



Make Your Voice Heard. Your Ideas Matter

Brad Curtis, Posted 03/04/2016



I'm honored to serve as the chairman of the Metal Building Manufacturers Association (MBMA) this year. For those of you not involved in MBMA, let me share my experience with you. Before I made the choice to become active, I had the view that participation from my small company wasn't going to be taken seriously, or that my ideas might not be as influential as those from big firms. After all, there are some very large companies involved in MBMA so why would anyone care about what I think?

After getting involved, I realized my initial perception was really off. I was pleasantly surprised to find that MBMA is such an inclusive organization and that right away my opinion mattered.

If you and your company are not active in MBMA, let me give you five reasons why you should consider getting involved:

1. Your attendance at MBMA meetings provides direct exposure to senior executives of building systems manufacturing companies, representing more than 30 industry brands. Your opinion matters here.
2. MBMA has the ability to positively influence codes and standards, regulators, building designers, decision makers and the public. As a single company, you can't do that as effectively as a trade association can.
3. By attending MBMA meetings, you will learn what you need to know about changes in the

industry, and how those changes directly impact your business. Your participation at the meetings plugs you into important industry issues, and you will bring home information to help you run your business better.

4. For the industry's suppliers, associate membership offers the opportunity to work toward a common goal of growing the industry, and also brings visibility and recognition of your company to your customers, the building systems manufacturers.
5. Participating members benefit from receiving industry market statistics that are collected from MBMA members. These vital reports help you analyze the marketplace for better strategic business planning. This data is only available through MBMA.

See What You're Missing

If you haven't been to an MBMA meeting lately, I guarantee you are missing a lot. Not only are you not getting face time with industry CEOs, leaders and decision-makers, you're also not getting cutting-edge industry news. Below are some of the highlights of the recent MBMA annual meeting, if you missed it:

- MBMA will be releasing a new contractor's energy guide for metal buildings later this year.
- A new and improved web-based cool roof calculator is being created through collaboration between Oak Ridge National Laboratory and MBMA, and in partnership with other roofing industry groups.
- The brand new "Inspection Handbook for Metal Building Systems" is coming out in the next few months.
- MBMA unveiled the first environmental product declarations (EPDs) for metal building systems. These were created for all MBMA building systems members to use in fulfillment of project requirements for sustainability.
- MBMA held a trade show where associate members showcased their product offerings and services for the building systems members.
- Representatives from the Metal Building Contractors & Erectors Association provided an update on the status of the new IAS AC478 program, "Rules of Procedure for Accreditation of Inspection of Metal Building Assemblers."
- We also had some fun on a group tour of the new College Football Hall of Fame in downtown Atlanta.

New Member Category for Architects and Engineers

I am also excited to announce that at the annual meeting the board approved the creation of a new associate membership category specifically for architecture and engineering (A/E) firms. These companies are specifying metal buildings for all sorts of new uses to satisfy their customer needs, and we value their input into MBMA's future direction. A/E firms will benefit from direct interaction with building fabricators and suppliers to help them leverage the design-build process more effectively and gain a competitive edge.

Research, Leadership and Education

These three words sum up the value that MBMA has brought to the industry for six decades. As the association enters its 60th year, we are on the cusp of delivering new and exciting tools that will benefit both MBMA members and the industry as a whole. Our collective advancements in energy, sustainability, structural performance and durability are key reasons why metal buildings are gaining favor with designers.

Brad Curtis is chairman of the Metal Building Manufacturers Association. More information about the association is available at www.mbma.com.

Join Now!

If you're not active in MBMA, now is the time to think about the benefits of involvement. Be a part of change. Be a part of industry growth. Be on the leading edge of the future by participating with the thought leaders that are taking this industry to the next level. Let's make the future stronger together.

To join MBMA or to schedule a time to talk about the benefits, contact Dan Walker at (216) 241-7333. We want this year's spring MBMA meeting on May 10-11 in Fort Worth, Texas, to be the best yet, and you are invited. Request information by visiting www.mbma.com/Contact_us.asp.