

# FRAMEWORK

YOUR GATEWAY TO THE STEEL FRAMING INDUSTRY

**The New and  
Improved Steel  
Framing Alliance—  
2002 and Beyond**

**Inside**

**AISI announces publication  
of new national standards**

**Premier Issue**

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## FRAMEWORK

A Journal of the Steel Framing Alliance

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# Good to Have You with Us

**W**elcome to the premiere issue of FRAMEWORK, A Journal of the Steel Framing Alliance.

I speak for the staff, Board of Directors and team leaders when I express the Alliance's pride and enthusiasm to be launching this quarterly publication. But why this medium? And why now? The answers are simple.

Technology has brought us a faster speed of life, and nowhere is this more true than the construction industry today. As resources for traditional lumber become increasingly scarce and the material becomes less practical and more expensive to use, technology has poised light-gauge steel as the framing choice of the future.

It has provided the ability to test the product under a variety of environmental, load-bearing and life-safety conditions. It has created standard and universal, as well as unique and innovative, designs. It has rounded up new customers and matched them with vendors. It has disseminated methodology and best practices to other construction professionals around the globe. It has opened markets everywhere. It has helped transport studs around the country and coils across the ocean. And it has made the material itself stronger and better.

As technology presents an opportunity for steel and its whole-system solutions to further penetrate markets, the pace at which it is accepted and used still rests largely in the hands of the industry

itself. Positioned to carry the vision of steel in every new-construction project, the Alliance claims and embraces this responsibility.

As the gateway to future construction technology, Alliance membership is the forum and portal through which technology is transferred, advances are shared and building methods are improved. FRAMEWORK is one of the Alliance's key media that will bring that knowledge to you.

But technology is only half the story of FRAMEWORK. There's also the human element—and your human desire to impart and receive knowledge through the written word and to hold it in your hand. There's the comfort of knowing that an important bit of information you read a few months ago is just a few steps away on your bookshelf, beside you in your briefcase or tucked under your arm at the job site.

Extending beyond technology, innovation and research, FRAMEWORK also tells the stories of the industry—the training, the global and local markets and the business, as well as the operations of the Alliance itself. This issue devotes extra space to bringing you up to speed on who we are and how we're structured at the Alliance, what we've been working on in the last year, and what's ahead for 2003.

Save all of your issues of FRAMEWORK. They will become excellent technical and industry resources in the next few years as we realize our vision together. ☺



Tim Waite

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# AISI announces publication of new national standards

**T**he American Iron and Steel Institute recently announced the publication of a new set of framing standards for cold-formed steel, the first AISI documents that have received approval from the American National Standards Institute.

ANSI is private, non-profit organization that administers and coordinates the U.S. voluntary standardization and conformity assessment system for standards developers.

The new standards were developed by the AISI Committee on Framing Standards, an ANSI-accredited, consensus standards body that develops, maintains and improves AISI design and installation standards with the purpose of eliminating regulatory barriers and increasing the reliability and cost

competitiveness of cold-formed steel framing.

The ANSI standards include: General Provisions (GP 2001), Prescriptive for One and Two Family Dwellings (PM 2001), Truss Design (TRUSS 2001) and Header Design (HEADER 2001).

“The publication of these standards is a culmination of several years worth of hard work

by volunteers from the steel framing industry,” said Tim Waite, Steel Framing Alliance president. “The new standards provide the latest technology for designing, specifying and constructing steel framed residential and light-commercial buildings, and reflect the construction market’s growing desire to innovate building methods with new materials.”

## Do you have company news?

- ✓ Personnel change?
- ✓ Acquisition?
- ✓ New Business?

you'd like to share with the industry?

**See it in the next issue of FRAMEWORK.**

**E-mail Editor Sarah Humphreys at [Humphreys\\_S@msn.com](mailto:Humphreys_S@msn.com)  
or call (714) 842-6418.**



National Association of Home Builders President F. Gary Garczynski, flanked (left to right) by American Iron & Steel Institute President and CEO Andrew G. Sharkey III, Steel Framing Alliance Chairman Greg Ralph and SFA President Tim Waite, sliced through a steel ribbon to officially open the new headquarters office of the Alliance at the National Housing Center in Washington, D.C., in December. Garczynski said the

Alliance’s move to the renovated building “marks the beginning of an even closer relationship between the steel framing and construction industries.” “The steel industry recognizes the importance of being close to its customers,” added Sharkey, “and the relocation of the Alliance to the National Housing Center should send the strongest possible signal that we are committed to seeing steel framing enjoy its full potential.”

# Steel industry presses toward completion of the “Carmen House”

**N**early two dozen contractors, suppliers, executives, engineers and others met at a building site just north of Atlanta in December to wield screw guns, pneumatic nailers, tape measures and chop saws in the final stages of construction on the “Carmen House,” a 1,200-square-foot steel-framed home built to commemorate Carmen Gravley, one of the pioneers in the steel framing industry.

“Carmen was on the original steel framing team formed by the American Iron & Steel Institute in 1933; 4, and a key player in many of the original training initiatives and other programs that introduced tens of thousands of people to steel framing,” says Tim Waight, president of the Steel Framing Alliance.

Carmen remained a vital member of the effort after the AISI spun off what is now the Steel Framing Alliance, and helped educate thousands of building officials and bring together the steel framing industry through a comprehensive directory of resources.

“Carmen touched more people in this industry than almost anyone else, and was universally loved and respected for her knowledge, spirit of service and many skills,” Waight adds.

When Carmen died March 7, 2000, the steel industry resolved to find an appropriate way to honor her memory and importance to steel framing. According to Rick Haws, friend and former manager of the AISI steel framing effort, the answer was found when they became aware of WinShape Homes.

WinShape Homes was created by S. Truett Cathy, owner and founder of the Chick-fil-A restaurant chain, as a long-term foster care program for children who need a caring family environment. Through its program, a natural home environment is established, with two full-time, paid parents and up to 12 children in each foster home.

The effort to create the Carmen House was originally built as a demonstration home for MetalCon 2000, the steel framing industry's main annual exhibition that was held in Atlanta in October 2000. From the start, the Carmen House was an industry effort, with donations of design, materials, labor, components, and tools from companies and organizations covering every aspect of steel framing. After the show, the wall panels and trusses were taken apart and stored while the construction site foundation of the home site was prepared.

The volunteers who gathered last month completed the re-assembly of the wall panels, set and braced the trusses, and installed sheathing around the exterior of the structure. Later in the Spring, drywall,

electrical and plumbing installation will be completed and the Carmen House will be open to its first family by Summer 2003.



Danny Feazell of Premium Steel Building Systems checks plumb and line on the walls during the first day of jobsite construction Dec. 13.

## Contributors to the Carmen House

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electrical and plumbing installation will be completed and the Carmen House will be open to its first family by Summer 2003.

Readers who are interested in supporting this effort may send financial contributions to: WinShape Foundation, Carmen House, Care of Bob Skelton, 2277 Martha Berry Highway, Mt. Berry, GA 30149. Donations of material and labor are also welcome, and can be arranged by contacting Rick Haws at rickhaws@aol.com. ☐

# The New and Improved Steel Framing Alliance – 2002 and Beyond

**2**002 was a busy year for the Steel Framing Alliance. It rebuilt its structure, expanded its membership, recommitted itself to technology, strengthened its brand and refocused its objectives, all pointing to what it calls its Big Hairy Audacious Goal: That by 2010, light-gauge steel framing will be used in all buildings.

In reviewing the year's activities and achievements and examining strategies for 2003, two dominant themes emerge: people and technology. Allowing technological advances for steel construction to spread to all corners of the world is what the Alliance aims to do, through its members.

"It's about harnessing the power of people who are making things happen in their own markets," says Tim Waiate, Alliance president, "and using technology to spread that power."

## MORE THAN A YEAR AGO

At an open membership meeting held in conjunction with METALCON 2001 in Las Vegas, the former North American Steel Framing Alliance announced its plans to restructure the organization. Companies from both the steel and construction



industries could now join the Alliance through an increase in member categories and affordable dues. As a result, industry participants gave it an

overwhelmingly positive response and were eager to see results from the announced restructure, now in the hands of the Alliance staff.

Starting with a blank sheet of paper, staff members documented the Alliance's core values, purpose, goals, objectives and activities, in concert with its business plan, that define who the Alliance is and why it exists. They discussed the Alliance's current positioning, the products and services it offered and organizational structure, and how these items needed to change for the organization to grow and become a vital tool for construction experts.

They also threw out the Alliance's old goal of a 25-per cent market share by 2002, which was originally inherited by the steel industry and written into the NASFA Business Plan (1999). While the 25-per cent-share amount stuck, the date it was to be achieved had changed with every budget year the necessary funding was never realized.

Ready to move away from negative connotations associated with a sliding goal, the Alliance was poised to set the Big Hair y Audacious Goal, a perceptively insurmountable achievement Alliance members and staff could barely fathom but had the courage to shoot for and attain. Significant time was spent on developing the BHAG because not only did it need to be extreme, it also needed to have everyone's belief that it was possible, however probable.

To reach this BHAG, staff members listed organization

strengths and weaknesses, defined and prioritized objectives, put those objectives on a timeline, and brainstormed on general activities needed to accomplish each item. Alliance staff and members went into action to reform the group, and in February 2002 dropped North American from its title, alleviating geographic barriers so that technology transfer could benefit companies and organizations worldwide. What follows is what the Steel Framing Alliance is, does and moves toward today.

### THE SHIFT: CREATING A VERTICAL ALLIANCE

For the first three years, much of the Alliance's success was in developing and instigating industry efforts toward creating the elements necessary to fully enable, on a large scale, the residential construction market for steel. Product standards, prescriptive methods, code adoption, code official training, and estimating software had been completed. These activities are analogous to building a manufacturing plant. Today, much of the "plant" for steel framing is built.

As the Alliance began to change gears in January 2002, it created a vertical alliance, for med to cut across various stakeholders in the industry, from supply to demand. As a result, it now categorizes membership categories to include participants in construction

### MISSION STATEMENT:

*To enable and encourage the widespread, practical and economic use of, and preference for, light-gauge steel framing in residential construction.*

### CORE IDEOLOGY:

*The Alliance's core ideology consists of a set of core values that do not change over time and a purpose that guides its vision for the future.*



# Steel Framing Alliance™

sectors, including design professionals, builders, contractors and trades, distributing, manufacturing, and consultants and educators. It also took a natural shift to implement local market enablers. Thinking and acting in terms of the entire system in this way creates an environment that facilitates solutions.

## AN ALLIANCE REPOSITIONED

“If you are going to affect change, involve everybody—every stakeholder in that change,” once said John Ewing, industry stalwart and visionary for steel framing’s use in construction.

Enacting this wise dictum, the Alliance’s new Operating Team, consisting of a balance of stakeholders, has begun to take the commercial market sector under its wing from activities formerly held by American Iron and Steel Institute’s Commercial Framing Task Force. This will officially be part of Alliance strategies beginning this quarter.

The Alliance’s post-reorganization expanded membership has magnetized a more diverse group representing a vertical cross-section of both



the steel and building industries. Through increased participation from all stakeholders, the Alliance has gained valuable expertise, has facilitated a more inclusive approach to bringing steel technology to construction markets, and provides more networking opportunities for its members.

Getting closer to the customer is an underlying focus in all repositioning efforts, with brand development critical to making this shift. The alliance’s new office space at the remodeled National Housing Center, the headquarters of the National Association of Home Builders, in Washington, D.C., gives the Alliance a birds-eye view of construction market needs and priorities. NAHB represents both residential and commercial markets, and the Alliance maintains a strong relationship with NAHB executives, the NAHB

Research Center, the Home Builders Institute and others aligned with the group.

## BRAND DEVELOPMENT

To implement market-enablers and develop future construction innovations for changing market needs, the Alliance is getting closer to its construction customer. A new brand—establishing an emotional link with the audience, providing a unique identity in the user’s mind and differentiating the organization and steel framing from the competition—is facilitating this “move,” and helps position the Alliance as the Gateway to Future Construction Technology. This positioning statement easily communicates the value of the brand, a virtual “fast track” of knowledge, innovation, expertise and technology required to participate in the future of construction.

With such a diverse audience that cuts across the steel and construction industries, the Alliance’s new logo represents the coming together of many into one universal direction. A series of five swirls, it suggests one singular resource or portal around which there is constant activity and interaction. It presents a holistic image, symbolizing a whole-system approach, as well as a global perspective. It also shows integration of different groups, a

cross-section of viewpoints working toward a common goal. It also projects recyclability, and is simple in design for easy recognition.

The Alliance's new payoff or tag line, "Steel. The Better Builder," effectively addresses both steel and construction audiences, encapsulates the Alliance's business mandate, and projects the vision in a short and interesting manner.

The new Alliance brand was launched with great fanfare to an excited and information-hungry building audience at the 2002 International Builders Show in Atlanta in February 2002. The message, "Are you ready ... for the homecoming of steel?" was included in blast e-mails and faxes to show attendees and media, a redesigned booth, a new AV presentation (flash file), advertising in "Nations Building News" and Builders Show TV, training seminars, news conference, news segments on Builders Show TV, media kits and brand collateral materials. The slogan continues to communicate the Alliance's corporate identity 2003.

To ensure everyone's consistent use of the logo, marquee image, fonts, corporate identity materials, communication pieces and imprinted wearables, the Alliance makes available a brand book. The brand book, communication pieces, logos and other brand materials are

compiled on a Brand Resources CD that is passed out to all members in a new-membership kit. Staff also use consistent fonts and several templates for easy and convenient communications using the new brand. In addition, member companies use "member of" Alliance logos; affiliates can do the same with "affiliate of" logos.

Thanks to efforts focused on a significant Web site redesign, the Alliance has updated features to enhance the Web functionality and fully incorporate the brand design. The vision for the brand is to be Web-centric (or e-centric), to leverage available personnel and member time and expertise to reach a much larger and fast-growing global audience. With an e-centric brand, Alliance positioning "Gateway to Future Construction Technology" is truly realized by harnessing the power of the Internet—on which the future of business communication and transactions will be based.

#### MEMBER-DRIVEN FOCUS

The Alliance now has 37 per cent builder members, which strongly reflects its efforts to focus on construction stakeholders.

As the brand, positioning and membership campaigns were started, the Alliance restructured the affiliation agreement with local steel-framing alliances, and offered national membership to all paid members of the locals who

#### CORE VALUES:

*The Steel Framing Alliance believes in:*

- *Enhancing the quality of building construction.*
- *Providing the highest level of customer support in knowledge, resources and infrastructure facilities.*
- *Maintaining leadership in construction technology through innovation.*
- *Committing to improve the quality of living.*
- *Practicing business with integrity and ethics.*
- *Respecting long-term relationships with its customers.*

**VISION STATEMENT:**

*As long as people live in and use buildings, we will help make those buildings better.*

affiliated with the national group.

A campaign to push producer membership, launched with a mailed communications piece that read: "Steel framing is the future. Let us take you there," speaks of the incredible market share growth to be realized when they invest and participate in the Alliance. The Alliance has established infrastructure elements and relies on investment from this segment over the next five years for their full implementation.

New members to the Alliance now receive welcome kits that include a new member card with Member Access PIN for members-only Web site access, a Brand Resources CD, member certificate, team sign-up and rules, local-alliance information, a member privileges sheet, a logo spec sheet and directory, member- and affiliate-of logos, e-mail

blasts, and a staff roster.

For more about the benefits of membership, please read the Member Benefits story, found on page 26.

For more about the areas covered by the teams, as well as their activities in 2002 and plans for 2003, please refer to the Membership Team portion of the Teams story, which begins on page 20.

**ALLIANCE SUPPORT INFRASTRUCTURE**

Focusing on growing the Alliance in the field, not in headquarters staff, the Alliance now operates with three full-time staff members in Washington, D.C., and two regional general managers covering the United States and Canada. Engineering staff assistance is provided by AISI.

**We're building a framework for growth in the construction industry.**



If you're in the steel or the building industry, here's something vitally important for you. Steel framing is fast replacing conventional framing in both commercial and residential construction. The Steel Framing Alliance is a key industry body that's aggressively driving the market towards this new building technology. Join the Alliance and capitalize on this immense opportunity. Benefit from networking, PR, resources, marketing, training and more. Together, we can make steel framing the future. Your future.

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## TECHNICAL PRIORITIES

The Alliance had previously identified the need to accelerate the market's use of new market enablers (codes, standards, training, tools, software, etc.) to make using steel easier, less expensive and less time-consuming. The strategy: To develop and implement a Technical Field Representative program. The tech field rep will work directly with builders and industry partners, managing all aspects of the sales process from beginning to end. This includes market analysis, lead generation and qualification, quoting, closing, training, site coordination and follow-up. It also involves marketing steel framing to builders, developers, architects, engineers, distributors, framers, building officials, trade groups and even homeowners.

Garnering program funding from new membership and opt-in investment for specific market areas is under way. Markets have been listed and prioritized in terms of need for tech field reps.

## NEW ANSI STANDARDS

AISI has released a new series of standards for cold-formed steel, the first of such documents that have received approval from the American National Standards Institute. ANSI is a private, non-profit organization that administers and coordinates the

U.S. voluntary standardization and conformity assessment system for standards developers. The new standards were developed by the AISI Committee on Framing Standards, an ANSI-accr edited, consensus-standards body that develops, maintains and improves AISI design and installation. Publication of ANSI standards represents a culmination of several years' worth of hard work by volunteers from the steel-framing industry.

The Alliance promotes the sale and distribution of the new ANSI standards, and extends up to a 50-percent discount to members when they order these and other ANSI standards.

In addition, 13 R&D projects are recently completed or nearing completion, representing more than \$1 million worth of research, jointly progressing with the help of both government and private industry. Short summaries of a few of these projects are listed in the Research Team portion of the Teams story, which begins on page 22.

## MAKING BUILDINGS BETTER

By adding value to the construction process, the Alliance aims to bring steel to the forefront of building technology. A ticket to see and participate in the future of construction is membership in the Alliance—access to information, education, training, technology and innovation. ○

## STRATEGIC ACTIVITIES

*In order of priority, Alliance strategic activities are:*

- 1. To define and clarify the image of the Alliance.*
- 2. To define and clarify the image of steel framing.*
- 3. To define and clarify the products and services.*
- 4. To diversify funding.*
- 5. To implement market-enabling elements at the local level.*
- 6. To develop a skilled work force.*
- 7. To diversify and increase membership.*
- 8. To develop a cost-effective, high-performance connecting tool.*
- 9. To develop an effective organizational structure to include membership participation.*
- 10. To strengthen the ability of local alliances to stimulate market development.*
- 11. To communicate better upstream and downstream.*
- 12. To develop thermal solutions.*



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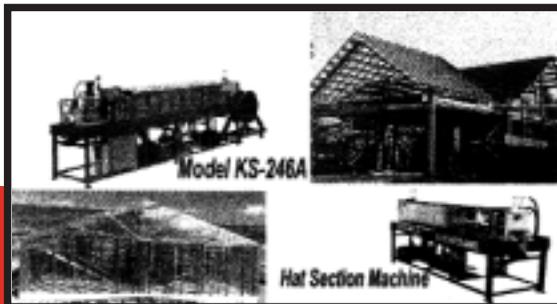
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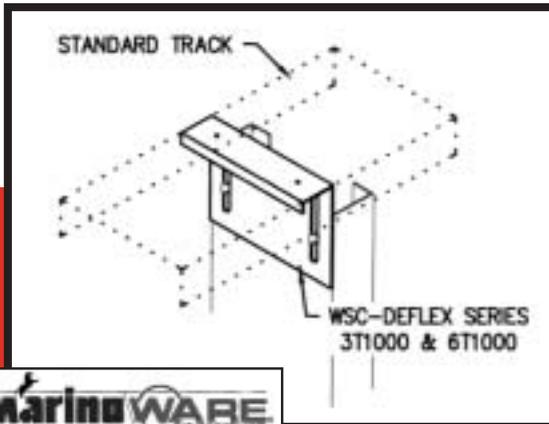
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# Member Teams: Guidance and Governance

The Alliance's recent growth prompted the need for members to become more involved in guiding and governing its strategies and activities. To this end, several new teams were formed and introduced at the Alliance's Spring Membership Meeting, held in Baltimore in March 2002. Teams are designated as Open (any producer, industry or associate members in good standing) and Appointed (members appointed or elected). Open teams are Commercial, Education, Marketing, Membership and Technology. Appointed are Local Alliance Presidents, Operating and Research.

Each issue of FRAMEWORK will provide team reports on completed and ongoing projects and tasks. This issue highlights what the teams have accomplished since their formation last year and their ongoing projects for 2003.

## COMMERCIAL TEAM

**Purpose:** To guide the Alliance's efforts with market share, goals, strategic objectives, etc., in that segment.

One of its most significant tasks of 2002 was producing its Commercial Business Plan. Benchmarked and written by Alliance President Tim Waite and

slated to be presented to the Board this quarter, the plan will focus on steel framing products with the highest growth potential—load bearing walls, floors and roof (truss and rafter & joist) applications.

Target markets addressed in the plan include municipal buildings (libraries, fire stations, schools), hotels/motels six stories and under, small bank buildings, mini-storage facilities, stand-alone franchises, religious, educational and medical buildings, and long-term care/assisted-living facilities.

Highlights of the completed plan will be available for members' viewing, and market opportunity information will be offered for sale.

## EDUCATION TEAM

**Purpose:** To guide the Alliance's efforts with education and training programs, Training Curriculum, events and other educational media (video, Web site, etc.).

The Education Team's ongoing activities include the following.

### SkillsUSA/VICA

The Alliance sponsored and participated in the SkillsUSA/VICA Championships in St. Louis in June 2002. Participation on the Technical Committee allowed the alliance to greatly increase the use of steel on the competition

floor and in training seminars. The Alliance coordinated all aspects of steel use in the carpentry competition, including arranging for donations of materials and equipment, materials lists and fasteners, with sponsor member companies Dietrich Metal Framing, American Tool, DeWalt and Grabber.

The Alliance also conducted two "Introduction to Steel Framing" training sessions at Skills University, and addressed 850 instructors at the Teachers Call-to-Action session. At SkillsUSA/VICA's invitation, the Alliance presented the silver medals in the carpentry competition and provided input for larger steel presence in next year's national competition, from carpentry to plumbing, electric and other skills.

As a result of these annual efforts, hundreds of affiliated carpentry schools have contacted the Alliance for training assistance.

### National Training Curriculum

Ongoing efforts to update and maintain educational materials include a revision of the National Training Curriculum to conform to new ANSI standards recently published by the AISI Committee on Framing Standards, and to include reference numbers of the 2003 edition of the International Residential Code. Field exper ts

have been solicited and are reviewing the final draft due to be published this quarter. The Curriculum has been distributed to dozens of educational facilities this year.

**Code Official Training Program**

Several hundred code officials were trained in 2002, and significant efforts have been made to garner member-sponsor support, elevate training to state levels for CEU credit approval, and streamline administrative efforts to reduce or share costs with municipalities, state officials or co-sponsors.

**Other Training Programs**

Alliance resources have been used at length to train architects, engineers, framers, builders, and other industry participants on the use of steel in residential applications. These efforts are made in concert with member companies, affiliated Local Alliances, and strategic partners.

**MARKETING TEAM**

Purpose: To guide Alliance efforts with brand implementation, communications, Web site, products and services, trade shows, events, etc.

The Marketing Team is engaged in the following.

**Brandmark**

The Alliance launched its new brand and brand communication pieces February 2002, and is following up the launch with a five-

year plan that includes building brand equity in the Alliance while it serves to reposition the Alliance from one of “knowledge provider” to “facilitator.” Details about the launch are described further in The New and Improved Steel Framing Alliance story, beginning on page 8.

**Communications**

Communicating the brand of the Alliance with regularity to members, the steel construction industry and the larger construction industry, is of utmost importance to the success of building the Alliance brand.

A Canadian newsletter was developed and launched in August 2002, as were FRAMEWORK communication pieces, the precursor to this journal, which is new for 2003.

Additionally, Alliance efforts in 2002 to get placements in trade magazines, consumer radio programs, B2B websites, trade show PR (including TV and news conferences) were very successful. Issues in 2002 touched on the benefits of steel, new technology, and organization changes. Articles were published in Metal Home Digest, Walls & Ceilings magazine, HousingZone.com, Northwest Builder, Building Industry magazine and Builder magazine, among others. Several interviews were conducted with consumer newspapers and television and radio programs, including Home Innovations on WMAL NewsTalk 630, Builders Show TV and the Little Grass Shack. Numerous

press releases were circulated in 2002, as well.

**Web site**

With major work to vastly improve the Alliance’s Web site’s functional capability slated for completion this quarter, it is poised to be the premier vehicle for this industry’s transfer of technology. Offering vast amounts of marketing potential, the Alliance’s reworked site is a primary channel for information dissemination and future facilitator of membership growth, activities, product distribution and much more. This e-centric strategy is a key component to developing the brand in 2003 and critical to the five-year plan.

**Products and services**

Extensive efforts were made in 2002 to assess the Alliance’s available products and services, including publications, videos, educational resources and promotional pieces. A matrix was developed to help the Alliance alleviate unnecessary printing and inventory costs, eliminate products that are out of date, and update products that need a facelift for 2003. Further, the Alliance is working with strategic partners to determine current and future market needs and fill those needs with new products and services to be distributed primarily through the Web site.

**Steel Framing Directory**

Printed and on-line versions of the Alliance’s Steel Framing

Directory will be eliminated and replaced by a searchable on-line directory of Alliance member organizations this quarter.

**Trade shows**

The Alliance, together with strategic partners, participates in, sponsors and presents educational seminars at several

trade shows including the International Builders Show, METALCON, Pacific Coast Builders Show, Southeast Builders Show, Gulf Coast Builders Show, Green Builder Conference, Construct Canada, Ontario Building Officials Association Conference, Concrete Home Builder Show, Sustainable Steel in Construction Conference, and the U.S. Green Building

Council conference, among others.

**MEMBERSHIP TEAM**

Purpose: To guide the Alliance's efforts with membership recruiting and retention, meetings, promotion, procedures, etc. Its continuing work includes the following.

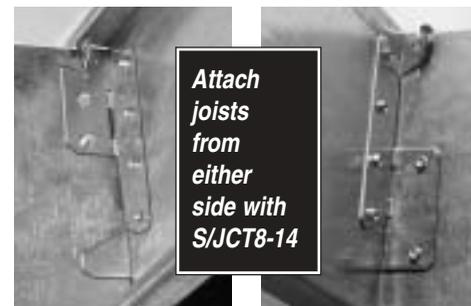
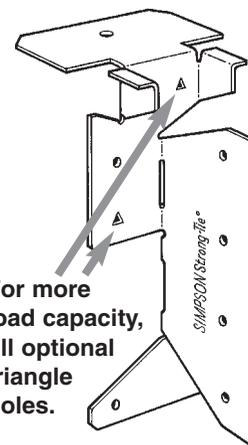
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**Membership growth**

On average, the Alliance receives 10 new member leads per week from several sources, with little to no direct solicitation. Leads are immediately sent membership information via e-mail, fax or regular mail. Membership grew from 50 to over 200 in eight months, and first quarter membership is approaching 300. New initiatives for expanding membership will include more local fellowship, as well as international outreach.

**Member benefits and collateral**

Newly branded welcome kits are now sent to all new Alliance members. Affinity programs, insurance discounts, HFA financing, and other value-added programs have been explored and will be written into an overall plan for member development by the team after it is adequately assembled, expected in 2003.

**Membership meetings**

The general purpose of Alliance face-to-face meetings is networking, education, technology transfer and local-market development. As a result, the Alliance Board of Directors now conducts all future Spring and Fall meetings in local regions where there is an affiliated Local Alliance, or holds meetings in conjunction with an industry event that helps draw a larger pool of participants.

**TECHNOLOGY TEAM**

Purpose: To guide the Alliance's efforts with technology projects, research and development needs, assessments, etc.

The Technology Team prioritizes technical needs through ROI analysis and compares them to needs defined in the original NASFA Business Plan. Then the Technology Team recommends specific projects to the Operating Team, which makes final decisions on how Alliance resources will be used. Projects are then handed to the Research Team for monitoring.

**Problem solving and product improvements**

The Technology Team has developed a survey form (Barrier Survey) that anyone can use to identify and forward technical barriers that restrict the use of steel framing. It is currently investigating having the form installed on the Steel Framing Alliance Web site so that it can be completed and transmitted electronically.

This Barrier Survey form will allow the technology team to understand the nature of the barrier and which building elements (roof, wall, floor, etc.), market segments and geographies are affected. This information will be used to determine the impact on the steel framing market if this barrier were to be removed.

The technology team will continually collate and prioritize these barriers based on their

impact and resources required to remove the barriers. From this analysis, the team will determine the course of action with respect to each barrier.

**Industry information**

To adequately manage market needs and economic conditions, the Technology Team maintains a heightened awareness of industry news and evaluates its impact on the industry. One example is following the developments of the International Council Code, which recently fully integrated the former three model code organizations.

**LOCAL ALLIANCE PRESIDENTS TEAM**

Purpose: To continually build the credibility of the Alliance through regular communication, recruit and retain members, work with the national Alliance for help with meetings, local market data, etc.

Local Alliances who chose to affiliate with the Alliance in 2002 are the California Steel Framing Alliance, Hawaii Pacific Steel Framing Alliance, Mid-Atlantic Steel Framing Alliance, Southeastern Steel Framing Alliance, South West Steel Framing Alliance and Texas Steel Framing Alliance.

**California Steel Framing Alliance**

CASFA is completing its Business Plan, is developing a Web site, and has launched a newsletter. Several CASFA members participated in the Pacific Coast Builders Show

alongside Alliance staff in June 2002, gaining a significant amount of new member leads. In August 2002, CASF A hosted an "open" house where steel-framed construction was exposed to curious consumers. Plans to continually boost membership and further "expose" steel framing to the building community in California in 2003 are underway.

### **Hawaii Pacific Steel Framing Alliance**

HSA strives to participate in a number of high-profile events to promote steel framing, including the Building Industry of Hawaii's first ever Steel Speed House, where "green building" was the focus, and Hawaii's SkillsUSA/VICA state competition. HSA's PACRIM conference is planned for spring 2003, and its Hawaii Pacific Steel Framing Resource Directory 2002-2003 is available.

HSA includes an ad hoc Committee on Steel Trusses to help increase the use of steel trusses in the Pacific region. Composed of representatives from steel framing manufacturers, pre-engineered panelized system or truss fabricators, engineers, contractors and service providers, the committee focuses on design, fabrication, installation, education and consumer perception.

### **Mid-Atlantic Steel Framing Alliance**

Training initiatives continue to be a focus for the members of this local Alliance. It conducts code seminars throughout its

region, as well as seminars for contractors and engineers.

### **Southeastern Steel Framing Alliance**

A Technical Certificate of Competency, approved by Georgia's Department of Technical and Adult Education, is available to vocational schools across the state. Under this program, the first steel course was held last quarter at Altamaha Technical School in Baxley, Ga., for 50 students. The Alliance's National Training Curriculum provides the basis of curricula for this course. SESFA has provided course materials and a 10-foot-by-12-foot steel-frame building package for hands-on education.

SESFA makes numerous presentations to regional homebuilder associations, wall and ceiling contractors, lathing and plastering contractors, local chapters of the Construction Specifications Institute, and the American Institute of Architects.

### **OPERATING TEAM**

Purpose: To guide the Alliance's efforts in all strategic areas, and manage activities through appropriate member teams.

The Operating Team is composed of nine members, four that are appointed (three officers

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from the Board of Directors and one AISI representative), and five that are elected (from industry or associate members in good standing, two of which must be builder or contractor members).

Operating Team efforts are critical to steering the Alliance on its strategic direction. Members are responsible for conceiving, formulating and recommending programs to the Alliance Board of Directors, as well as supervising all other member teams to implement such programs.

## RESEARCH TEAM

Purpose: To guide the Alliance's efforts in all strategic areas of research, acting as a technical advisory group to the Alliance Board of Directors and Operating Team.

The Research Team monitors and manages the research projects once they are established and approved by the Operating Team. To streamline the communication process, all Research Team members are on the Technology Team, as well.

It is also responsible for facilitating the timely review of research sponsored by the Alliance, including checking for technical accuracy and completeness, checking for adherence to contract scope, and completing reviews quickly so the project schedule and cost are not jeopardized. Lastly, the Research Team provides presentations on Alliance-sponsored research projects to Alliance membership, Operating Team and Board of Directors.

Currently the Research Team is managing 13 projects underway or nearing completion. Descriptions of a few of the more current projects follow, and a full summary is available on the Alliance Web site, [www.steel framingalliance.com](http://www.steel framingalliance.com).

### Thermal Steel Studs

In this project, jointly funded by the U.S. Department of Energy and the Steel Framing Alliance, a slit-web steel stud has been developed. Testing shows that it has a composite R-value comparable to a wood stud and strength comparable to a conventional solid-web steel stud. A project completion report will be issued this quarter.

### Fire and Acoustic Tests for Residential Construction

A preliminary report summarizing the existing fire and acoustic details used in steel-framed homes has been prepared. The steering committee has reviewed the report and made recommendations for steel assemblies requiring further testing. Selected assemblies will be tested for fire and sound transmission, and a report should be completed toward the end of this quarter.

### Structural Components

Double L-shaped headers are increasingly used in steel construction providing cost-effective alternatives to box and back-to-back headers. To expand on this technology, single

L-shaped headers are being tested for small openings. A final report will be issued early this quarter.

### Fire and Acoustic Tests for Commercial Construction

Two sets of tests on walls and the first of two sets of tests on floors have been conducted. Final results will be reported in the second quarter of 2003.

### ICF-to-Steel Hybrid Connections

ICF-to-steel connection details have been gathered and are being assembled into one document. New details that cannot be engineered are being identified and will be tested to establish their strength. A final document summarizing test results and details is being prepared and should be issued in the second quarter 2003.

### Galvanized Steel Framing for Residential Buildings

A five-year research program is underway investigating the corrosion performance of galvanized steel framing components in residential construction. The program measures actual corrosion rates and correlates them to environmental conditions. Four sites were selected: Miami, Fla., Leonardtown, Md., Long Beach Island, N.J., and Hamilton, Ontario, Canada. From year-one samples, no measurable corrosion was detected. Data from the year-three and year-five samples will be collected and reports will be issued.

### Corrosion of Galvanized Fasteners

Performance of galvanized screw connections is being tested under three conditions: new connections, connections exposed to harsh environmental conditions for two years, and connections tested after undergoing accelerated testing in lab simulations. Five enclosures have been constructed and positioned at various environmental locations and the two-year exposure period

has begun. A final report will be issued, as well as a guide for recommended fastener use.

### Top Load Bearing Plate

As alternatives to alignment framing, three different assemblies were tested in this study: a deep-leg track, a conventional track with wood plate, and a J-shaped track. A final report was issued toward the end of 2002.

### Cost and Long-Term Energy Study

Three sets of houses, wood and steel, were built in Valparaiso, Ind., Beaufort, S.C., and Fargo, N.D. Reports comparing initial costs were released on the first two pairs of houses. The report on the third pair will be available by the first quarter of 2003. The long-term energy study that monitors the energy efficiency, comparing the wood and steel homes, is ongoing, and reports will be available first quarter 2004. ◊

## PACRIM Conference in Paradise

**T**he Alliance has announced its Spring Membership meetings will take place in conjunction with the 2003 Pacific Rim Steel Framing Conference (PACRIM), March 9-12, 2003, at the Sheraton Moana Surfider in Waikiki Beach, Honolulu.

Sponsored by the Hawaii Pacific Steel Framing Alliance Inc., a local affiliate of the Alliance, PACRIM is a four-day conference offering seminars, hands-on training, networking, job site tours, industry expo, day tours and golf tournament. The Alliance Spring Membership meetings will be conducted on Sunday, March 9, 2003, with team meetings beginning at 8:00 a.m.

PACRIM will open with a bang on Sunday evening, March 9, for an Aloha Cocktail and Membership Dinner Meeting, with opening ceremony and welcome remarks from the Honorable Linda

Lingle, Governor of Hawaii, introductory remarks from Greg Ralph, chairman of the Alliance, and Tim Waite, president. The keynote speaker will be Kenneth Choate, 2003 president of the BIA-Hawaii and vice president of Haseko Construction.

Other networking opportunities abound during the conference week including an International Luncheon with special speaker Les McGrath, representative from the National Association of Steel Framed Housing (Australia), and Industry Dinner Program with keynote speaker David Jeanes, senior vice president of market development for the American Iron and Steel Institute, a Casino Night and Luau and Awards Program on the last night.

Twelve valuable educational and training seminars will be conducted by industry experts on topics including Fastening

Systems: How New Tools are Innovating Steel Framing Construction Technology, Manufactured Housing, Residential Market in China: Shanghai, Corrosion of Steel and Fasteners, Fire Separation, Top Load Bearing/Jack & King Studs/L-Headers, Commercial Framing, New ANSI Standards, ICF-to-steel Details, and Molds & Mildews. In addition, two days of hands-on training will leave attendees with the skills to build steel framed walls, floors, and roofs, including window and door openings, headers, wall corners intersecting walls.

For more information or to register for 2003 PACRIM, visit [www.hawaiisteel.com](http://www.hawaiisteel.com). To attend membership meetings of the Steel Framing Alliance, contact the Alliance Washington, D.C., office, (202) 785-2022 or visit [www.steel framingalliance.com](http://www.steel framingalliance.com). ◊

# SFA Market Data Report Finds Growth in Light-gauge Steel

**The Alliance recently published the 2001 Market Data Report, summarizing cumulative market trends in light-gauge steel framing for the past five years. Following is a synopsis of the findings.**

## OVERVIEW—ALL SITE-BUILT RESIDENTIAL CONSTRUCTION

Total shipments of light-gauge steel framing used in residential construction remained relatively constant in 2001, increasing by 0.47 percent to 212,739 tons (up from 211,741 tons in 2000). Overall market data share also remained relatively constant in 2001, decreasing slightly by 1.46 percent to 1.57 per cent, down from 1.59 per cent in 2000. The size of the market grew by 1.9 per cent, from 13,289,062 tons in 2000 to 13,536,324 tons in 2001, due to an increase in the number of units built in the single-family segment and the increase in the units' average square footage. The growth areas in market share were in non-load-bearing interior studs and exterior walls.

## OVERVIEW—SINGLE-FAMILY SITE-BUILT

In 2001, total shipments of light-gauge steel framing used in single-family residential construction remained relatively stable, decreasing by just under 1 percent to 180,027, down from 181,721 tons in 2000. Overall market share decreased 1.8 percent from 12,112,228 tons in 2000, to 12,333,794 tons in 2001, due to an increase in the number of units built and an increase in the average square feet per unit. In 2000, 1,278,000 single-family units were built, at an average of 2,249 square feet per unit. In 2001, 1,278,633 units were built, at an average of 2,289 square feet per unit.

## OVERVIEW—MULTI-FAMILY SITE-BUILT

Total shipments of light-gauge steel framing used in multi-family residential construction grew in 2001 by 8.97 per cent, to 32,712 tons, up from 30,020 tons in 2000. Overall market share grew by 6.53 percent to 2.72 per cent, up from 2.55 per cent in 2000. The size of the market increased 2.2 per cent from 1,176,834 tons in 2000, to 1,202,531 tons in 2001 due to an increase in the average square footage. In 2000, 338,200 multi-family units were built at an average of 1,114 square feet per unit. In 2001, 332,833 units were built at an average of 1,156 square feet per unit.

## NEW CALCULATIONS

With five years of consistent research data based on the Builder Practices Survey conducted by the National Association of Home Builders Research Center, the Alliance has sufficient information to improve the method of reporting market share. The new method uses a three-year moving average, beginning with the 2001 Market Data Report. Now all data, including numbers reported in the future, will be reported more accurately by averaging the current year with the two prior years' data.

Reporting changes, recommended by the NAHB Research Center, become necessary because, despite the large sample size of their survey, some variability remains—especially in small markets and regional tallies. On a national level, it reports with a margin of error of 0.9 per cent. Using the new reporting method of a three-year moving average will help alleviate irregularities that frequently occur with over- and under-reporting in different survey years.

The Alliance's Market Data Reports are available in their entirety to all Level 1 members. 



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# Steel Framing Alliance's

## membership benefits

**M**any FRAMEWORK readers are already members of the Steel Framing

Alliance and reap the benefits, but if you are a potential new member to the group, you might be asking yourself what membership can do for you and your business.

Alliance membership is your "VIP card" to access critical information and the network of industry participants. Members enjoy unrivaled resources for marketing, training, product and business development, technical assistance and code compliance. Members can network with industry peers, suppliers and customers through the Alliance. As a result, members grow their business, extending value to existing and new customers.

Most importantly, as a stakeholder in the steel or building industry, you stand to gain from the increased use of steel framing in the residential and light-commercial building markets. By joining the Steel Framing Alliance, you can help shape strategies that take all of us closer to our mutually beneficial goal of bringing steel framing into the mainstream for all construction sectors.

Take this opportunity to become an Alliance member. Rates are affordable and the benefits are enormous. ☺

### Two levels of membership:

#### LEVEL 1 MEMBERS RECEIVE:

- All the Steel Framing Alliance and Local Alliance benefits.
- Automatic membership in two Local Alliances of the member's choice.
- A 50-percent discount on all the Steel Framing Alliance resources.
- One complimentary listing on the Steel Framing Alliance Web site.
- One complimentary member listing in the Steel Framing Alliance International Builders Show booth and marketing pieces.

#### LEVEL 2 MEMBERS RECEIVE:

- All the Steel Framing Alliance and Local Alliance benefits.
- Automatic membership in one Local Alliance of member's choice.
- A 25-percent discount on all the Steel Framing Alliance resources.

#### WHO CAN BE A MEMBER:

- Builders and contractors
- Building material distributors
- Connector and accessory manufacturers
- Design professionals
- Equipment manufacturers
- Government and educational institutions
- Manufacturers representatives
- Owners and developers
- Pre-engineered and panelized system fabricators
- Professional, trade or industry associations
- Property managers
- Specialty products and services providers
- Steel framing and truss manufacturers
- Steel producers, converters and finishers
- Tool and fastener manufacturers
- Unions
- Zinc manufacturers

# Visit

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or call (202) 785-2022 for more information.

# CALENDAR

## Industry Events

2003

### JANUARY

- 21-24** International Builders' Show , Las Vegas  
**25-26** MCA Meetings, Palm Springs, Calif.

### FEBRUARY

- 6-9** BIA—Hawaii Home Building and Remodeling Show , Honolulu  
**20-21** ICFA Winter Meetings and Expo, Las Vegas  
**23-26** IZA Conference, Indian Wells, Calif.

### MARCH

- 4** AISI Market Development, Detroit  
**9-12** PACRIM Steel Framing Conference & SFA Spring Meetings, Honolulu  
**25-29** AWCI Convention, New Orleans  
**26-27** AISI COFS Meetings, New Orleans  
**30-31** NAHB/RC Green Builder Conference, Baltimore

### APRIL

- 1** NAHB/RC Green Builder Conference, Baltimore  
**9-11** CSI Show, Chicago

### MAY

- 4-6** AISI Market Development, San Diego  
**7-11** NAHB Spring Board Meetings, Washington, D.C.  
**8-10** AIA Convention, San Diego

### JUNE

- 17-20** PCBC, San Francisco  
**22-28** SkillsUSA, Kansas City, Mo.

### SEPTEMBER

- 17-21** NAHB Fall Board Meetings, Boston

### OCTOBER

- 28-30** METALCON & SFA Fall Forum, Tampa, Fla.

### NOVEMBER

- 5-7** AISI Market Development, Carlsbad, CA

## Coming Next Issue ....

**RESEARCH: FINDINGS THAT WILL FRAME THE FUTURE**

**STEEL FRAMING AND THE NEW I-CODES**

**GET COMFORTABLE WITH STEEL FRAMING**

**HOW-TO: A TECHNICAL TIP FROM THE NATIONAL  
TRAINING CURRICULUM**



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