



METAL CONSTRUCTION ASSOCIATION

SUMMER 2008

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### President's Letter

## Accomplishments and Opportunities

T.A. "Dick" Bus

MCA's foundation was set 25 years ago by a small group of visionaries who knew the time was right for metal to be more visible in construction. They created a unique formula that has made MCA a progressive organization able to stay focused on its basic strategy—to expand the use of metal in construction.

As members of the current board work on MCA's strategic plan, we've recognized that the core values developed during the last 25 years are still viable today.

- Proactive and visionary leadership
- Professionalism and integrity
- Inclusion and collaboration
- Committed to members' success
- Importance of providing sustainable value and enduring quality in the best interest of the public

The original mission statement, to "expand the use of metal in construction through **marketing, technology, and education**" still holds true. These three strategic areas remain our focus, with education being the cornerstone.

But our method of delivery has changed. Advances in technology offer us exciting and immediate means of communication.

Future plans include expanding MCA's visibility through online and print publications, trade shows, and educational offerings. We also plan to increase the knowledge base among contractors and architects, schools and students of architecture, by providing

more tools for design and installation. These include topic papers, interactive online programs, and online access to metal industry experts.

We'll continue our efforts in the advocacy/public policy activities which have shown extremely positive results, especially in the last 2 years. Our goal is to have more consistent representation at meetings and events related to codes/standards and other public policies that affect metal's use. We'll set up systems to monitor codes on the national level and develop tools to help members address regional and local code issues.

We'll work to build on the strength of our membership, which has already increased in 2008 by almost 15 percent over 2007. Our plans are designed to attract new members and encourage more members to become involved.

These are exciting times as we honor our past achievements and look forward to what we can accomplish in the future. We thank all of you for the support, the participation, and the integrity that you have provided for MCA. Whether your time with MCA spans 25 years, 25 days, or somewhere in between, your contributions are valuable and we look forward to working together in the future.

Dick Bus

MCA President



Andrew Karsner, U.S. Assistant Secretary, Energy Efficiency and Renewable Energy, U.S. Department of Energy, speaks at ORNL on June 4.

## Assistant Secretary Karsner Learns About Metal Roofing at ORNL

By Scott Kriner

On June 4, 2008 I was privileged to meet at Oak Ridge National Laboratory with Andrew Karsner, the U.S. assistant secretary, Energy Efficiency and Renewable Energy, U.S. Department of Energy, and his assistant, Jack Rogers. During this visit, Bill Miller, research scientist at ORNL, and I talked with them about strategies for making residential roofs and attics more energy efficient.

We explained the long-standing relationship between the MCA and ORNL in the testing of metal roofing systems and how ORNL's unique, world-class Envelope Systems Research Apparatus allows for full-size field testing of roofs and attics. MCA and its members have capitalized on the practical data generated from this facility for improving their metal roof products and gaining credibility with codes and standards.

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Contact MCA at [www.metalconstruction.org](http://www.metalconstruction.org)

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## Join Us at the 2008 METALCON International

The 2008 METALCON promises to be another great event with 80,000 sq. ft. of metal product exhibits and at least 50 new companies among the 350 exhibitors. It's also our first time in Baltimore. We always have a great show on the East Coast and this show is sure to follow suit.

Claire Kilcoyne and her team have come up with some great new ideas. This year a New Product Harbor features a product preview for attendees, a new Gutter Pavillion highlights the latest products for gutter contractors, and Green Island has again expanded. The educational program is the largest ever at 48 sessions, including two new tracks, one for business management and one for gutter topics. All attendees can also qualify for a chance to win a new Harley-Davidson "Fat Boy" at the show.

This year MCA demos highlight the latest techniques for residential and commercial/institutional roof and wall installations. We're covering ideas for insulated metal panels (IMPs), common attachment systems and installation details for metal composite material (MCM), and applications of single skin wall panels such as perforated panels and accent moldings.

At the end of opening day we also have a major highlight—MCA's 25<sup>th</sup> Anniversary Gala. Our thanks to these sponsors for their support of this great event: AISI, *Metal Architecture*, *Metal Construction News*, MCA, *metalmag*, S-5!, and Valspar.

For more details on programs and activities, visit [www.metalcon.com](http://www.metalcon.com). We look forward to seeing you there. ■



## Why We Need Statistics

Thank you to all the MCA manufacturer member companies who responded to the Industry Insights surveys for 2006 statistics. This is the first time we've had a significant response, which gives us about an 85% representation of our market.

The numbers are very encouraging and show an average increase of 10% in commercial and 14% in residential market share for 2006 compared to 2005. The complete report is very informative and is circulated only to participating manufacturers.

Industry Insights is in the midst of collecting 2007 data. If you received a survey but have not yet responded, please do so as soon as possible. This program offers us a significant tool to help determine the progress metal is making in gaining a greater share of the total construction market.

We can track our progress by comparing how much metal MCA manufacturer members as a whole have purchased in the past year to what they bought in the previous year. We do this by comparing our stats with general construction data provided by Dodge and other services to see how much market share metal has taken away from competing construction materials.

As with any metric there can be variables. But having a consistently good response helps control that and makes the final tally more reliable. ■

# Metal Roofing Alliance Update: Emphasis Market Initiative Continues



Last year the Metal Roofing Alliance (MRA) added a new component to its national consumer advertising, Internet, and public relations efforts: implementing a concentrated test market program.

The goal was to determine whether metal roofing market share (defined as the share of replacement roof installation in a market) could be increased significantly through a combination of substantial media spending, contractor availability, and involvement, promotions, and events.

In late spring, one lucky family in Wisconsin was the beneficiary of one of the promotions: an Investment Grade Roof.

The Marik family of Mauston was in desperate need of a new roof. Vince Marik is a baker, and his wife, Laura, is a stay-at-home mom to their seven children, two of whom are disabled. Making ends meet with a family of nine is always a challenge. Their prayers were answered when they were chosen by WCOW-FM, Cow 97. The MRA sponsored the radio promotion and Metro Roof Products donated the stone-coated steel shingles that were used to transform the Mariks' home.

Wisconsin contractor Wayne J. Stanek, owner and president of Lifetime Shingles, was happy to work with Metro Roof Products to install the new metal roof. "We're always happy to help someone in our community." He continued, "The energy efficient Metro metal roof we installed is extremely durable and will protect the family for many, many years. All Metro Roof Products are supported by a long term



*Vince Marik is interviewed as he views the new Investment Grade Roof being installed on the home he shares with his wife and seven children.*

*Wayne Stanek, owner and vice president of Lifetime Shingles, with Vince Marik. Stanek worked with Metro Roof Products to install donated stone-coated metal shingles on Marik's Wisconsin home.*



warranty; therefore, the Mariks will no longer need to worry about curling, cracking, breaking, or shedding heavy snow loads."

For the project, a Metro Shake-II Classic metal roof was installed. This batten-less alternative roof solution eliminates costly wood battens and allows faster installation times. This product is finished with an attractive stone coating and embedded in a UV resistant acrylic polymer for a lasting bond to Zincolume® steel. All Metro roofs are backed with a 50-year limited

warranty that has unlimited transferability to subsequent owners.

The MRA will continue to keep our members and the industry updated on the Emphasis Markets initiative. This year's markets include Birmingham, AL and Harrisburg, PA. For more information about the Metal Roofing Alliance and to learn more about residential metal roofing, please visit [www.metalroofing.com](http://www.metalroofing.com). If you're interested in joining the MRA, please contact Tom Black at [Tom@metalroofing.com](mailto:Tom@metalroofing.com). ■

## McElroy Metal Joins Roofing Certification Program

MCA is pleased to announce the addition of McElroy Metal to the roofing certification program. The following products are certified as part of the Metal Construction Association Roofing Certification program.

**ATAS International Inc.**  
 Monarch Dutch Seam Series  
 Scanroof  
 Techo Tile  
 Castletop  
 Monarch Batten Seam Series  
 Advanta Shingle  
 Standing Seam Shingle

PC System Series  
 Field-Lok FLM Series  
 Field-Lok FLL Series  
 Field-Lok FLS Series  
 Field-Lok FLN Series  
**Classic Products, Inc.**  
 Clicklock  
 Country Manor Shake

Oxford Shingle  
 Rustic Shingle  
**McElroy Metals**  
 Mesa  
 Max-Rib Ultra  
 Meridian Roof Panels  
**Union Corrugating**  
 2 1/2 Oval

5V  
 Advantage-Lok®  
 Advantage-Lok® II  
 CSL Standing Seam  
 MasterRib®  
 PBR-Panel  
 R-Panel

## MCA 2009 Annual Meeting in Palm Springs

Make plans to join us at MCA's 25<sup>th</sup> Annual Meeting, which takes place January 19–22, 2009 at the Renaissance Esmeralda Resort and Spa in Palm Springs, CA. Together we can celebrate our accomplishments of the last 25 years and look ahead to the programs and activities defined by our recent strategic planning initiative.

We're planning some interesting activities related to our 25<sup>th</sup> anniversary—including a historic video—and looking forward to starting on programs that will begin to bring our future visions into reality.

## TMI: Spreading the Word

By Toy Henson

As The Metal Initiative moves closer to the start of its fifth year, this industry-wide program is clearing up misconceptions about uses for metal in roof and wall systems for non-residential buildings.

By combining the resources of this broad coalition of individuals, manufacturers, and associations, we've successfully promoted the features and benefits of metal to targeted groups of construction industry professionals. In the beginning we set the groundwork by reaching thousands of architects through presentations, providing AIA credit courses, and using the basic marketing tools—advertising and PR.

### Response

In the last few years, we've focused on building owners and have added another component—ongoing, “heavy hitter” meetings. These are interactive sessions with decision makers of major companies and organizations that own, occupy, or provide long-term management of facilities throughout the United States.

As of May 31, we've already held eight meetings this year. They have included representatives from several large companies and institutions, most notably Penske Corp., Safeway Inc., Wynn Resorts, the University of Delaware, and the University of Maryland.

TMI has also done a great job of placing speakers at national and regional meetings of related organizations and institutions. This year, we've spoken at nine events so far.

While we're out personally spreading the word, our marketing program continues to draw qualified leads. Since January, our efforts have generated 248 leads from print media, 108 through the Web site, and 36 through owner meetings.

### Research

At the last TMI member meeting in mid-May we began work on a survey directed toward owners and design professionals regarding decision making and the forces behind “green building and sustainable design.” Energy and durability issues are part of an ongoing theme in TMI materials and an area of interest with prospects. As the green movement continues to intensify and building codes are more focused on energy efficiency, we're seeing more requests for information about metal's benefits in this area.

One spot, however, where we lack information is industry statistics.

MCA is working on gathering data to fill this need. But we need your help. Through the Industry Insights, MCA has requested tonnage reports for 2007 from members. These metrics are essential in evaluating our performance and showing the scope of our industry. So we need you to complete and return your surveys to Industry Insights as soon as possible.

### Outreach

If you are aware of industry groups or have contact with building owners who need to know more about metal—either because they ask or because of their lack of understanding—let me or any TMI member know. I'm also available to visit member companies to help educate staff regarding TMI, its mission, and operations.

If you would like details regarding any of the items in this report, please contact me at [thenson@connect2amc.com](mailto:thenson@connect2amc.com) or Matthew Burnett at [mburnett@connect2amc.com](mailto:mburnett@connect2amc.com). ■



## Assistant Secretary Karsner Learns About Metal Roofing at ORNL

*continued from page 1*

We talked about the energy efficient strategies being tested at ORNL and highlighted the potential benefits of cool metal roofing.

Andrew Karsner was very engaged in these concepts and asked whether a comparative tool was available for use by practitioners, homeowners, architects, and designers. Bill offered that Marc LaFrance of the Building Technologies program has ORNL developing a calculator tool for low- and steep-slope roofs. Karsner responded that homeowners need a transparent and simplified guide for selecting cool roof systems with energy efficient attics and asked Rogers to see that the calculator tool becomes a reality. Karsner also emphasized that Marc LaFrance should develop brochures highlighting all this because, “People need to know the results of all this good work.”

I showed Karsner the Cool Metal Roofing Coalition's brochure that highlights energy savings for cool metal roofs on two identical schools in Tennessee. It describes potential energy savings of about 16 cents per sq. ft. per year. If all schools in the district could yield that level of savings it could result in an annual savings upwards of \$19 million for the school district. This also shows that the cool roof cost premium is insignificant and easily pays for itself within a year.

As they were departing, Karsner and Rogers thanked us for our leadership, and Karsner added that, “This visit will remain at the front of my mind for years to come. I was truly inspired by all that I saw, and I hope I can adequately convey that to others.” ■



*Scott Kriner (middle) and Bill Miller (right), explain to Andrew Karsner how some of the testing is done on metal roofing at ORNL.*

# MCA's Roofing Certification Program



Are you looking for a way to distinguish your product from the competition? Do you need a way to offer consumers access to credible, third-party information about your products?

The Metal Construction Association Metal Roofing Certification Program was developed as a way of identifying metal roof products that meet identified standards for base metals and finish coatings applied to steep-slope roofing products. Products certified in this program must meet or exceed standards published in MCA's *Guide Specification for Residential Metal Roofing*. Only products that meet specific requirements for base metal quality and have paint coatings that meet "real-time" weathering exposure requirements as outlined in this guide are eligible for certification.

**All fees are waived for MCA member companies whose applications are received on or before December 31, 2008.** Now is the time to act. Application materials are available at [www.metalconstruction.org](http://www.metalconstruction.org) or by calling 847/375-4718. ■

# MCA 2008 Student Design Competition—Looking Ahead

Each year the MCA promotes the use of metal in construction to students of design, architecture, and engineering through the MCA Student Design Competition. Students must address architectural, structural, functional, cultural, and environmental issues in the design of a project that uses metal as a structural and design element.

This year's conceptual project is to design a Maritime Museum and Historical Center for Chicago's Northerly Island, located on the shores of Lake Michigan just south of downtown.

In the 11 years since this annual competition began, we've received about 100 entries for each competition, and members have noticed an increased understanding of how metal can be applied and its role in green building. Different groups of students enter the competition each year, but many of the faculty sponsors are the same. Such response tells us we are reaching the instructors and must continue to do so.

Because education is one of MCA's primary goals, we will be evaluating future opportunities for providing instructors in schools of design and architecture with learning tools focused on metal in construction. If you have suggestions for this, please contact Marge O'Connor at [moconnor@connect2amc.com](mailto:moconnor@connect2amc.com) or 847/375-4392.

For information about the 2008 Student Design Competition, visit [www.metalconstruction.org](http://www.metalconstruction.org). ■



# Sustainability Task Groups Move Forward

Sustainability is on the minds of everyone, especially those of us involved in designing and building structures. As codes and standards continue to focus heavily on energy efficiency and building performance, we will collectively need to become more involved in promoting metal's presence in the green building movement.

## AISI

Recognizing that competing materials organizations were stepping up the positioning of their products as environmentally responsible, the AISI took action that involved MCA and other customer organizations. The result is AISI's newly formed Construction Sustainability Task Group, which held its first meeting in February. Subsequent meetings have been held and there is consideration for making this group an industry coalition rather than an AISI task group.

Chaired by Greg Crawford of the Steel Recycling Institute and the Cool Metal Roofing Coalition, the meeting laid the groundwork for defining a steel industry strategy for sustainability and for developing the technology/science that will document steel's sustainable characteristics. For more information on future plans contact Greg at [gcrawford@steel.org](mailto:gcrawford@steel.org).

## MCA

MCA members have also taken action on sustainability. At our annual meeting this past January, Brian Partyka of Drexel Metals and Scott Kriner, MCA's technical director, proposed having an open meeting to explore forming an MCA Sustainability Committee. Based on the positive response, they are moving forward and gathering ideas. This committee's next meeting will be at METALCON. For more information, please contact Brian at [brian@drexmet.com](mailto:brian@drexmet.com) or Scott at [skriner1@verizon.net](mailto:skriner1@verizon.net). ■



## Calendar of Events

**September 23–26**

*National Coil Coating Association (NCCA),  
Fall Meeting, New Orleans, LA*  
www.coilcoating.org

**September 27–28**

*Reflective Insulation Manufacturers  
Association (RIMA), Miami, FL*  
www.rima.net

**October 1–3**

*METALCON International, Baltimore, MD*  
www.metalcon.com

**October 6–8**

*FABTECH, Las Vegas, NV*  
www.fmafabtech.com

**October 19–23**

*Sheet Metal & Air Conditioning Contractors  
National Association (SMACNA), Maui, HI*  
www.smacna.org

**October 22–24**

*Energy & Environmental Building Association  
(EEBA), Phoenix, AZ*  
www.eeba.org

**October 23–25**

*Metal Building Contractors & Erectors  
Association (MBCEA), Biloxi, MS*  
www.mbcea.org

**November 3–5**

*Design Build Institute of America Conference &  
Expo (DBIA), Las Vegas, NV*  
www.designbuildexpo.com

**November 12–14**

*Midwest Roofing Contractors Association  
(MRCA), Grapevine, TX*  
www.mrca.org

**November 19–21**

*GREENBUILD International Conference and Expo  
(USGBC), Boston MA*  
www.greenbuildexpo.com

**December 3–5**

*CONSTRUCT Canada, Toronto, Ontario*  
www.constructcanada.com

**January 19–22, 2009**

*MCA Annual Meeting and 25th Anniversary  
Celebration, Palm Springs, CA*  
www.metalconstruction.org

**February 3–5, 2009**

*International Roofing Expo (NRCA),  
Las Vegas, NV*  
www.theroofingexpo.com

## New 'Move to Metal' Program

MCA's new *Move to Metal* program offers a select number of architects, building owners, and contractors a complimentary visit to the 2008 METALCON International, Oct. 1–3, at the Baltimore Convention Center.

To qualify, applicants must be or have been involved in non-residential projects for several years, have limited or no previous experience with using metal in their building projects, and have not previously attended METALCON.

Prospects or architects that you have been trying to move to metal may qualify for this program. So get them to submit an application. The deadline to apply is August 1. *Move to Metal* application forms are available for download at [www.metalconstruction.org](http://www.metalconstruction.org).

Sponsored by the MCA, METALCON International, and The Metal Initiative, this program replaces the VIP program and includes roundtrip domestic airfare to Baltimore, hotel accommodations for 1 night, complimentary admission to the METALCON exhibit hall, and a full conference program package (a value of \$420). ■

## MCA Welcomes New Members

In the last few months, five companies joined MCA and now enjoy the benefits of membership. Representatives from some of them will attend the 2008 MCA Semi-Annual Meeting in Alaska. We encourage you to join us in welcoming them aboard, and to learn more about them and their products.

**Delta Building Products Ltd, Delta, BC, Canada**, is a manufacturer of tile, shake, shingle, and standing seam profiles for residential and commercial use. It offers aluminum, copper, and steel products for a variety of different applications.

Contact: Mark Wentzel, President, [mwentzel@deltabp.com](mailto:mwentzel@deltabp.com); or Gordon Warren, Operations Manager, [gwarren@deltabp.com](mailto:gwarren@deltabp.com)  
Phone: 604/953-1000  
Web: [www.deltabuildingproducts.com](http://www.deltabuildingproducts.com)

**Pravco Inc, Rahway, NJ**, is a roofing contractor that learned about MCA when visiting the IRE show. Pravco specializes in fabricating and installing exterior metal wall panels and metal standing seam roofing. It also erects structural

steel, miscellaneous iron such as stairs, railings, cooling tower and equipment frames, catwalks, and gratings.

Contact: Praveen Sharma, President, [psharma@pravco.net](mailto:psharma@pravco.net); or Paul Drum, Estimator, [pdrum@pravco.net](mailto:pdrum@pravco.net)  
Phone: 732/742-8300  
Web: [www.pravco.net](http://www.pravco.net)

**Crown Corr Inc, Gary, IN**, fabricates and installs metal wall panels, metal composite panels, roofing, metal plate, louvers, sunshades, and support systems for metal panels. The company is a national contractor with regional offices in major metro areas including Chicago, Dallas, Detroit, Indianapolis, Paducah, KY, and Seattle.

Contact: J. David Pellar, Vice President, [dpellar@crowncorr.com](mailto:dpellar@crowncorr.com); Thomas J Ralston, VP of Contract Administration, [tralston@crowncorr.com](mailto:tralston@crowncorr.com); Jeffrey B Toth, Executive Vice President, [jtoth@crowncorr.com](mailto:jtoth@crowncorr.com); or Griffith Rausch, Regional General Manager, [grausch@crowncorr.com](mailto:grausch@crowncorr.com)

Phone: 219/949-8080  
Web: [www.crowncorr.com](http://www.crowncorr.com)

**Architectural Integrated Metals Inc, Columbus, GA**, is a manufacturer of metal panels and shingles for commercial roofing applications, offering engineered roof systems and metal building components.

Contact: Stuart E. Webb, President, [swebb@ai-metals.com](mailto:swebb@ai-metals.com); Alan C. Webb, VP [awebb@ai-metals.com](mailto:awebb@ai-metals.com); James Townsend, VP Marketing and Sales, [jamsend@gmail.com](mailto:jamsend@gmail.com); Wesley Byrd, Gen Mgr, [wbyrd@ai-metals.com](mailto:wbyrd@ai-metals.com); and Don Cumbie, Plant Manager, [rcumbie@ai-metals.com](mailto:rcumbie@ai-metals.com)  
Phone: 706/660-1877  
Web: [www.ai-metals.com](http://www.ai-metals.com)

**Sharon Coating LLC, Sharon, PA**, provides hot dipped galvanized and galvanized steel coils.

Contact: Deborah Banic, sales, [dbanic@sharoncoating.com](mailto:dbanic@sharoncoating.com); Ron Beck, GM Sales and Marketing, [rbeck@dufercofarrell.com](mailto:rbeck@dufercofarrell.com); or Jason Adams GM, Quality and Process Technology, [jadams@dufercofarrell.com](mailto:jadams@dufercofarrell.com)  
Phone: 724/981-3545  
Web: [www.sharoncoating.com](http://www.sharoncoating.com)