.

National Framers Council Update

Staff shared that the NFC is becoming a very valuable opportunity for CMs to hear their customers' current pain points. Recent meetings have underscored how collaborative communication with framers is of great benefit to CMs. Staff reviewed membership statistics and the growth that has occurred. Currently, the NFC is hosting live training classes on fall protection on part of the Susan Harwood grant the NFC was granted. The NFC is discussing having a national meeting and potentially tying it to another related-industry event like the MSR Workshop. The NFC is also developing a new mentorship program. Finally, staff pointed out National Stair-Down Week to prevent falls will be May 7-11 and Safe+Sound Week will be August 13-19. Finally, Version 4 of the FrameSAFE program will be released over the summer and will address new silica exposure guidance based on new OSHA requirements.

Old Business

There was no old business.

New Business

There was no new business

Adjournment

Motion to adjourn. Motion by Scott Ward. Second by Steve Stroder. Motion passed unanimously.

The meeting adjourned at 11:21 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.

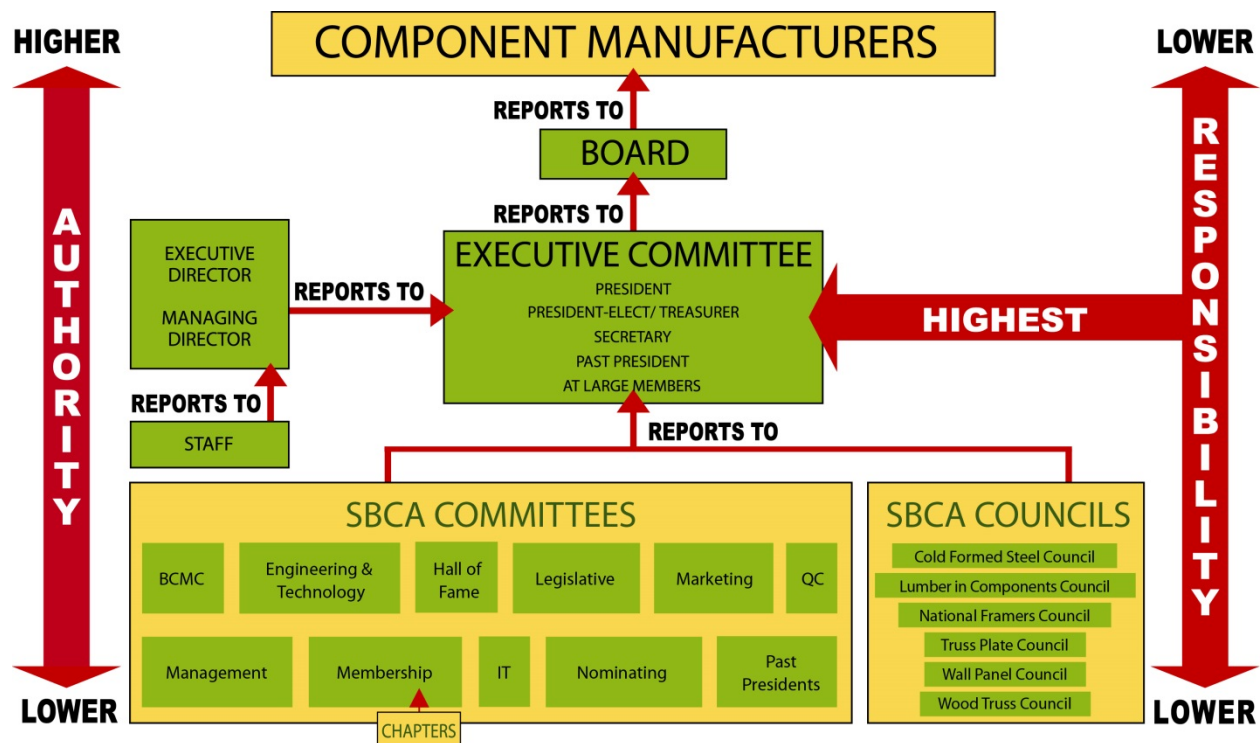
An example of a resolution is that past presidents will be offered complimentary member status upon retirement, which resolution was approved by the Executive Committee in March, 2002. The resolution was also approved by the Board.

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