

# SREA News Bulletin

*Structural Roof Erectors Association Newsletter*



*February 2011. Volume 10, Issue 1*

## ***President's Message***

In my late teens, my best friend and I decided to take some martial arts training. We ended up taking Kung Fu. After years of training, I earned the rank of black belt. Shortly thereafter life got in the way and my martial arts training was put on the back burner. During the time I trained, I felt like if I was ever to get into a fight, I would be able to get myself out of trouble.



When the ultimate fighting events came out, I was instantly drawn to it. The original premise of ultimate fighting was to see which style of fighting was superior. There were all kinds of different fighting styles including boxing, street fighting, karate, kung fu, tae kwan do, wrestling, jiu jitsu and a myriad of others.

During the contests one style of fighting began to emerge as the most dominant fighting style. Those who knew this fighting style were taking on bigger and stronger opponents and winning their contest. The fighting style that was winning is called jiu jitsu. When I first saw this style of fighting, I thought how boring is that as the jiu jitsu fighters would almost always want to take the fight to the ground and would usually end up submitting their opponent by either choking them or applying some kind of leverage move to a joint of the opponents body and making them quit.

Contest after contest these jiu jitsu practitioners were usually able to win. Then something began to happen. The fighters that were losing to the jiu jitsu practitioners started to learn jiu jitsu for themselves and would incorporate it into their fighting styles. Ultimate fighting has taken on a new name these days called mixed martial arts. Nowadays, if you want to compete in MMA (mixed martial arts), you need to be well rounded in a variety of different styles and the one style fighter usually doesn't win. While there are exceptions to this new trend in MMA more often than not the fighter who is well rounded in various styles is usually the victor.

I guess I liken the evolution of the MMA industry to our own industry. During this season of economic down time take a look at your own routine. Are you really good at what you do but might need to learn new things to be better? Be willing to make the necessary changes in your own arena to make things better for you and those around you.

Keep up the good fight my friends and see you all at the Spring 2011 conference in Temecula, California.

Mike Potter  
*SREA President*

Duke Pacific Inc.  
[mike@dukepacific.com](mailto:mike@dukepacific.com)

---

## ***Fall Meeting Recap: Short and Sweet was the Fall Meet*** ***by Greg Boyd***

With just a one-day meeting, a lot was packed into the shorter than normal event. On Wednesday, the Board of Directors met at the Red Hill Country Club prior to the Golf outing to discuss several topics, among them, finding ways to increase membership

and keep costs down during the current economic conditions. After the productive meeting we headed to the tee of Red Hill Country Club which is the home course of Duke Pacific's Greg Severson and a great course with a beautiful club house. I was lucky enough to play with Greg and his knowledge of the course may not have helped my score, but surely saved possible personal injury and property damage. At the conclusion of the tournament we had drinks on the veranda and Greg arranged for us to have a fantastic dinner in a private room at the club. Thanks Greg! David Bjork of Nucor was gracious in picking up the tab. David you da Man!

Thursday started with a Breakfast sponsored by Ainsworth Engineering Canada LP. The meeting started at 9:00 a.m. with introductions. I gave a short financial report with the good news that we have been doing well on our cost cutting at the events and with some cash in the bank and positive income at the last couple of events, the association is holding its ground. Keith Coonce then led a discussion on ways to improve on the SREA financial income and increase membership. Mike Nelson spoke on the suggestion of a royalty program proposed by Pape Rents where a percentage of rentals fees or goods purchased by SREA members would be paid to the Association on quarterly basis. The program would be open to other suppliers to participate. This could be a great source of income for the association.

The APA update was next with Steve Zylkowski talking on the following subjects: First, the state of the industry which, as we know and he confirmed, is at a low point that has not been seen in decades; good news, housing starts should increase in 2011 with the non-residential market still dropping but forming a bottom; and, kind of good news, as it looks like "it can't get any worse." Steve then talked on the changes to PS-1 and PS-2 that deal with panel thickness. The changes include the minimum thickness which is now a performance category. This may confuse inspectors but the APA has information to remedy their confusion, all thanks to the good folks of the California bureaucracy and their infinite wisdom. California also added "wood dust" to Proposition 65 as a known cause of cancer. Simpson Strong Tie then sponsored the morning break.

The next event was a panel discussion moderated by Keith Coonce on the changes to the building code, as a result CBC 2007 code, and how they will affect the panelized market. The panel consisted of Scott May from NUCOR, Ed Keith from the APA and Dave Kramer, President of Kramer & Lawson Structural Engineers, Inc. They all agreed that one of the biggest issues will be with wind load and the increased need for wall brace anchoring. Another issue discussed was decreased egress from 400 feet to 250 feet, which limits the building size at a time when customers are pushing for bigger buildings. Also of concern was the live load reduction tributary loads being changed for a basis of square footage to a graduated scale.

Then it was Lunch time sponsored by the good folks at NUCOR- Vulcraft Group. The afternoon session started with a review of the hybrid roof specifications which included the changes made at the Spring Conference. There was again plenty of participation from the members and it looks like the document is now completed and ready to go. The last event had Mike Nelson moderating a safety session that was really a continuation of the session that was started at the Spring Conference. Again, there was massive participation from the group and some very interesting "war stories." Among them, the increase in claims possibly brought on by the slow economy, workers losing unemployment benefits, employees using work vehicles and the meaning of erection bracing. Fall protection and the liability of holes were discussed and an example was given by Mike from Woodlam on doing everything right but still being exposed to liability from another trade. Finally, hearing loss and the need to consider possible pre-employment testing was discussed.

And that was about it. Even with the event being shortened, there was plenty of time to focus on the issues important to the SREA and it looks like we'll continue to offer the the shortened version at 2012 Fall Meeting. The next meeting in the Spring will be the typical Thursday- Friday scenario. See you in Temecula.

---

## **Spring Convention**

*by Mike Nelson*

**YOU** are an important member of our SREA community. Come gather with colleagues,

spouses and friends who make our SREA community strong. What better way to polish up your business than to attend this years 2011 SREA Spring Conference. This years Spring Conference will be held at the resort where it all began for our organization, Temecula Creek Inn in Temecula, California on April 14 & 15, 2011.

Temecula Creek Inn is located inland from the scenic southern California coast, in the heart of southern California's wine country. Come and enjoy the soft rolling hills, light fragrant air, easygoing atmosphere and genuine hospitality. Over 300 years ago, the Luiseno Indian Tribe named this picturesque valley, "Temecula," or "Sun Shining Through the Sea Mist" for its remarkable beauty.

This Spring Conference format will reflect our typical format that we have enjoyed at our past conferences. Starting with our board members meeting on Wednesday evening prior to the conference start, Thursday morning educational sessions, Thursday afternoon golf for all you hackers and a group dinner after golf. Friday morning more educational sessions and open forums. Ending at 12:00 p.m. for your departures home.

#### **PROGRAM HIGHLIGHTS\***

***APA update - TPO Roofing Industry - Sprinkler Issues  
Legal Industry Issues - Economic Forecast - Group Discussions -  
Lumber Capacity***

Don't miss out on the great opportunity for the incredible social networking that always seems to be a highlight at our conferences. I'm sure our resident comedians will be eager to share all the new jokes and the old ones that makes for a most enjoyable time. Come prepared!

*Conference registration materials will be emailed soon!  
\*Program subject to change*

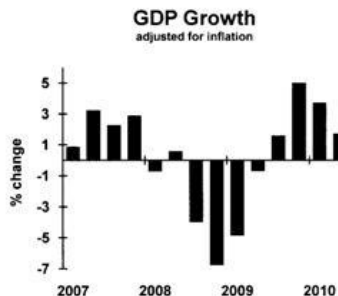
---

### ***Economic ForecastUpdate by Bill Conerly***

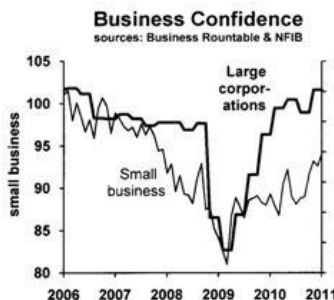
Bill Conerly advises companies on business strategy, finance and economics, and speaks frequently on these topics. To learn more click on the following links.

[11 Business Challenges in 2011: A series of blog posts about the top issues that executives and small business owners will face this year.](#)

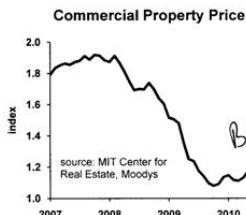
[Economic Forecast Update for 2011-2012: Looking Better](#)



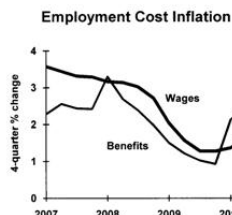
*a nice 3 quarter, and more on the way.*



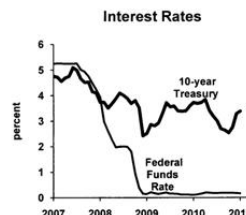
*Big business feeling much better than small biz.*



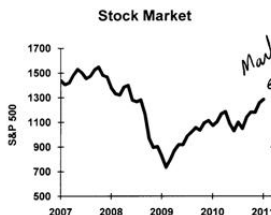
*Bouncing along the bottom.*



*Wages under control, but benefits are improving.*



*Global growth will pull up long term rates, but the Fed will not tighten for a while.*



*Market sees economic growth strengthening.*

**Website Directory**

<http://www.srea.org>

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) - Osmose Wood Preserving

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

---

## ***Board of Directors***

**President:** Mike Potter, Duke Pacific, Inc., Chino, CA  
Phone: 909.591.0191 Email: [mike@dukepacific.com](mailto:mike@dukepacific.com)

**President-Elect:** Mike Nelson, Wood-Lam Structures, Inc., Pacific, WA  
Phone: 253.833.8867 Email: [mnelson@wood-lam.com](mailto:mnelson@wood-lam.com)

**Past President:** Brad Holmgren, Roof Structures, Inc., Fremont, CA  
Phone: 510.226.7171 Email: [brad@roofstructures.com](mailto:brad@roofstructures.com)

**Secretary/Treasurer:** Greg Boyd, II, La'ua Structures, Inc., Honolulu, HI  
Phone: 808.834.1094 Email: [greg@laaustructures.com](mailto:greg@laaustructures.com)

### **Directors:**

David Bjork, NUCOR-Vulcraft Group, Brigham, UT  
Phone: 808.834.1094 Email: [Dave.Bjork@vulcraft-ut.com](mailto:Dave.Bjork@vulcraft-ut.com)

Keith Coonce, Panelized Structures, Inc., Modesto, CA  
Phone: 209.343.8600 Email: [Keith@panelized.com](mailto:Keith@panelized.com)

Peter Post, Panelized Structures, Inc., Modesto, CA  
Phone: 209.343.8600 Email: [hobby@panelized.com](mailto:hobby@panelized.com)

Mike Powell, Alliance Tru Trus, LLC, Tolleson, AZ  
Phone: 602.252.1772 Email: [mpowell@trutrus.com](mailto:mpowell@trutrus.com)

### **SREA Committee Chairs**

#### **Safety Committee:**

Mike Nelson, Wood-Lam Structures, Inc., Pacific, WA  
Phone: 253.833.8867 Email: [mnelson@wood-lam.com](mailto:mnelson@wood-lam.com)

#### **Fire Committee:**

Keith Coonce, Panelized Structures, Inc., Modesto, CA  
Phone: 209.343.8600 Email: [keith@panelized.com](mailto:keith@panelized.com)

### **Association Office Staff**

Michael A. Fisher, CAE, Administrator  
Dana Baisden, Association Manager  
Stacey Barrett, Administrative Assistant  
Phone: 503.258.1854 Email: [info@srea.org](mailto:info@srea.org)

---

## ***SREA Office Closures***

The SREA office will be closed on the following dates in 2011. Please make a note of these dates on your calendar.

**May 30 \* July 4 \* September 5 \* November 24 & 25 \* December 23 \* December 31**

**Structural Roof Erectors Association  
147 SE 102nd Avenue  
Portland, OR 97216**

**503.258.1854 / email [info@srea.org](mailto:info@srea.org) / [www.srea.org](http://www.srea.org)**

---