



# Chapter Focus

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## Lessons Learned From and For Our Chapters

Thirteen years ago this month I started working with WTCA and *Chapter Focus* was begun two months later. The objective of this monthly newsletter has always been to share advice and updates that would be of particular interest to chapters. Sadly, after 155 issues, this will be my last. Before I move to Oklahoma, however, I have a few lessons learned that I'd like to highlight in my last issue.

- 1. Chapter Size Doesn't Matter:** Whether a chapter has two active members or thirty-two, it is still an invaluable resource. Speaking with a united voice when meeting with building officials, networking with home builder associations, or providing educational sessions for designers and specifiers carries added weight and respect. As a member of an international trade association, you have a powerful voice and you are never alone.
- 2. Communication is Key:** Always stay in touch with: your competitors/peers, your building officials and other local contacts, and your association support network at SBCA. Listen to the news of what's happening in the industry, keep tabs on local issues, initiate discussions on situations affecting you, and call SBCA for advice and support. Everyone plays a role in protecting and growing the industry, but you have to stay engaged to fully benefit.
- 3. Keep Looking Forward:** The last few years have been incredibly challenging, and we've all been staying focused and keeping our heads down. But people wouldn't still be in this industry if they weren't committed to its future. While times are getting better, they'll never be perfect. There will always be another challenge on the horizon, another problem to solve. But by working together, controversies will be met and battles will be won. The future is bright and well worth the effort.

Rest assured, *Chapter Focus* will continue without me. Just like the chapters themselves, nothing we do in this association is solely dependent upon a single person. Members may still [contact staff](#) for help at any time, day or night. If you'd like to reach me, you're welcome to [email Anna](#) in the future too. I'm going to go miss all of my industry friends very much, and I'd still love to hear from you!