

News from the MBCEA  
Free and worth every penny!



## MBCEA News & Updates - September 2015

### Message from the President

My shout out this month is to Mr. Tom Gilligan, Butler Manufacturing for a great article on AC472 and AC478 being a winning combination. If you have not read it, you can do so here: [Metal Construction News](#). MBCEA leadership has been saying our accreditation program is going to be a game changer. I can't begin to tell you how proud I am to see this program unfold. Our metal building systems continue to become more complex, finely detailed and highly engineered. As assemblers, we need to keep up; to stay ahead of regulations. This accreditation program is designed to ensure our long term viability. To quote Mr. Gilligan, "this accreditation program is an opportunity we can't afford to miss!"



Speaking of Metal Construction News, are you receiving your copy? If not, click [here](#) for a free subscription.

Are you going to Metalcon? There are links below for free passes, please use them. Click [here](#) for a link to stay connected. Let Sasha know you are coming so she can put you to work for a few minutes manning the MBCEA booth. This is a great show where you can learn, network, do business and participate in the largest international event dedicated uniquely to metal in construction. Discover the latest innovative products and services in the metal construction industry on a show floor that will be buzzing with action. Get charged in the peer-to-peer education sessions, featuring speakers that will provide practical, tangible and precise takeaways to help you solve your business problems!

If you are a member in good standing, you should have received a ballot for the MBCEA Board last week. There is a [link here](#) to vote. In case you missed it last month, for 2016, our Executive Team is President Mike Reynolds, Officers Andy Huber, Steve Olson and yours truly (soon to be) Immediate Past President Gary T. Smith. Josh Quinter, Sasha Graver and Jackie Meiluta provide much needed support and advice. Each Chapter President is a member of the National Board. This gives a much needed voice to the local chapters in our overall strategic direction. Rounding out the Board are our At-Large Members. Current at-large Directors include Tim Seyler, Steve Webster, Tim Clark, Kelly Burk and Wes Young and five vacancies. To view this as an organizational chart, [click here](#).

Detailed below, in no particular order are brief overviews of 9 prospective candidates. Each of these fine gentleman has expressed an interest to serve. I urge you [to vote](#) and remind you, select no more than 5.

I look forward to seeing many of you at Metalcon.

Regards,

Gary T. Smith  
President, MBCEA  
[gtsmith@thomasphoenix.com](mailto:gtsmith@thomasphoenix.com)

PS It's not too early to think about Conference 2016. We will be in Clearwater Beach, FL May 19-21. Contact [Sasha](#) if you are interested in offering an educational session.

## Welcome New Members

### **GarVin Construction Inc.**

Christopher Teague  
504 El Paraiso NE, Suite A  
Albuquerque, NM 87113  
505-792-1291  
505-792-9708 fax  
[cpt@garvinconstruction.com](mailto:cpt@garvinconstruction.com)  
[www.garvinconstruction.com](http://www.garvinconstruction.com)

### **Red Iron Assemblers LLC**

Martin Soler  
4908 Oak Island Road  
Orlando, FL 32809  
321-239-4842  
[Martinsoler007@gmail.com](mailto:Martinsoler007@gmail.com)

## Meet the Candidates

*(click each picture to view their company website)*

### **Jeff Chastain - President, Silvercote**

Prior to becoming President of Silvercote, Jeff was the Vice President & General Manager of Guardian Insulation and was responsible for both the Fiberglass and Lamination business units. He previously held various positions at James Hardie Building Products, Inc. and Contech Construction Products. He received a Bachelor of Science degree in Civil Engineering from Virginia Tech University. Jeff and his wife, Lindsay, have twin daughters and live in Greenville, SC.



"The MBCEA Accreditation is an important, almost critical, need for our industry. We are in full support and look to bring our resources, our creativity and our passion."

**Andy Lee - Product and Key Account Manager, SFS intec**

Andy has over 24 years in the fastener and tool industry performing sales, marketing and product management functions for commercial construction. Experiences include territory manager, Teks® product manager, regional sales manager, key and national account management.



Keys to success include a high level of market back focus to introduce existing products to contractors and investigate solutions to pain points at the job site level to innovate new products for the construction industry.

**Scott Douglas - National Director of Sales, PowerLift Doors**

Scott's career specialty is expanding profitable sales and manufacturing organizations across North America and overseas. Under Scott's oversight since 2013, his company has expanded from 15 to 32 PowerLift sales and manufacturing locations across North America. Prior to Powerlift Doors, as Sales Manager with Morton Buildings sales expanded by over 70% in 4 years. He was also the Founder and Sales Manager of New Direction Equipment Company from 1983-2005.



"I love helping organizations and individuals raise their performance to new levels."

**Steve Moore - President, MMS Northeast, Inc.**

Steve has been a Metal Building erector since 1995 and a supply and erect contractor since 2000. His company specializes in difficult and high-profile projects. Steve was a member of Technical Committee for Accreditation Program with MBCEA. He is an US DOL approved sponsor of Apprenticeship for Metal Building Assemblers. He was a Top 100 Metal Building Contractor in 2012, 2013 and 2014.



"I'm very compassionate about our industry and concerned about where the next generation of qualified metal building assemblers and erectors are going to come from. Job site safety and training are key aspects of where I feel I could help MBCEA."

**Jim Place - Sales Manager, Therm-All**

Jim has spent over thirty-six years in the metal building industry, more than twenty of them with Therm-All, Inc. He has been the Northeast Regional Sales Manager since May 1994. Jim is also Therm-All's Elaminator System Manager and he heads up a committee within Therm-All tasked with development of new systems to more efficiently install High-R insulation systems.



Jim is a board member of the Mid-Atlantic Chapter of MBCEA and serves as Treasurer of that chapter.

**Art Hance - President, Hance Construction**

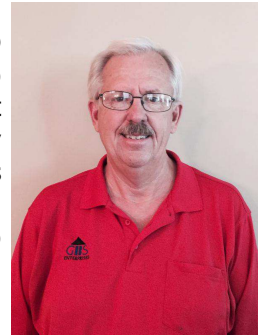
Art has held industry leadership positions throughout his 30-year career and served as President of the Mid-Atlantic Chapter of the Metal Building Contractors & Erectors Association (MBCEA) where he continues on the Board. He formed Hance Construction in 2000. He has been a leader in green design and co-authored a CES course for architects and engineers specifically on the sustainable design of pre-engineered buildings. In addition to numerous industry specific training programs, Art has also completed a certification program in Project Management, is a Certified Construction Sub-Code Official through BOCA International, is OSHA 30 certified and has numerous training certifications and memberships through Butler and other construction organizations.

**John Iveson - District Sales Manager, Package Steel Systems, Inc.**

John is an exceptional Sales Leader with career-long success in business development, account optimization, and design build expertise. He is a dynamic, people-focused, and driven sales professional with over 30 years of achievement in Building Component sales, marketing, installation and management. He is known as a competitive go-getter with superlative follow-through skills. He currently serves as Treasurer for the New England Chapter of the MBCEA

**Greg Soelter - Owner/Manager, GBS Enterprises**

After spending 30+ years in the John Deere business and selling buildings as a sideline, Greg sold his interest in his JD dealerships in 2005 and began to devote his full attention to selling Behlen steel buildings. While well known throughout Kansas and into OK and TX as someone who provides quality service as well as a quality product, Greg works with customers across the country as well, with projects clear into Oregon. Greg currently serves as a member of the Behlen Dealer Council who work to try to address any issues within the company and find ways to provide better, more quality service and product. Customer service has always been a passion of Greg's and being a general contractor has not changed that.

**METALCON****Experience the Excitement of Metal****OCTOBER 14-16, 2015****TAMPA CONVENTION CENTER**

Get ready to learn, network, do business and participate in the largest international event dedicated uniquely to metal in construction.



This is your chance to discover the latest innovative products and services in the metal construction industry on a show floor that will be buzzing with action. Get

charged in the peer-to-peer education sessions, featuring speakers that will provide practical, tangible and precise takeaways to help you solve your business problems.

Plan on visiting MBCEA leadership at the MBCEA booth; bring a colleague to our demonstration area and attend our two classes. A powerful 3 days well spent! The MBCEA will offer two special classes:

**SP8: Intro to IAS Accreditation for Assemblers, Metal Building Systems**  
**Thursday, October 15, 2015: 8:30 AM - 10:00 AM**  
**Gary T. Smith, President of the MBCEA**

In this introduction to AC478, the new IAS Accreditation Program for Assemblers, Metal Building Systems, Gary covers how this MBCEA-crafted standard helps recognize Metal Building System Assemblers that are committed to excellence. This new independent accreditation program, approved by the IAS on 2/9/15, differentiates those contractors and erectors who are committed to safety, training and education that perform at a higher level. The session will explore why the standard is necessary, how it came to be and what it means for the metal building industry. If you are a contractor or erector of Metal Building Systems, you need to know about this industry game changer. This is your opportunity to hear about it firsthand from a leading expert in the field. Gary championed the accreditation program for Metal Building Assembly and pioneered the new category of apprenticeship for Metal Building Construction.

**SP9: AC478 Workshop**  
**Friday, October 16, 2015: 8:30 AM - 10:00 AM**  
**Jackie Meiluta, MBCEA and Sandi McCracken, IAS**

Metal building assemblers maintaining an IAS AC478 accredited inspection program are the preferred choice of metal building manufacturers. But how does an assembler get accredited? This hands on workshop will show you how and take you through the steps to become accredited. Jackie and Sandi will review the criteria for accreditation and explain the inspection process in great detail. If you are a contractor or erector of metal building systems considering pursuing this standard, you should be at this session. It will give you what you need to gain recognition and stay ahead of your competition.

## How to Measure Your Client Relationship Strength

### By Mike Schultz



Ask most people about the strength of their core client relationships and they'll say, "Great. Rock solid." Yet these comments usually refer to how much rapport or trust sellers feel they have with the client. They don't answer the question through the lens of business *value* the client receives from them.

They're also often thinking more of the relationship they feel *they* have with their client, not how their *client* feels about them.

To assess the strength of your relationship with a client, the key is to view it through their eyes. You can start by evaluating your relationships using these 7 questions:

1. **Does the client see us as a partner?** And what's the nature of that partnership? Do they come to us proactively looking for strategic guidance? For specific advice? Or, do they only listen to us when we reach out to them? Indeed, do they listen to us if we reach out to them?
2. **How does the buyer view the value we deliver?** Is it breakthrough-have we made a huge, game-changing impact on their business? Is it major-have we made a measurable and worthwhile impact on their business? Something else? Note that if you have made an impact, but the client can't articulate it, then the client may not value it.
3. **If we were to end the relationship, how would the client perceive that loss?** Would it cause no challenges for the client? Some challenges? Major challenges? Catastrophic difficulties? Again, keep in mind we're talking about how challenging the *client* would perceive that loss, not you.
4. **If someone else proposed to our client that they should replace us, how would the client view that?** Would they resist the change? Would they fight to keep us? Do we have one or more champions who would go to bat for us?
5. **To what extent are we required to participate in a client's competitive bidding process?** Are we typically required to bid with no or little early knowledge of the criteria? Are we only required to bid sometimes? Do we help shape the bidding or procurement process before anyone else gets involved?
6. **How likely are our clients-specifically the people with whom we have direct relationships-to replace us on their own?** Would they actively seek a new supplier? Listen to overtures from competitors? Or, would they be unlikely to even take an audience with our competitors?
7. **Does the client recommend us to others?** Do they recommend us proactively? Only if we ask? Never?

Based on your answers to these questions, plot your relationship in [The Relationship Strength Meter and continue reading](#)

Mike Shultz blogs at:

RAIN Selling<sup>SM</sup> Blog

## Change Management

The new accreditation program for many, will involve change. Change is hard; not everyone reacts to change the same way. The following list of 10 guiding principles for change can help executives navigate the treacherous shoals of transformation in a systematic way.



1. **Lead with the culture.** Skilled change managers, conscious of organizational change management best practices,

always make the most of their company's existing culture. Instead of trying to change the culture itself, they draw emotional energy from it. They tap into the way people already think, behave, work, and feel to provide a boost to the change initiative. To use this emotional energy, leaders must look for the elements of the culture that are aligned to the change, bring them to the foreground, and attract the attention of the people who will be affected by the change.

**2. Start at the top.** All successful change management initiatives start at the top, with a committed and well-aligned group of the entire senior team strongly supported by the CEO. This alignment can't be taken for granted. Rather, work must be done in advance to ensure that everyone agrees about the case for the change and the particulars for implementing it.

**3. Involve every layer.** Frontline people tend to be rich repositories of knowledge about where potential glitches may occur, what technical and logistical issues need to be addressed, and how customers may react to changes. In addition, their full-hearted engagement can smooth the way for complex change initiatives, whereas their resistance will make implementation an ongoing challenge.

**4. Make the rational and emotional case together.** Leaders will often make the case for major change on the sole basis of strategic business objectives such as "we will enter new markets" or "we will grow 20 percent a year for the next three years." Such objectives are fine as far as they go, but they rarely reach people emotionally in a way that ensures genuine commitment to the cause. Human beings respond to calls to action that engage their hearts as well as their minds, making them feel as if they're part of something consequential.

**5. Follow-through.** Don't just say you are going to do something, do it. If the new program requires your foreman to complete a daily checklist, every time you see him, ask to see the daily checklist.

**6. Engage, engage, engage.** Powerful and sustained change requires constant communication, not only throughout the rollout but after the major elements of the plan are in place. The more kinds of communication employed, the more effective they are.

**7. Lead outside the lines.** Change has the best chance of cascading through an organization when everyone with authority and influence is involved. In addition to those who hold formal positions of power-the company's recognized leaders-this group includes people whose power is more informal and is related to their expertise, to the breadth of their network, or to personal qualities that engender trust.

We call these informal leaders "special forces" and they fall into three distinct categories:

- **Pride builders** are great at motivating others and inspiring them to take pride in their work. People influenced by them feel good about working for the organization and have a desire to go above and beyond.
- **Trusted nodes** are go-to people. They are repositories of the organization's culture. They are the ones approached by people who want to know what's really happening in the organization-for example, when they're trying to

figure out if those leading a change initiative are actually going to follow through.

- Change or culture ambassadors know, as if by instinct, how to live the change the organization is making. They serve as both exemplars and communicators, spreading the word about why change is important.

**8. Leverage formal solutions.** Persuading people to change their behavior won't suffice for transformation unless formal elements-such as structure, reward systems, ways of operating, training, and development-are redesigned to support them. Many companies fall short in this area.

**9. Leverage informal solutions.** Even when the formal elements needed for change are present, the established culture can undermine them if people revert to long-held but unconscious ways of behaving. This is why formal and informal solutions must work together.

**10. Assess and adapt.** Don't be so eager to claim victory that you don't take the time to find out what's working and what's not, and to adjust accordingly.



## New Safety Fine Map from US DOL

How safe are workplaces where you live or work? The US DOL unveiled a new map tool that tracks one indicator: the number of workplace health and safety investigations that have led to high fines. The Occupational Safety and Health Administration's [new webpage](#) identifies high penalty cases in all U.S. states and territories - whether they operate under federal OSHA or an OSHA-approved state plan. Click on a state, and the map will list all enforcement cases with initial penalties of \$40,000 or more, beginning on Jan. 1, 2015. The cases are also listed in [table format](#). Hyperlinks lead to more inspection details. [Click on the map](#) and see how your state stacks up.

## One-fifth of chronic lung disease in construction workers linked to asbestos, silica and other on-the-job exposures



A [recent study](#) by the [Center for Construction Research and Training](#) and Duke University found that 18 percent of Chronic Obstructive Pulmonary Disease among construction workers is caused by on-the-job exposure to vapors, gases, dusts, and fumes such as asbestos, silica dusts, and welding fumes.

The disease progressively diminishes a person's ability to breathe and is characterized by mucous-producing cough, shortness of breath, and chest tightness. It afflicts more than 13 million people in the U.S., and construction workers are at an increased risk.

Researchers compared the work history, smoking habits, and medical screening results of roughly 2,000 older construction workers with and without COPD between 1997 and 2013. Their findings indicate that, while smoking remains the main cause of COPD, workplace exposure to these hazards pose a more significant risk than previously thought and employers should take appropriate actions to protect workers.

## Why We Desperately Need to Bring Back Vocational Training in Schools

Click [here](#) for a great article in Forbes by Nicolas Wyman who writes about job skills and training in the 21st century workplace.



## Conference 2016

**May 19-21, 2016**  
**Sheraton Sand Key Resort**  
**Clearwater Beach, FL**

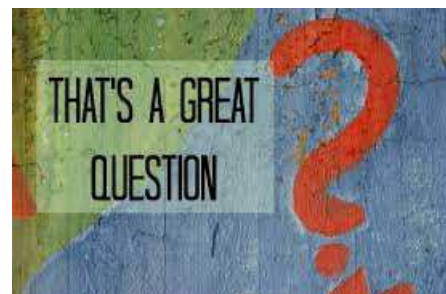
If you have an idea for an educational topic or are interested in speaking, please contact [Sasha](#) ASAP. Last year's format of Best Practice from our Members was a huge success. This is a great opportunity for you to share your knowledge with our membership.



## We want to hear from you!

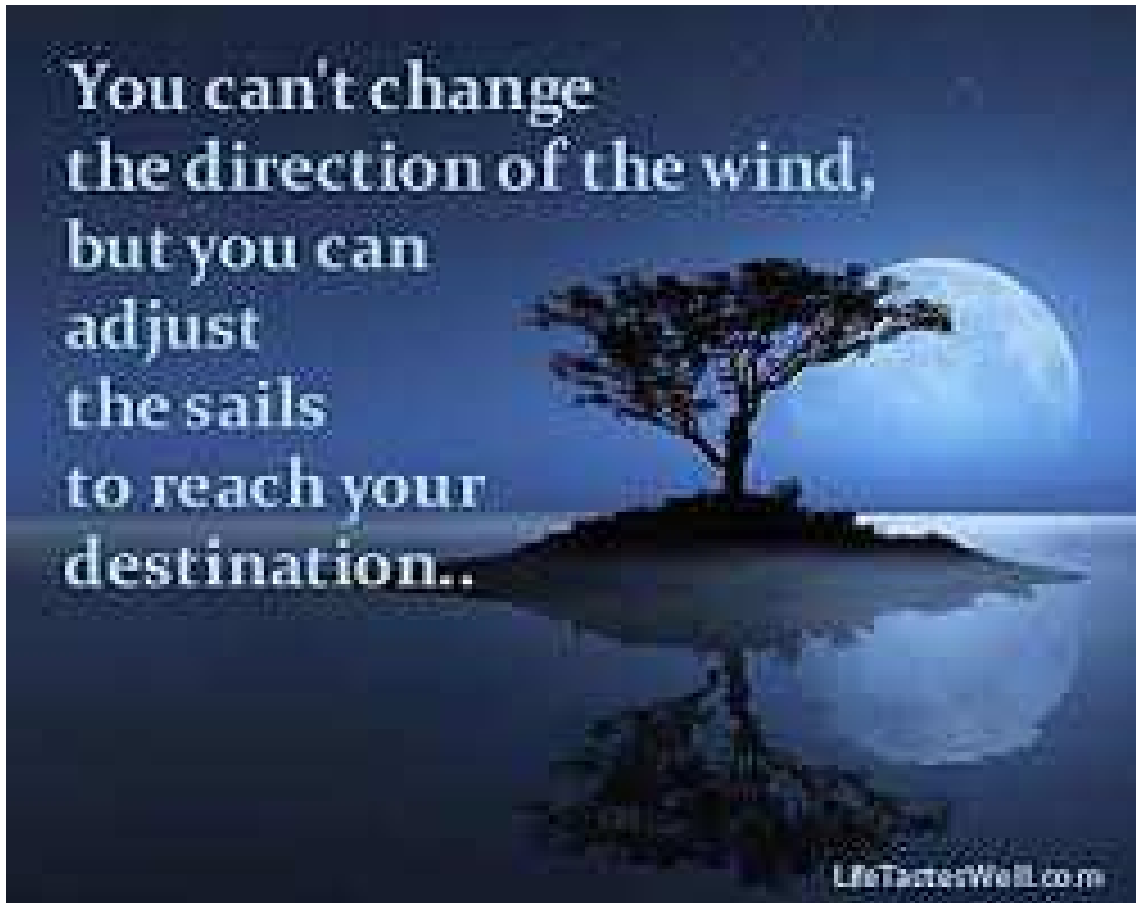
The MBCEA is dedicated to the professional advancement of our members. We need to know what is important to you, what kinds of things you are interested in, what you need.

[Sasha Graver, Executive Director](#)  
[Gary T. Smith, President](#)  
[Mike Reynolds, President-elect](#)  
[Jackie Meiluta, Program Manager](#)





please connect with the MBCEA.



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