MCA Welcomes New Member Companies

MCA welcomes two additional companies to its membership. Honeywell Fluorine Products of Morristown, NJ, and Rigid Global Buildings of Houston, TX, join the ranks of the nearly 90 member companies with specialties in the metal construction industry.

Honeywell Honeywell (http://honeywell.com) offers high-performance specialty materials, including fluorine products, specialty films and additives, advanced fibers and composites, intermediates, specialty chemicals, electronic materials and chemicals, and technologies and materials for petroleum refining. Honeywell Fluorine Products joins MCA in the energy insulation systems manufacturer category.

"Honeywell designs products that help conserve energy, reduce waste, and protect our homes and offices," said Ken Gaglione, senior global marketing manager. "We recognized MCA’s commitment to expanding the use of energy-efficient and sustainable building materials and the direct role these efforts could play in helping to reduce global dependence on nonrenewable sources of energy. We are pleased to be a member of the organization and to lend our support to this worthwhile goal."

"Our primary focus is to raise the building owner’s and designer’s awareness of the many benefits insulated metal panels offer in reaching energy management goals," he said. "We look forward to working with the appropriate committees at MCA, individual member companies, and regulators to help drive this message."

Rigid Global Buildings Rigid Global Buildings (www.rigidbuilding.com) designs and manufactures preengineered steel buildings and structural steel. Rigid’s designs range from simple, traditional box-style metal buildings to elaborate structures that bear no resemblance to a metal building.

“With our membership in MCA, we feel we are supporting the industry and, with MCA’s collective voice, becoming a larger part of it,” said Steve Olson, executive vice president of sales and marketing. “We plan to get involved with the councils and become a louder voice for the metal building manufacturer. The Codes and Standards Committee is very interesting to us, especially with the changes that the International Code Council is making to the International Building Code.”

Phase 2 of Dynamic Building Envelope Research Concludes

Phase 2 of our Dynamic Building Envelope Research project at Oak Ridge National Laboratory (ORNL) has concluded. The integrated metal retrofit system tested at ORNL displayed up to 30% lower heat loss in the winter months and 50% lower heat gain in the warmer months, compared to a direct-to-deck asphalt shingle roof system. The assembly included phase change materials, which were found to have an impact on the thermal performance of the assembly, but they did not undergo full phase change throughout the seasons. Results from phase 2 have been reported to MCA by ORNL and published in a number of outlets, including Durability and Design, Solar Update (newsletter of the International Energy Agency Solar Heating and Cooling Programme), Journal of Building Enclosure Design, and Solar Energy (accepted for publication). The project has been presented at conferences such as the 2011 International Roofing Symposium sponsored by the National Roofing Contractors Association (NRCA), University of Louisville Engineering Department, and the upcoming 10th International Institute of Refrigeration (IIR) Conference on Phase Change Materials and Slurries for Refrigeration and Air Conditioning to be held in Kobe, Japan, in August.

Based on the results of phase 2, the MCA team developed a test plan for phase 3 of the 3-year research project. Test lanes on the Envelope Systems Research Apparatus (ESRA) facility at ORNL were designed to evaluate the impact of above sheathing ventilation (ASV) and phase change materials (PCM) with and without one or the other. The location of the PCM in the roof assembly will be a variable in that study. A test lane was also designed to allow us to evaluate the impact of PCM storing heat over a 24-hour basis for use inside the building. Other test lanes will be used for evaluation of crystalline photovoltaic (PV) modules on a cool roof as we monitor the impact of shading, air flow, and biomass formation on steep- and low-slope orientations. The test lanes were all installed during the first week of April 2012, and thermal data are now being monitored over the next 12 months.
Letter from the Chair

MCA is Your First and Best Industry Resource

Todd E. Miller

As a manufacturer and distributor in the metal construction industry, I have enjoyed and benefited from my involvement in MCA. MCA is a great resource for technical and code matters. It can be very daunting to deal with these issues when you are working to make your business a success, but MCA is a great place to start. MCA is here to educate you and provide other opportunities including code updates, networking at meetings, Life Cycle Assessment (LCA) project results, development of a Retrofit Design Guide and Metal Roofing Installation Manual, discounts for exhibiting at trade shows, research results with ORNL, and much more.

In fact, MCA has contributed to the industry in so many ways that I thought it would be interesting to discuss how MCA members can view their return on investment on their annual dues. We can look at MCA's benefits in three areas: providing tangible discounts, providing projects and opportunities that companies would not be able to develop on their own, and funding research vital to the well-being of the industry. Details of MCA member benefits include the following:

- **Discounts for exhibiting at both METALCON International and the International Roofing Expo**
- **Projects and opportunities:**
  - MCA interfaces with other organizations (e.g., Roofing Industry Committee on Weather Issues, American Iron and Steel Institute, National Roofing Contractors Association, Aluminum Association, and National Coil Coating Association), giving you a voice in the bigger arena.
  - MCA provides technical assistance including development of design guides and installation manuals, code work, service life study and LCA work, and research at ORNL. These are all very difficult for companies to access on their own.
- **Access, a key to membership, to**
  - potential client companies through The Metal Initiative’s Heavy Hitter meetings (e.g., Hilton Hotels, U.S. Army Corps of Engineers, New York Society of Architects, several large school districts, University of Texas, and Wal-Mart)
  - networking with colleagues and competitors at the annual and semi-annual meetings and METALCON events
  - project recognition through the MCA Chairman’s Awards for outstanding building design (typically announced at METALCON; winning project photos and information included in publicity, banners, and a video presentation)
- **Significant research projects:**
  - $30,000 FMI study identified a 20% increase in commercial and industrial metal market share since 2006
  - Preliminary Industry Insights study examined how member companies impact the industry.

As you can see, with any number of these benefits, MCA provides a significant return on investment for member companies. We’re committed to assisting you in the success and growth of your business. Let us prove it to you!
The Metal Initiative Market Development Update

Here’s a brief update about what’s been happening with The Metal Initiative (TMI) during the past few months.

Staff

In April, John Ryan joined the team as the director of market development and will be working closely with the team to develop and implement the TMI strategy going forward. John has more than 15 years of marketing experience and enjoys working with both the quantitative and qualitative aspects of marketing.

If you have any questions or ideas to share with John, feel free to send him an e-mail at jryan@metalconstruction.org.

Exhibits/Trade Shows

As MCA’s TMI continues to expand its efforts to market to the architect and design community, MCA attended the American Institute of Architects (AIA) National Convention and Design Exposition in Washington, DC, May 17–19. With a booth in The Metal Pavilion section of the exhibit floor, representatives from MCA were able to interact directly with architects and exhibitors, as well as provide information and locations of the many MCA member companies that were also exhibiting at the convention. TMI plans to expand its presence at the 2013 AIA National Convention in Denver, CO, as part of its efforts to reach the architect and design community.

Case Studies

Three case studies recently were added to the TMI website:
- Penn Yan Academy, Penn Yan, NY
- Nebraska Public Power District Norfolk Operations Center, Norfolk, NE
- Gateway Center, Westchester Community College, Valhalla, NY.

We look to you, our members, for information about new and exciting projects on which you are working. If you have a project that you think has interesting characteristics, especially where the use of metal has helped solve a particular problem for the architect, designer, or owner, please let us know. We are always looking for information to help drive content for case studies, blog entries, press releases, and more. Feel free to reach out to John Ryan at jryan@metalconstruction.org.

Press Releases

Press releases announcing new case studies and other newsworthy items are distributed to the trade press when available.

TMI Website

TMI’s blog was launched in March, and we are working to build out an editorial calendar so we can update it regularly with timely and relevant content. We are also working to launch an “Ask the Experts” section on TMI’s site and expect to have that up and running in the near future. Both of these features should be popular for visitors and should help us continue to offer our audience relevant and timely information.

Heavy Hitter Meetings

Heavy Hitter Meetings are designed to educate key clients and prospects on the benefits of using metal in construction. The events also offer member company personnel an opportunity to interact with the participants and to have the “doors opened” for future opportunities.

In April, “Metal Roofs and Walls from A to Z” was presented to groups from two architecture firms, SGA Design Group and BRR Architects, Inc. These firms do the majority of the work for Wal-Mart, and SGA’s Tulsa office does extensive work for other retailers, including Lowe’s, Kohl’s, Sports Authority, and Hobby Lobby.

The presentation was conducted live in the Bentonville, AR, office of SGA Design Group and was also shown via webcast in their Tulsa, OK, office. Attendees included architects and designers from SGA Design Group and BRR Architects, as well as staff from Wal-Mart’s design team. Member companies also attended the meetings.

Watch for information about additional Heavy Hitter Meetings coming up in the second half of 2012. All member companies are welcome to attend.
New Member-Get-A-Member Incentive Program

MCA has introduced a new program for current members who are interested in receiving:
- a free MCA meeting attendance for someone at your company
- recognition in the MCA monthly e-newsletter
- recognition on the MCA and TMI Facebook pages

By recruiting a new member company during 2012, members can earn complimentary MCA meeting registration and other perks for their company.

All new members (approved and paid during 2012) that are recruited by a member will indicate their name on the “recommended by” line on the membership application. With the recruitment, the current member will receive one free registration to an upcoming meeting (within 2 years). With each additional member company recruited, the member company will receive $500 off either the yearly MCA dues or an additional meeting registration.

Many of the nearly 90 current MCA member companies work with or know of other companies that would benefit from the education, technical and code work, networking, industry insights, decision-making opportunities, legislative activities, and more that MCA is engaged in. Bring your partners into a great organization and send more employees to an upcoming meeting at the same time.

Members may use these tools in addition to their own knowledge of MCA benefits. See the MCA website for these additional tools:
- new membership presentation in PDF or PowerPoint format outlining association benefits, what’s in it for members, what if MCA didn’t exist, and other helpful facts for prospective members
- membership brochure
- membership application
- list of current member companies
- list of council and committee charges and leadership
- information about the next MCA meeting
- samples of the print newsletter, e-newsletter, and technical bulletin.

MCA would be happy to send a similar kit through the mail to prospective members. Also, be sure to consult the MCA website’s Membership section for more background information, and feel free to visit www.themetalinitiative.com for additional information about TMI, MCA’s market development program. All MCA members are also members of TMI.

If you have any questions, please contact Cathy Szmurlo at 847.375.4392 or at cszmurlo@metalconstruction.org. We look forward to your participation!

What’s Waiting for You at METALCON International?

Plenty. New faces, new opportunities, and a new format for the conference program, highlighted by a course specifically for manufacturers, “Getting your Metal Product Specified.”

The 2012 METALCON educational program, “Education, Empowerment, Excellence,” provides up to 30 hours of education and moves from the traditional 1.5-hour multiple-track program to longer sessions tailored to specific disciplines.

According to Claire Kilcoyne, METALCON show director, the format is more efficient and offers a more valuable learning experience. “We created this concept based on research on attendees and speakers. The 3-hour format helps focus on details of a specific course while still offering 3 hours of AIA Learning Units and 3 Professional Development Hours (PDHs) for each full session attended. This maximizes attendees’ time—the morning sessions followed by interaction with exhibitors and live demonstrations in the exhibit hall in the afternoon.”

Five sessions each are held on Tuesday and Wednesday. Topics are designed to meet the needs of METALCON’s diverse audience, including residential roofing contractors; commercial roofing contractors; cold-formed steel design professionals; architects and engineers; building owners, developers, and facility managers; and metal product manufacturers.

Wednesday’s “Getting your Metal Product Specified” features Craig Haney, FCSI CCS SCIP, of Ron Blank and Associates, San Antonio, TX. For more than 20 years, Haney has successfully helped building product manufacturers, members of trade organizations, and other construction professionals build relationships with design professionals. This session can set manufacturers on a new path to becoming a valuable resource for the design community and ultimately get products specified.

The two-part “The Science of Selling Metal Roofing to Home Owners” is for residential roofing contractors. Commercial roofing contractors can choose from “Learn from the Metal Experts and Become One,” and “Metal Roof Retrofit—KISS Method.”

The program for architects, engineers, and design professionals features “Expanding Your Vision, Opportunities with Metal.” Building owners, facility managers, and developers can learn how to avoid future problems in a session on how to avoid the pitfalls of a “roof from hell.”

Cold-formed steel design professionals as well as other design professionals can participate in the popular revised STUD University program, part I and part II, which include classroom and hands-on sessions presented by Danny Feazzell of Premium Steel Building Systems, Roanoke, VA; Nader Elhajj, of FRAMECAD Solutions USA Inc., Fairfax, VA; and Maribeth Rizzuto of the Steel Framing Alliance, Washington, DC. STUD U is a hands-on program offered by the Steel Framing Alliance and run exclusively at METALCON.

METALCON is MCA’s flagship event and remains the only annual trade show and conference focused on the applications of metal in industrial, institutional, light commercial, and residential building projects. It is the best opportunity for manufacturers to showcase products and expertise to thousands of design and construction professionals from more than 52 countries. METALCON is produced by Newton, MA-based PSMJ Resources, Inc., and sponsored by MCA. If you haven’t booked your exhibit space at METALCON, contact Claire Kilcoyne or Suzanne Maher at PSMJ Resources, Inc., at 800.537.7765, or visit www.metalcon.com for more information.
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Environmental Security Technology Certification Program
A proposal submitted to the Environmental Security Technology Certification Program (ESTCP), the U.S. Department of Defense’s demonstration and validation grant program, resulted in a $1 million grant being awarded to MCA as one of 23 selected projects for demonstration in 2011. Paramount Metal Systems is the main contractor, and Pfister Energy is the subcontractor on the project. Other participants include Robert Scichili Associates, Roof Hugger, Dow Chemical, and ORNL. The $1 million grant covers the design, installation, and monitoring of an integrated metal roof retrofit on a building in the Goodfellow Air Force Base, TX. The system features retrofit subframing, solar water heating, solar air cooling/heating (ASV), solar energy (thin film PV), radiant barrier, cool metal roofing, and rainwater harvesting. Installation of the system was completed in May 2012, and we are awaiting commissioning. ORNL installed a data acquisition system to monitor energy usage before the installation and will be continuing the monitoring for the next 12 months after commissioning. Final results are expected by summer 2013.

Life-Cycle Analysis
The final report on MCA’s LCA has been completed by PE International. The report is in the Members Only section of the MCA website for review by members. The release to the public will be discussed at the August meeting. As the next step in this process, MCA started working with UL Environment (ULe) on the development of product category rules (PCR) that would apply to the creation of environmental product declarations (EPDs) for insulated metal panels, metal composite materials, and metal cladding. A team of MCA manufacturing member companies has been involved in weekly discussions with ULe toward finalizing a PCR that would apply to our products of interest. Once the PCR has been finalized, we will be ready to begin the creation of EPDs for the three products that were analyzed in the cradle-to-gate evaluation in our LCA project. Our efforts to work with ATHENA in creating new predefined roof and wall assemblies in their EcoCalculator tool has been delayed because updated Life Cycle Inventory data on North American steel and aluminum products has not yet been completed. Once those data have been included in other databases, including the ATHENA database, we can move forward with our work on the new assembly descriptions in the EcoCalculator. This is expected to take place during fall 2012.

Service Life Project
The inspections of Galvalume® metal roofing across the country continues. Our inspection team includes Rob Haddock, Chuck Howard, and Ron Dutton. This project is being conducted in co-operation with BIEC International and Morrison Hershfield. To date, three roofs have been inspected in the cold-dry climate zone, three roofs have been inspected in the moderate climate zone, two roofs have been inspected in the hot-humid climate zone, and one roof has been inspected in the hot-dry climate zone. The team remains in contact with different manufacturers of Galvalume® roofs to locate a variety of these types of roof projects in the remaining climate zones. The intent is to inspect three roofs at least 25 years old in each of five different climate zones across the country. Samples of sealant and other materials are being taken from the sites and sent to Morrison Hershfield for examination. Morrison Hershfield will also be involved in writing and reviewing of the final report, which is expected to be completed later this year or early 2013.

A new white paper from MCA addresses how the architect or designer can be assured that Metal Composite Material (MCM) construction products for their building project meet established performance and safety standards. The one-page “Does Your Delivered Building Material Actually Meet Code Requirements?” is available as a PDF document at no charge on www.metalconstruction.org.

The paper describes the three most common approaches for ensuring that the product meets all the requirements: test reports, specific test listing and labeling reports, and model building code listing and labeling reports. A chart is included to simplify the three approaches discussed.

“This white paper serves to provide a unified voice addressing the various issues around how the architect or designer can be assured that construction products for their building project meet established performance standards,” said Sid Peterson, vice president of sales/marketing for Alcoa Architectural Products and member of MCA’s MCM Fabricators Council. “The MCM Fabricators Council members contributed technical input to create a simple, one-page document that makes a ready reference regarding several testing criteria.”

“We thought this white paper was important to produce because many of the test reports typically given in the field were being misused,” said Bill Yannetti, senior manager–technical service with Mitsubishi Plastics Composites America, Inc., and member of the MCM Fabricators Council. “As responsible manufacturers, we needed to take it one step further. With the code listing being the responsibility of the architects or designer, we wanted to educate this group that they should demand that their supplier has proof that the product tested is the one that was bought and that it actually meets all the requirements.”

Addrs Peterson, “Hopefully this simple approach will address basic issues and cause the architect or designer to recognize MCA as a ready source for this and other applications for the use of metal in construction of walls and roofing.”
Metal Roofing Alliance Update: Strong Partnership Continues to Help the MRA Grow the Industry

Bill Hippard, MRA President, and Vice President, Sales and Marketing, PreCoat Metals

As the new construction market continues to struggle, the home improvement segment is battling for each market share point. Even with a tough economy, McGraw-Hill Construction Research and Analytics® data show the number of homes with metal roofs has more than tripled, increasing metal’s overall U.S. market share from 3% a decade ago to 10% today.

A recent analysis of these market share figures by MRA clearly shows that metal is the one consistent bright spot in the residential roofing market. In fact, residential metal has performed better than all other materials tracked by the study.

Between 2003 and 2009, the total residential roofing share in squares for all materials except metal was down over 21%. During that same time, the total metal residential roofing market saw a 14.6% increase in squares. That’s a huge difference, and we believe it is strong evidence that the MRA program is working.

“Over the past decade, MRA’s member-driven ongoing national consumer awareness program has introduced the idea of metal roofing to millions of consumers, essentially creating a market that did not exist,” said Tom Black, MRA’s executive director. “At the same time, we’ve supported contractors with a robust website, continuing education, and a strong lead generation program.”

For example, earlier this year, the MRA partnered with Dave Yoho Associates to offer a series of free educational webinars that were open to all roofing contractors and remodelers. The webinars addressed issues critical for all home improvement businesses, including marketing, lead generation, and sales tactics. Each webinar attracted approximately 1,000 participants.

Dave Yoho Associates is one of the oldest, largest, and most successful business consulting companies operating within North America. Dedicated to improving productivity and profit for its clients, the company maintains a primary niche within the building products and home improvement industries.

This spring, MRA participated in Dave Yoho’s “Home Improvement Profitability Tour.” This series of seminars was designed to enhance the sales skills of MRA’s current contractor members and provide tips for effectively selling the value of metal roofing to their customers. The seminars were also used to present the residential metal roofing business opportunity to replacement contractors who are already selling home improvement items to the consumer market.

Given the continued success with this partnership, MRA, Dave Yoho Associates, and MarketSharp are teaming up at METALCON with both seminars and in-booth presentations.

“Contractors should not miss this unique opportunity to learn from some of the best in the business. These industry heavy hitters will provide contractors with real-world advice and ideas that can be implemented immediately to grow your business,” states Tom Black.

Join Us

If you’re not a member of MRA, please consider joining us. Membership in MRA is a smart investment in your business. Please visit www.metalroofing.com or contact Executive Director Tom Black at tom@metalroofing.com for more information.
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2012 Industry Calendar

August 6–8
MCA 2012 Semi-Annual Meeting
Conrad Indianapolis
Indianapolis, IN
www.metalconstruction.org

September 11–14
CONSTRUCT & the CSI Annual Convention
Phoenix Convention Center
Phoenix, AZ
www.constructshow.com

October 1–3
National Coil Coating Association Fall Technical Meeting & Trade Show
Marriott Union Station
St. Louis, MO
www.coilcoating.org

October 9–11
METALCON INTERNATIONAL
Donald E. Stephens Convention Center
Chicago, IL
www.metalcon.com

October 14–17
American Architectural Manufacturers Association National Fall Conference
Hyatt Regency Tamaya
Albuquerque, NM
www.aamanet.org

November 14–16
Greenbuild International Conference & Expo
Moscone Center
San Francisco, CA
www.greenbuildexpo.org

November 28–30
Construct Canada 2012
Metro Toronto Convention Centre
Toronto, Ontario, Canada
www.constructcanada.com

December 5–7
Midwest Roofing Contractors Association
63rd Annual Conference
Gaylord Texan
Grapevine, TX
http://mrca.org

January 27–29, 2013
MCA Annual Meeting
Rancho Las Palmas
Rancho Mirage, CA
www.metalconstruction.org

2012 Industry Calendar

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