

SREA NEWS BULLETIN

STRUCTURAL ROOF ERECTORS ASSOCIATION NEWSLETTER



February 2012, Volume 10, Issue 1

Presidents Message

BY MIKE NELSON

Yes it's already that time again, SREA Spring Conference and time for me to write this article for the newsletter. I am excited to



meet up with all of you at the Red Rock resort in April and to be able to spend time hearing what is new in our industry and in all of your personal lives. I'm sure there is plenty to catch up on, both success stories and difficulties that we have all had to deal with in our businesses.

I am proud to tell you that SREA is still going strong and while we have had to make a few changes to navigate through these economically difficult times we are still here to serve our membership. And we are planning on new and exciting times in the future as our industry continues to rebound.

Nothing stays the same. No matter if it's in business or in our personal lives. What sometime looks impossible quite often turns out to be better than before. I recall one of my three son's sales jobs early in his career. The industry he chose was not exactly what I had envisioned for him. To put it bluntly Dad flat out thought it was a mistake. However, because I really had no choice in the matter I "let him" continue in that industry choice. He stayed in that industry for three or four years, was successful and then moved on like so many young people do to the next job he wanted to do. The second job was still not quite what "Dad" had

in mind. But in spite of Dad, today my son is a business owner doing very well in an industry that I would have never thought of for him. Those early days in that job that "Dad" had thought was not such a good choice, turned out to teach him about business and how to sell better than any other choice I could have made for him.

We all have many stories similar to this both personally and in our businesses. So in the heat of the battle of life, sometimes it's good to remind each other that things are not always as they appear. I personally want to thank all of you for your incredible support you have shown toward me as I have and continue to go through changes both personally and professionally.

Thank you for trusting me to serve as your president of this association and

thank you to the other board members that have donated their resources and time. And most of all to Dana and her team at Update Management who have done and continue to do such a great job for this group.

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Hawaii Fights Back Against Sub Standard Building Practices

BY GREG BOYD

As times are tough and jobs scarce, some contractors are trying to cut corners by using substandard sub-contractors and questionable ethical practices when bidding. A great deal of the work being built in Hawaii are State and Federal Projects. When these projects are delayed and have cost overruns it hurts all taxpayers alike. Out here in Hawaii we have the good fortune to have the Pacific Resource Partnership which

has helped us in the past on many issues.

The Pacific Resource Partnership serves as the critical link between Hawaii's top contractors and the largest construction union in the state, the 7,600-member Hawaii Carpenters Union. As an advocate for unionized construction and an influential resource for management, PRP is able to bridge these traditional

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SREA Spring Conference Wholly Craps & Blackjack

BY GREG BOYD

Las Vegas Baby • April 19-20 2012

The SREA Spring Conference is just around the corner and we are headed back to Sin City this time at The Red Rock Casino, Resort and Spa. This conference is set to be one of the best ever with educational topics such as Nail Gun safety and ways we can trump



the new restriction that industry may be forced to deal with. There will be an economist,

insurance expert, APA update and supplier representatives talking about some of their new products. Lisa Podesto will be there to give us an update on the great things that are happening at WoodWorks as well as an open forum on safety issues.

The conference will start on Thursday, April 19 with morning educational sessions followed by the annual golf tournament, the President's reception and the awards Dinner.

The education will continue on Friday morning with the conference



ending about noon.

If you're like me, it's then a weekend of fun in Las Vegas! The Red Rock Resort has an awesome pool area and with the excitement of their casino, in-house enjoyment is guaranteed, so bring the family and bring the wife/husband. I always look forward to seeing the group and with

this location, I am ready to pack the bags. I urge you to come out for this event; it is guaranteed to be great! The SREA needs your support in order to support you and your business. Check your email for registration details and sponsorship opportunities coming soon. Hope to see you in Las Vegas.

Hawaii Fights Back, continued from page 1

divides to successfully lead efforts that sustain the robust health of the building industry. Since its formation in 1979, PRP has leveraged its position as a labor-management interface to strengthen Hawaii's economy and improve the quality of life for its residents.

Working with its extensive network of public and private developers and contractors, and the unionized carpenters who help drive Hawaii's third largest industry, PRP has advanced initiatives that improve labor-management relationships, increase work place safety, enhance efficiency, and reduce construction costs.

The Pacific Resource Partnership (PRP) continues to work with our city and state agencies to send a strong

message to contractors that cheat the system to win work: Play Fair in Hawaii.

When a contractor's performance or bidding practices become an issue, there is a potential for taxpayers to end up paying more for projects due to unnecessary delays and poor quality craftsmanship. They also unfairly steal jobs from honest, local contractors that do play by the rules.

Recently, concerns were raised against contractor 57 Builders on the quality of work, numerous delays, and cost overruns on several public works projects for which they were the low bidder. These projects included the Ewa Beach Fire Station and the Ewa Mahiko Gym.

In an uncertain economy, where too many local construction workers remain unemployed, it's important that government remain vigilant in

the procurement process to ensure that contractors Play Fair in Hawaii by bidding for public works projects accurately and honestly.

PRP believes a step in the right direction is implementing a bid selection process that includes evaluations of past performance and quality workmanship—not just the lowest bid. We applaud the Honolulu city officials and lawmakers who, like us, want to ensure that taxpayers get the best value on all public works projects.

The SREA works in the same way as a group, we have done many things to improve the safety, design and improve the product of wood and hybrid panelized roofs. High quality is key to our success and as a group we can move ahead as the leader in design improvements and innovations in our specialized field.

Ontario in the Fall - SREA Fall Meeting Recap Ontario, California • Sept 28-29 2011

BY GREG BOYD

Ahh! Ontario in the Fall. The bustle on I-10, the majestic sounds of Southwest Airline planes taking off one after another and the wide open spaces on the Ontario Mills shopping center parking lot. Ok, Ontario may not be a scenic destination, but has really worked out well for the last two Fall Meetings with our shortened meeting schedule.

Once again the schedule of events started at Greg Severson's Red Hill Country Club. The Board members met at the club and proceeded to solve the problems of the world, also touching on the SREA's financial position, upcoming meeting locations and agenda. Then it was out to the Links (Golf course for Laymen) for the tournament. Once again, I did not win, but what a great course to play. Once the last group made its way in (ours. . . we made sure we got our monies worth) we started with cocktails then a great dinner, back to the fire pit patio for cigars, wine and some tasteless humor. I will tell you this, we have a fun group.

The meeting was held the following day at the Airport Hilton, an outstanding location for our meeting with one of the best meeting rooms we have ever had. The day started with a full-on breakfast to fuel us for the meeting. Kicking off the education was the APA Update with Steve Zylkowski being the "Bad Cop," and giving an overview of the wood construction market with no good news except that the hope is we have hit bottom and can only go up. Steve also touched on some pending regulations such as formaldehydes that may impact our industry. Then

Karyn Beebe "Good Cop," took the floor with some better news. She touched upon how green code and new energy codes work well with the systems currently used by our group. She talked on force transfers usable in flat roofs and wood shear walls.

The morning was finished off with Lisa Podesto updating the group on WoodWork's efforts in promoting panelized and wood roofs. She spoke of their design awards program, nationwide initiatives and the cross laminated designs for wood buildings up to ten stories. WoodWorks needs our feedback for articles. They have already taped our company for a project profile in Hawaii. We need to do all we can for them; WoodWorks is an unbelievable resource for our group.

Then it was a great lunch with plenty of conversation on the industry, yesterday's golf and how the family is doing.

Back in the meeting that afternoon there were 3 more sessions.

Louay Shamroukh and Tim Kaucher of Simpson Strong Tie discussing the big issue that is affecting our industry, that being the new testing and loads of the F series hangers. Many of our members had a lot to say regarding the issue. That is a great thing about SREA; we get the opportunity to talk directly to high ranking members of manufactures/suppliers that have a great impact on our industry, and with the voice of many, comes power and legitimacy.

There was a session on the recovery on the west with Chon Kantikovit and Petra Durmin of Cushman & Wakefield. The only really good news was for the area around where the meeting was being held, better known as the inland empire.

Once again the open forum safety session with topics such as the sharing of safety programs, near misses and questionable injuries and what do to in such instances was well participated by the members. We can learn a lot from these forums and hopefully avoid problems or issues that another member has had to deal with.

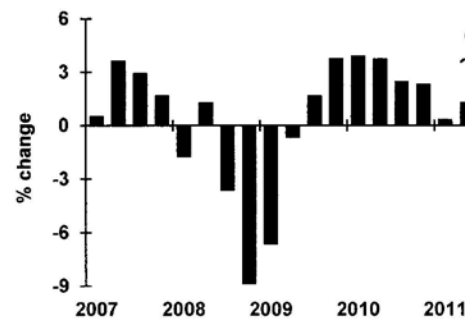
In closing, it was another great Fall Meeting. I think they are just getting better. Although the Update Management crew was not in attendance, they did a great job of setting up everything to help the meeting run smoothly. We all thank the staff. They will be at the Spring Conference in exciting Las Vegas and I hope you will be too. It will be glorious!



Economic Forecast Update

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BY BILL CONERLY

GDP Growth
adjusted for inflation



Economic Forecast Survey

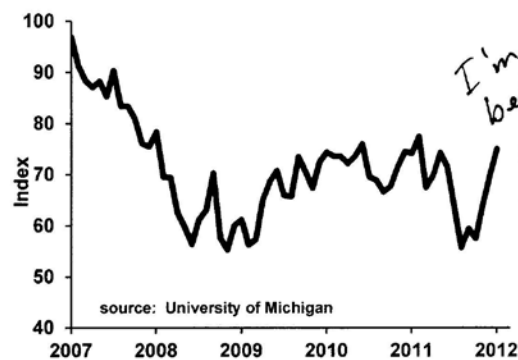
Wall Street Journal, January 2012

GDP Growth in 2012: 2.4%
up from 1.7% in 2011

Risk of Recession: 19%

Does your business plan include both growth and the risk of recession?

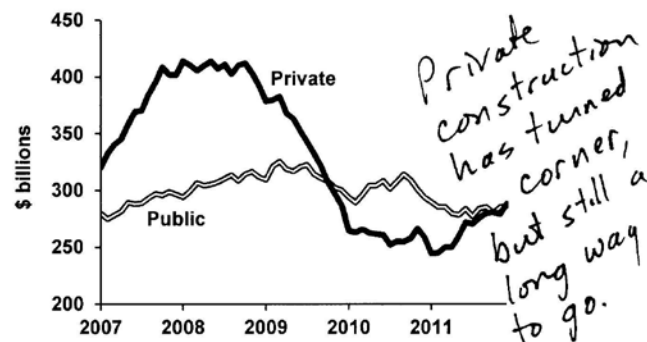
Consumer Sentiment



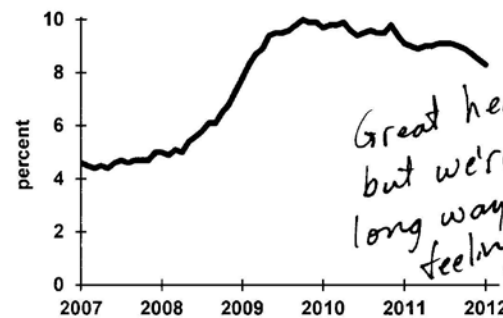
Business Equipment Orders



Non-residential Construction



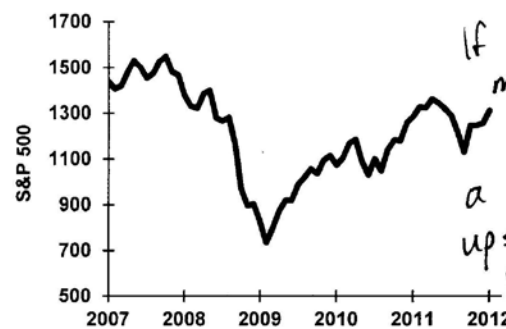
Unemployment Rate



Mortgage Rates
data through Jan. 2012



Stock Market



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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 and we will add them to the following list.

<http://www.srea.org>

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 – **OSHA Establishment Records**

www.apawood.org – **American Plywood Association**

www.southernpine.com/consumerinfo.html – **Consumer Information on Pressure-Treated Lumber**

www.epa.gov/pesticides/factsheets/chemicals/1file.htm – **Environmental Protection Agency FAQ on CCA**

www.npic.orst.edu – **National Pesticide Information Center**

www.southernpine.com/library.htm – **Answers to Often-Asked Questions About Treated Wood — Order Complimentary Copy or Download PDF**

www.awpa.com – **American Wood Preservers Assn.**

www.wolmanizedwood.com – **Arch Chemical Incorporated**

www.borax.com – **U.S. Borax Inc.**

www.treatedwood.com – **Chemical Specialties Incorporated**

www.osmose.com – **Osomose Wood Preserving**

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 2012. Please make a note of these dates on your calendar.

May 28
July 4
September 3
November 22 & 23
December 24 & 25
December 31



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