

# SREA NEWS BULLETIN

STRUCTURAL ROOF ERECTORS ASSOCIATION NEWSLETTER



January 2015, Volume 12, Issue 1

## President's Message

BY MIKE DYER

Oy vey, is the only word I can find to sum up the past five years and represent the next five years. I don't need to sum up the last five years because we all have made it through with our own trials and tribulations. But what about the next five years. Our industry is back on the mend and we now have a new set of issues we all will need help with as we navigate our companies.

One of our biggest problems going forward is the workforce shortage. AGC published the 2015 Construction Industry Hiring and Business Outlook Survey. The preliminary results show that 46% of respondent's are finding it hard to fill professional and craft positions. 50% of respondents believe the overall quality of craft workers will be poor or below average. We are seeing an increase in the workforce but



MIKE DYER

the exodus of trained and experienced employees during the recession has caused a talent gap that is not growing to meet the industry growth needs.

In addition to the untrained workforce, we are seeing a big push from the government for more

regulation. AGC has been pushing back but they are up against an administration that never met a regulation it didn't like. Our challenge as those on the front line will be to have our voice heard and to make sure we are knowledgeable on what regulations affect our workers and businesses.

What about legalized Marijuana? As stalwarts of our companies, what do we do now that it is legal in Oregon and other states? How do we implement our zero tolerance policy? Is our company policy consistent from state to state? Risk management will be a premium concern as we tackle this new challenge.

These issues, and many more I am sure, will need to be tackled as we move forward into 2015 and beyond. But I feel comfortable knowing, like our SREA founders before us, that by sharing our concerns and problems we can collectively solve these issues and continue to prosper.

I would like to thank Update Management for their support of SREA during the lean years. They worked harder to manage our association for less fees as we endured a massive contraction in our economy and particularly the construction industry. We will see Dana at our Las Vegas meeting, so please join me in showing our appreciation.

Thank you for your support and for letting me serve as your President. Here is to a Prosperous 2015.

### OBITUARY

## Barc Simpson — Manufacturer and Philanthropist

BY SAM WHITING, SAN FRANCISCO CHRONICLE

Barclay Simpson, one of the last survivors of the Flying Golden Bears, who came home from the war, made a fortune in building supplies and then gave a fortune away, has died.

Known to everyone as Barc, Mr. Simpson had dropped out of school to take over his father's tiny window screen company in Oakland and built it into Simpson Manufacturing, a publicly traded company that makes building supplies.

He also found time to be president of the BART Board of Directors, owner of an art gallery, and a major benefactor of arts and education. He died peacefully Nov. 8 at home in Orinda. He was 93.

"He was one of my heroes in life, deeply generous and at the same time deeply humble," said Robert Birgeneau, former chancellor of UC Berkeley.

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# 2015 Annual Spring Conference

BY BRIAN VANDENBURGH

The goal of your Board is to provide a conference experience that is beneficial to each of our members. We want to deliver information that is directly applicable to your needs and relevant to your current concerns. With that in mind, the Spring Conference is shaping up to be educational and exciting.

What's more current and relevant than President Obama's Directive on Immigration? What can we expect from this Directive? What will it mean for our companies? We'll hear from Ronald Guerra, SPHR, Attorney at Jordon Ramis PC, who has provided previous political policy positions to the SREA.

Another topic that continues to raise opportunities for education is the interaction between steel joists/joist girders and the wood components that make up a "hybrid" panelized roof. We will hear from the Steel Joist Institute, and/or one of its members regarding the current state of the steel joist industry and what we can expect in the future.

The wood nailers that are attached to steel joists are unique to our organization. These nailers are often considered an insignificant piece in the overall project. However, relatively small variations can cause significant heartache. We'll hear about new developments in this area and how it will impact your business.

If you attended our last conference you'll remember the "Do's and Don'ts Guidelines for Common Issues". This was an open forum to discuss common issues roof erectors face. Based on the information provided, and the subsequent questions and concerns from our members, we'll hear back from joist industry representatives.

We'll be broadening our horizons in wood as well. Cross Laminated Timber (CLT) continues to grow in the U.S. We are having Kris Spickler with Structurlam give a presentation of CLT from the manufacturer's side of the product. He will also provide connection details and a case study on a project in Canada.

Of course, we will get our regular

update from APA. This update on wood products never fails to be informative and specific to our industry.

The excellent education will be paired with an excellent venue and golf. We'll be returning to the Red Rock Casino, Resort & Spa in Las Vegas, Nevada. If you were lucky enough to attend our Spring 2012 conference, you'll remember how nice this property is. If you weren't there, I encourage you to check it out online. This is a top tier resort with excellent restaurants and an amazing pool area. Perfect for sharing stories of success and challenge that can only be understood by others in our industry.

We will also be returning to Siena Golf Club as well. I don't partake in the golf outing, but I'm told the course is wonderful!

I'm excited about the education. But I'm even more excited to see you all and make the connections that can only be done in person! See you all there!



# Save the Date!



## APRIL 16-17, 2015

2015 SREA Spring Conference • Red Rock Casino Resort & Spa • Las Vegas, Nevada



## 25 MILLION FOR SPORTS

When Birgeneau was battling tree-sitters and trying to build a varsity sports facility next to Memorial Stadium, Mr. Simpson walked into his office and gave a short speech about the importance of athletics. Then he made a \$25 Million pledge to a training facility, called the Simpson Center, next to the stadium. He later matched that amount in his initial gift to build a new university art museum at the foot of the campus.

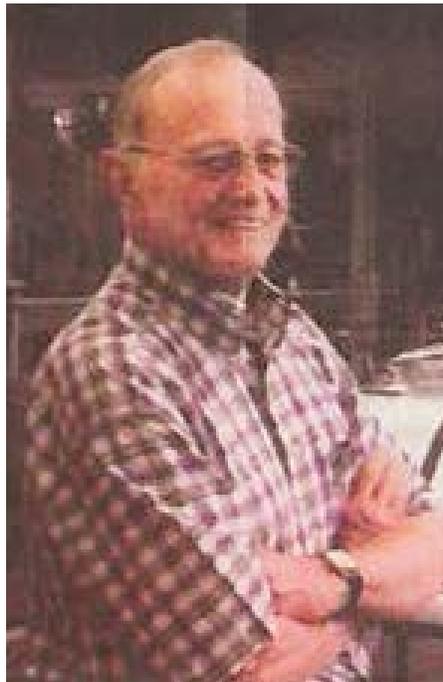
"Barc was Shakespearean. He encompassed the epic and the personal with an unparalleled depth of humanity," said Jon Moscone, artistic director of California Shakespeare Theater, which Simpson supported. "While he took his commitment to building a better, more equitable world seriously, he was driven by a joy for life, a devotion to family, a passion for art, and a love for a mean gin and tonic."

Walter Barclay Simpson was born in Oakland on May 25, 1921 and grew up near the Grand Lake Theater. His father, Walter, ran Simpson Screen Co., and it was a struggle. When Mr. Simpson graduated from Oakland High School, in 1938, he went to work on the docks full time to earn enough to pay his way through Cal.

He enrolled in 1939 and joined the Sigma Nu fraternity on Bancroft Way but dropped out, for the first time, to join the U.S. Naval Air Corps, and became part of the elite Flying Golden Bears, a squadron of pilots who had the emblem of Oski, the UC Berkeley mascot, on the fuselage of their bombers.

Mr. Simpson flew anti-submarine patrol off the aircraft carrier Shan-gri-La. At war's end, his squadron sailed toward Tokyo and was among the first to witness the devastation of the atomic bomb, according to his daughter, Julie Simpson. He was a pilot in the Navy reserve for 17 years.

After the war, Mr. Simpson re-enrolled at Cal and was just three units shy of his degree in business administration when his father suffered a heart attack and asked him to take over the screen business. He dropped out again, but



**BARC SIMPSON**

*Photo by Sam Whiting, San Francisco Chronicle*

returned to finally earn his degree in 1966.

## NEW PRODUCT

From a small plant near the Oakland airport, Mr. Simpson converted the company into a manufacturer of joist hangers, a new steel product for connecting wood members. Simpson Strong-Tie Co. Inc., a subsidiary of Simpson Manufacturing, is now the leading manufacturer of structural connectors in the United States and Europe, according to its website.

"He revolutionized wood construction," says Art Shartsis, founder of Shartsis Friese a law firm in San Francisco. "He had the Rolls-Royce product that set the industry standard."

Simpson Manufacturing went public in 1994, and at its peak, before the recession, it had 2,000 employees worldwide. Mr. Simpson moved corporate headquarters to Pleasanton to be closer to the homes of his staff.

"Barclay would never do something for his own convenience," says Shartsis, who serves as outside counsel for the company. "He rejected the idea of an executive parking place because it discriminated against the employees."

While running Simpson Manufacturing and serving on the board

of John Muir hospital in Walnut Creek, Mr. Simpson ran for the BART Board of Directors in 1976.

"I think he thought a businessman should get in there and fix the system," said Julie Simpson, who still remembers standing by the side of the road with a sign that read "Barc for BART."

He was elected by the voters and then elected president by his board-mates. He served three terms, helping to bring achievable performance goals to the still-new system.

"He took the helm at a time that the system faced its most significant problems," said Shartsis, who met Mr. Simpson on the BART Board. "We had crazy local politics, and he addressed those problems in a non-political way."

## PATRON OF THE ARTS

Mr. Simpson's first marriage, to Joan Devine, ended in divorce. In 1974, he married Sharon Hanley. After first living in Walnut Creek, they moved to Orinda in 1979 and opened Barclay Simpson Fine Arts in Lafayette. The gallery was dedicated to modern art, but Mr. Simpson also showed his own collection of Rembrandt etchings and Whistler prints, which he later donated to the Berkeley museum.

Each year, a group of graduate students at California College of the Arts would be given grants to create work that would then be exhibited at Simpson Fine Arts. Eventually there would be a Barclay Simpson Sculpture Studio at the CCA campus in Oakland and the Sharon Hanley Simpson Library at the CCA campus in San Francisco.

In December 2012, Mr. Simpson was awarded the UC Medal, Berkeley's highest honor, during a ceremony at the site of Berkeley Art Museum and Pacific Film Archive, a \$105 million project set to open in early 2016.

"He was by far the most generous donor in the history of BAM/PFA," said Lawrence Rinder, director of the museum. "Barc Simpson was an extraordinary optimist, and at the core of his optimism was a belief in the power of young people to transform themselves and

*Continued on page 4*

# 2014 Fall Meeting Re-cap | Ontario, CA | September 17-18, 2014

## Ontario Airport Hotel and Simpson Plant Tour

The SREA Fall Meeting was at the Ontario Airport Hotel.

The meeting began on Wednesday with a Board of Directors meeting. Which by the way was at 11 am and not 12 pm. I learned this while driving from San Jose. Fortunately, I made it with about 6 minutes to spare. Not bad timing for a 5.5 hour drive. The meeting was filled with the usual "board meeting" business. The real fun began when the Annual Spring Golf Outing began.

We were fortunate to still be invited to return to the Red Hill Country Club, which is just amazing that they continue to let us back. Thank you Greg Severson for allowing us the opportunity to golf at your wonderful country club. I remember much fun was had, but for the life of me I cannot recall who won. I do remember that the winnings were generously re-donated to help cover the bar tab after completion of the golf round.

We enjoyed a hosted reception prior to our dinner. A first for the short venue this last year was to have a planned dinner at Red Hill Country Club. It was nice to extend the time spent with everyone on this short meeting and also I believe it eased some of the burden from Greg in trying to be sure everyone paid up. Dinner was excellent as usual. I believe everyone had a great time at the golf course and a wonderful dinner. This was a great start to our conference.

Thursday morning's session began at 7:30 am, which seems like sleeping in for our industry. The first presenter was Woodworks. We were fortunate to have Lisa Podesto start the session out with a discussion on the direction of Woodworks and some of their current projects. We learned about the new staff. Woodworks seems to be ever-evolving at this time and is nice to get updates on who our contacts are. Lisa presented the new woodworks website as well. If nobody has done so yet Lisa was looking for pictures of buildings for woodworks

site. It would be nice to see our industry represented there. Additionally Lisa mentioned that FM Global is considering a wood roof standard and needs plans from which to build this standard from. They are looking for both hybrid and all wood buildings over 200,000 square feet.

Next update came from Steve Zylkowski for an update from the American Plywood Association. Steve gave us some information on mitigating buckling, a glulam test program and a market outlook. During the buckling update, I learned that you can use a lot of the same formulas that are used in column buckling. The load is induced as the panel expands against the restraint. The load depends on the amount of panel expansion, the gap or panel compression and the nailing parameters. This is very useful to examine if there could be a chance for certain zones or panels may buckle.

We had a presentation on BIM Software next. Ed Tallmadge, who was a BIM specialist for US CAD. This presentation was quite an introduction into the world of business modeling software. We looked at Revit, Strucsoft Solutions, Bentley, Softplan Chief Architect, Mytek and Keymark. As the industry has been evolving I know I have seen more and more contractors ask for BIM drawings. It was nice to get an introductory into what will be required of us as it becomes common place. The rendering in these programs was amazing. We also learned what a large cost this can be to get up and running. There was also a great RC helicopter used to shoot a building and transfer it into this BIM software. AMAZING!

We then traveled out to Simpson's plant for a tour of the facilities. There we had a great lunch. The tour was truly impressive. Simpson showed us the manufacturing of many different hangers and clips that we use. But even more impressive was their tracking of

the individual parts. They had a sheet of paper follow every part around that manufacturing plant and everyone signed off on it as it went through. The speed and efficiency of that plant was very impressive. They concluded the tour by breaking some hangers and walls for us on the shake table. I enjoyed that, but wish they would have broken something a little bigger.

We finished with some round table discussion on OSHA issues. Many things were discussed at the round table, but we spent much of the time discussing the logging of inspection of ALL equipment and how we could possibly keep records of this. At the end we discussed sharing some of these forms that meet the requirements of the OSHA inspectors. I don't believe anyone has followed up on that yet.

All in all it was a GREAT conference and a great venue that I hope to return to.

*Barc Simpson, continued from page 3*

change the world."

At age 91, Mr. Simpson finally retired from Simpson Manufacturing. But he kept an office in Lafayette and went there every day to look after all his board and charity work.

Survivors include his wife of 40 years, Sharon of Orinda; sons John Simpson and Jeff Gainsborough; daughters Anne Gattis, Jean Simpson, Julie Simpson, Amy Simpson, and Lizzie Murray; six grandchildren; and four great-grandchildren.

At Mr. Simpson's request, there will be no memorial service. Donations may be made to Girls Inc. of Alameda County, 510 16th St., Oakland, CA 94612.

## Board of Directors

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## Website Directory

*This column in the SREA newsletter is to help you gain access to an incredible volume of information available through Internet websites. If you have any sites that you feel would be of interest to fellow members, please e-mail [info@srea.org](mailto:info@srea.org) and we will add them to the following list:*



[www.irs.gov/smallbiz/construction](http://www.irs.gov/smallbiz/construction) - **Internal Revenue Service**

<http://www.dir.ca.gov/Title8/sub4.html> - **Construction Safety Orders**

[www.osha.gov/cgi-bin/est/est1](http://www.osha.gov/cgi-bin/est/est1) - **OSHA Establishment Records**

[www.apawood.org](http://www.apawood.org) - **American Plywood Association**

[www.southernpine.com/consumerinfo.html](http://www.southernpine.com/consumerinfo.html) - **Consumer Information on Pressure-Treated Lumber**

[www.epa.gov/pesticides/factsheets/chemicals/1file.htm](http://www.epa.gov/pesticides/factsheets/chemicals/1file.htm) - **Environmental Protection Agency FAQ on CCA**

[www.npic.orst.edu](http://www.npic.orst.edu) - **National Pesticide Information Center**

[www.southernpine.com/library.htm](http://www.southernpine.com/library.htm) - **Answers to Often-Asked Questions About Treated Wood — Order Complimentary Copy or Download PDF**

[www.awpa.com](http://www.awpa.com) - **American Wood Preservers Assn.**

[www.wolmanizedwood.com](http://www.wolmanizedwood.com) - **Arch Chemical Incorporated**

[www.borax.com](http://www.borax.com) - **U.S. Borax, Inc.**

[www.treatedwood.com](http://www.treatedwood.com) - **Chemical Specialties Incorporated**

[www.osmose.com](http://www.osmose.com) - **Osomose Wood Preserving**

[www.southernpine.com/ptl.htm](http://www.southernpine.com/ptl.htm) - **Pressure-Treated Southern Pine Standards - Specification - Applications**

## SREA Office Closures

The SREA office will be closed on the following dates in 2015.

Please make a note of these dates on your calendar.

**May 25**

**July 3**

**September 7**

**November 26 & 27**

**December 24 & 25**

**December 31**



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