



Winter 2012

Life Cycle Assessment Project Final Report in the Works

The final report of the MCA Life Cycle Assessment (LCA) project is being prepared by Five Winds/PE International. The project's Critical Review Panel assessed



the latest draft and submitted suggestions and questions, many of which were discussed with MCA members during a meeting at the MCA offices in early November. Five Winds/PE International continues to modify the report based on member feedback. Next steps include adding insulated metal panels and metal composite material panels to the predefined wall assembly listings in the ATHENA EcoCalculator. Plans are in place with ATHENA to accomplish this.

LCA data will be added to the ATHENA Impact Estimator database from which data are used for the EcoCalculator tool. Data will also be populated into the National Renewable Energy Laboratory U.S. Life Cycle Inventory Database. Marketing of the results will be accomplished by creating product category rules and environmental product declarations that can be used to market and promote the environmental impact of the three products evaluated with a cradle-to-gate analysis in the MCA LCA project. ■



Susan Murphy of Five Winds/PE International discusses the final report in a presentation to MCA members at the association offices in early November.

2011 Chairman's Awards Presented at METALCON



Tom Seitz, director of sales and marketing for 3A Composites, accepts the 2011 MCA Chairman's Award for Overall Excellence. From left: Tom Seitz, MCA Chair Jeff Irwin, MCA Awards Committee Chair Ted Miller, and MCA Vice-Chair Todd E. Miller.

MCA presented its 2011 Chairman's Awards for exceptional building designs at METALCON in October. Recipients are selected each year from MCA member submissions to *Metal Architecture Magazine's* annual Design Awards Program. This year's honorees were chosen by an independent panel of architects and LEED-accredited professionals. The recipients included

- 3A Composites, Overall Excellence, GE Advanced Technology and Research Centre, Dohar, Qatar
- RHEINZINK America, Metal Roofing, Sykes Chapel and Center for Faith and Value, Tampa, FL
- Alcoa Architectural Products and Miller Clapperton, Commercial/Industrial, Duke Energy Center, Charlotte, NC
- Umicore Building Products, Municipal, Nebraska Public Power District, Norfolk Operations Center, Norfolk, NE
- Fabral, Institutional, Harvey B. Gantt Center for African American Arts and Culture, Charlotte, NC
- Umicore Building Products, Educational, Westchester Community College, Westchester, NY
- Umicore Building Products, Residential, Greenville House, Greenville, NC.

Three MCA member companies were also acknowledged with an Honorable Mention Award. To learn more about the MCA Chairman's Awards, visit www.metalconstruction.org. ■

Highlights

- The Metal Initiative Market Development Update
- Q & A with Incoming MCA Chair Todd E. Miller
- METALCON International Returns to the Midwest for 22nd Annual Event
- Technical Projects Update

Contact MCA at www.metalconstruction.org

- Coalition Helps Public Understand Cool Metal Roofing Systems
- MRA News: Contractors Turning to the Home Remodel and Repair Market
- MCA Member Earns Metal Roofing Certification

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Letter from the Chair



MCA Stronger with More Benefits, More Member Support

Jeff Irwin

Serving as president and then chair of MCA during the last 3 years has been both gratifying and educational for me—gratifying because this association has evolved and flourished over the years, and educational because I have learned so much from our members about their business needs and concerns.

MCA has never wavered from its mission of growing the market for metal in construction, and today our members enjoy more technical support, more education for potential customers through The Metal Initiative, and more activities to help grow their businesses.

At our 2012 Annual Meeting in January, my role will change from current chair to past chair. As I look back on all we've accomplished during the last 3 years, I know that, despite recent challenges in the construction industry, MCA is in a better place.

MCA is proud of a recent industry study conducted by FMI Corporation that provides strong evidence that MCA's promotional and educational initiatives are having a real impact on the market. The study shows the metal construction industry has been gaining momentum and capturing significant market share on a square-foot basis.

According to the study, the market share for metal construction products increased during the last 5 years between 17% and 25%, depending on category.

In addition, MCA has taken a giant leap in market development with the evolution of additional benefits for its members. Since January 2011 all MCA members have benefited from The Metal Initiative activities. Tremendous website-based benefits such as access to leads; Heavy Hitter Meeting opportunities; availability of more than 50 case studies; and opportunities to showcase their companies to architects, building owners, and others are now available to every MCA member.

Our change to the dues structure in 2011 was driven by MCA's mission that all members receive the benefits of our market development program. As for our membership numbers, we have lost a few with this change, but the good news is that current members are realizing a higher level of member support by far.

In fact, I have directly seen benefits from our involvement with The Metal Initiative at Kingspan Benchmark, including some lucrative projects. I have no doubt that other current member companies have benefited directly with new business brought about by MCA's and The Metal Initiative's direct involvement with the industry.

MCA continues to be on the front edge of Life Cycle Assessment (LCA) research. Metal components are taking a leadership position regarding sustainability and meaningful LCA activities, which you can read about in a separate article in this newsletter. You can also read about our important dynamic building envelope research, which is entering its final year of evaluation at Oak Ridge National Lab.

Todd Miller, president of Isaiah Industries, will be taking the reins of this great association, and I know I will be leaving you in good hands. It feels great to hand the gavel to Todd because he will bring our organization to the next level, as I continue to serve the association for 1 year as past chair.

Thank you to all who have contributed in any way to our projects, research, activities, and meetings. You are the future of the organization. I wish you well.

As always, remember to maintain the momentum and keep the ball bouncing. ■

A handwritten signature in black ink that reads "Jeff Irwin".

The Metal Initiative Market Development Update

The Metal Initiative, MCA's market development program, has been productive during the past few months.



Advertising

The Metal Initiative added a fourth ad to its advertising campaign that promotes the solar benefits of building with metal. The solar ad ran in the October issue of *Building Operating Management* magazine, along with a special report. We ran the sustainable ad in the October issue of *Construction Canada*.

The white paper "Improving Building Energy Efficiency with Metal Roofs and Walls" has been available for download on the websites for both



Environmental Design + Construction and *Healthcare Building Ideas*. Both publications have promoted the white paper to their readers and generated nearly 100 leads to date.

Public Relations

The Metal Initiative and *Building Operating Management* once again partnered to produce a special report for the industry titled "Heavy Metal—Metal Roof and Wall Systems Prove Durable and Cost Effective, Saving Money and Resources." The report appeared in the October 2011 issue.

Case Studies

Two case studies recently were added to the The Metal Initiative website:

- "Metal Jazzes Up Music Conservatory" (Bertram and Judith Kohn Building, Oberlin College, Oberlin, OH)
- "Metal Panels: A Focal Point of Design" (William R. Anton Elementary School, Los Angeles, CA)

Additional case studies will be developed and added to the website in 2012.

Press Releases

Press releases announcing new case studies are distributed to the trade press when they are posted to the website.

2011 Heavy Hitter Meetings

The Metal Initiative hosted three Heavy Hitter meetings in late 2011. On August 30 we hosted a two-presentation meeting featuring "Metal Roofs and Walls from A-Z" and "Building Green with Metal Roofs and Walls" to representatives at the U.S. Army Corps of Engineers—Baltimore. On September 13 we presented "Metal Roofs and Walls from A-Z" to members of the Gwinnett County Schools in Georgia, and on October 7 we presented "Retrofit with Metal Roof and Wall Systems" to the Charlotte Mecklenburg Schools District in Charlotte, NC. Detailed reports on each Heavy Hitter meeting can be found on the website at www.themetalinitiative.com.

More Heavy Hitter meetings are being planned for 2012. All MCA member companies are encouraged to attend.

Exhibits/Trade Shows

The Metal Initiative had booths at Greenbuild and METALCON.

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STRATEGIC ADVANTAGE

MCA SEMI-ANNUAL MEETING

AUGUST 6-8, 2012

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Q & A with Incoming MCA Chair Todd E. Miller



Todd E. Miller, president of Isaiah Industries in Piqua, OH, will assume the role of chairman at MCA's Annual Meeting in January. Below are Todd's reflections about MCA and his thoughts regarding the future.

What positions have you held in the past with MCA?

I have been serving on the board of directors since 1999. I have been chairman of the Statistics Committee, Roofing Council, and Government Relations Committee and was one of the founding members of the Metal Roofing Alliance (MRA) in 1998. I also serve on the MRA executive board.

What are some of the major changes you've seen in the industry and the association over the years?

I have seen increased consumer and property owner awareness of metal as an option for their building needs. MCA has been delivering the right ideas and an increased awareness of the benefits of metal. Ideas like energy efficiency, recycled content, and green benefits are all driving that awareness.

MCA is also seeing a broader spectrum of members getting more involved in the organization—not just manufacturers, but those in other segments as well. I'd like to put a call out to all members to get more technical people involved in the future. Our industry is becoming more complex, and we will need more input from technical experts about issues and necessary requirements.

You've been to many MCA meetings over the years. Which meetings were among your favorites?

My favorite meetings are the technical meetings at which people from different companies and with different goals and objectives come together for the collective good. When people say, "Okay, I'll go along with that," this really shows we are a group of people committed to overall growth.

It's a culture that MCA has; we used to be individual companies focused on a small market, and over the years, working together, we now all benefit from a larger, more mature market.

All of our members have also benefited from the technical expertise MCA has been able to provide. About 6–8 years ago, my particular company benefited from code changes MCA was involved with. MCA and its affiliated organizations have been a big part of industry growth.

What goals have you set for the next few years?

Increasing membership continues to be a big focus. We need to let member prospects know about the health and vitality of MCA.

Given today's marketplace, we need to have a strong emphasis on communicating how metal stacks up to competing materials. Building owners are making careful decisions when selecting materials. MCA has a strong story to tell about how metal compares to other products. We need to be strategic and, in today's economy, as purposeful as we can be.

The association and its members also need to consider the role of metal in the future building of our country.

It's a new world out there and the opportunities are huge. ■

METALCON International Returns to the Midwest for 22nd Annual Event

With 21 years of success under its figurative belt, METALCON moves back to Chicago in 2012, where it has always been well received. The conference takes place October 9–11 at the Donald E. Stephens Convention Center in Rosemont, just minutes from O'Hare International Airport and major interstate highways.

Created in 1991 to expand awareness and markets for metal in construction, METALCON has consistently been a key revenue generator for MCA. Even during a slow economy, the show has generated results and key benefits for exhibitors.

"METALCON has a fantastic rate of exhibitors returning each year, with 94% of 2011 companies signing up for the 2012 show," says show director Claire Kilcoyne. "It proves METALCON's value to the industry and its exhibitors. Other shows serve part of the market, but we bring together all the products that are part of the metal construction industry. Plus, we're all about metal. It's an ideal match for MCA members and their customers."

A new feature, the METALCON Executive Circle (MCEC), offered custom space within the exhibit hall in which exhibitors could meet privately with customers or staff. Introduced at the 2011 show, this feature is already booking for 2012.

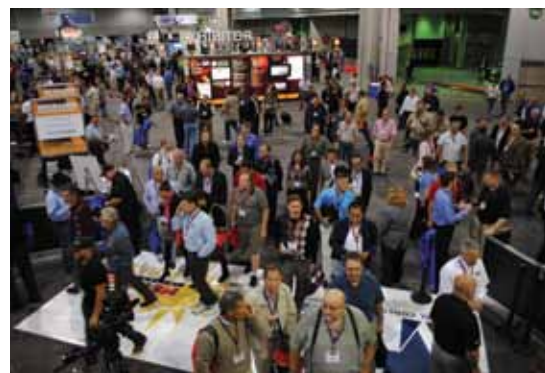
Stephanie Udhen, director of marketing for ASC Machine Tools, Spokane, WA, says her company used the custom space every day. "It was a great service to offer exhibitors. Our booth was so busy that we couldn't meet privately there with customers. We were happy to take advantage of the MCEC and not have to take clients off site. It had everything we needed and they felt very well taken care of."

The 2011 show focused on the green building market in its keynote address, education sessions, and the exhibits. Solar Bay, which offered an interactive education program and full-scale mock-ups of different types of solar systems, was once again a huge success.

"We had one of the best lineups of speakers and technology," says Keith Lipps, who spearheaded Solar Bay's growth for the past 3 years and is marketing director for S-51 based in Colorado Springs, CO. "For 2012 we're planning to make our presence more academic, increase the displays, construct a bigger roof to display more technology, and expand the audience seating area."

Lipps says the solar market will continue to expand. "Module prices have been dropping steadily, and solar is becoming more affordable. It's now an economic possibility for many companies and homeowners because solar is getting closer to grid parity or becoming economically justifiable compared to other sources of energy."

Plan now for your 2012 METALCON participation. Contact Paula Parker by e-mail at pparker@psmj.com, call 800.537.7765 ext. 145, or visit www.metalcon.com. ■



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Technical Projects Update

Architectural Testing Laboratory

MCA is working with Architectural Testing Laboratory to develop a metal roofing installation training manual. A team of representatives from the MCA Roofing Council met with the laboratory to outline topics to be included in the manual. Currently, Architectural Testing is researching various literature, manuals, industry information, design details, and other resources for information related to the topics. An initial draft of the report will be sent to MCA for review and comments by first quarter 2012. The plan is to post the final manual on the MCA website and use it in our efforts to eventually create an MCA installation certification program.

Environmental Security Technology Certification Program

Work with the Department of Defense and project team continues on the demonstration project that was selected by the Environmental Security Technology Certification Program. The main contractor, Paramount Metals, is making the necessary plans for installation of the integrated metal roofing system on the Goodfellow Air Force Base in Texas. Prior to installation, Oak Ridge National Laboratory, Oak Ridge, TN, will install monitoring sensors on the building so we can capture thermal and water use data before the retrofit of the building's roof. After 2 months of data collection, the metal roof will be retrofitted and data will be collected over the subsequent 12 months. Installation is expected to take place in first quarter 2012.

Estimated Roof Service Life

MCA is partnering with Vancouver, WA-based BIEC International on a project to estimate the service life of unpainted Galvalume roofing. Three roofing consultants and an independent laboratory are involved in locating, inspecting, testing, and evaluating the performance of Galvalume roofs across the country in various environments. Based on the roof inspections and analysis of other components in the roof systems, the team will estimate the service life of these types of metal roofs. This is the first phase of a longer plan to estimate the service life of metal roofing of all types.

Oak Ridge National Laboratory

MCA is entering the third year of a 3-year project on dynamic building envelope research. Details are being discussed on the test plan for 2012. The final year of the plan will include evaluating the impact of the location of phase change materials (PCM) within a roof/attic assembly. The impact of above-sheathing ventilation (ASV) with and without PCM will also be evaluated. Another evaluation will look at the impact of PCM used with ASV to determine how much heat can be captured in the ASV cavity for process or space heating over the course of a day, even after the sun sets. The final year of the research project will also allow us to focus on photovoltaics (PV) on metal and other substrates. The test plan calls for the quantitative evaluation of shading, air flow, and biomass growth on metal and nonmetal roofing used as the platform for crystalline PV modules. ■

Coalition Helps Public Understand Cool Metal Roofing Systems



The Cool Metal Roofing Coalition was founded in 2002 to help the public understand the business and environmental rationale for specifying cool metal roofing systems. The Coalition's mission is "to educate architects, building owners, specifiers, codes and standards officials, and other stakeholders about the sustainable, energy-related benefits of metal roofing." In addition to MCA, the Coalition's board of direc-

tors comprises representatives from three other industry associations: the American Iron and Steel Institute, the Metal Building Manufacturers Association, and the National Coil Coating Association.

The Coalition's website (www.coolmetalroofing.org) includes research papers, articles, and other technical documents pertaining to cool metal roofing, as well as industry news and other relevant information.

The second half of 2011 presented several technical challenges to the Coalition, and the Coalition's Technical Committee (guided by Chairman Bob Zabcoik) continues to do an outstanding job addressing these issues. Some ongoing issues are contained in the proposed 2013 revisions to the California Energy Commission (CES) Title 24 Building Energy Efficiency Standards. Earlier this year it was proposed that the aged solar reflectance values for low-slope cool roofing would significantly increase from 55% to 70%. This proposal was met with considerable resistance from the Coalition (and other industry groups) in the form of letters and phone conversations with CEC personnel. A later draft reduced the value to 67%, and, as of the time this article is being written, the specific reflectance level has not been selected.

The new draft of CEC Title 24 eliminated the cool roofing exception for roofs on residential alterations/additions with demonstrated above-sheathing ventilation (ASV). This ASV exception is considered important to several types of metal roofing, and the Coalition has been advocating for its return to Title 24. In October 2011 a Coalition representative traveled to the CEC Workshop in Sacramento, CA, and spoke to the Commission in support of the ASV provisions.

The Coalition continues to monitor these and other developments with CEC Title 24 and has submitted comments on cool roofing issues related to other codes and standards such as IgCC, ASHRAE 189.1 and 90.1, and LEED 2012.

Other programs and initiatives that are being monitored by the Coalition include a joint study (conducted by Lawrence Berkeley National Laboratory in Berkeley, CA, and Oak Ridge National Laboratory [ORNL] in Tennessee) to develop an accelerated aging test method, additional work on test methods at the Cool Roof Rating Council, and the potential use of actual aged reflectance values in ASHRAE 90.1. The Coalition is also exploring the possibility of modifying an online ASV calculator to include cool metal roofing. ORNL has been asked to evaluate the possibility of incorporating the algorithms for metal into the calculator that is being promoted by Metal Era.

The Coalition has been invited to attend a research committee meeting of the Center for Environmental Innovation in Roofing. This Center is in the process of developing RoofPoint™, a sustainable high-performance roof rating system. The Technical Committee is in the process of evaluating the activities of this group and will soon provide a recommendation to the Board regarding potential membership. ■

Contractors Turning to the Home Remodel and Repair Market



MRA Offering Free Webinars to Help Contractors Grow Their Businesses

With the collapse in residential construction activity, many home builders have turned to the remodeling market. For many builders, focusing on remodeling is a relatively easy and attractive way to diversify and keep their businesses running.

According to a 2009 member census by the National Association of Home Builders, 45% of single-family home builders listed residential remodeling as a secondary activity, which is by far the largest share reported among several categories. In addition to experiencing more demand, contractors specializing in exterior replacements benefited from homeowner federal tax credits for projects designed to improve home energy efficiency.

There is increasing competition for the home improvement/remodel dollar. Contractors need to get better educated on how to best market their businesses to survive. This is where the Metal Roofing Alliance (MRA) comes in.

The MRA is partnering with Dave Yoho Associates (DYA) Seminars to collectively educate contractors through a series of free webinars. Open to all roofing contractors and remodelers, these webinars will address critical issues for all home improvement businesses, including marketing, lead generation, and sales tactics.

The first webinar, "Cracking the Code on Lead Generation," featured the basics on prospect development, tactics to generate more leads, and the importance of follow-up. Nearly 1,000 attendees participated in the first webinar, which featured home improvement veterans sharing relevant examples of what works and what doesn't.

Upcoming webinars will continue to focus on turning leads into sales. Topics will include

- new methods to overcome high costs and low performance
- how to attract the "little or no" competition lead
- methods to properly identify lead types your salespeople can sell
- the reasons why most canvassing programs fail
- how to make radiation marketing work every time
- how to effectively stimulate more self-generated leads
- how much you should budget for your lead generation efforts
- the how-tos of profitable personal contact marketing.

DYA is one of the oldest and largest business consulting companies operating within North America. Launched in 1962, DYA's consulting group has been dedicated to improving productivity and profit for its clients. The company maintains a primary niche within the building products and home improvement industry, offering on-site and online seminars throughout the year.

To register, participants can visit DYA's Home Improvement Seminars site at <http://hipseminars.com>.

In addition to webinars, MRA continues to offer members a unique learning opportunity through the MRA Online University. This on-demand portal for contractors and manufacturers offers a variety of video lessons, study guides, and presentations on all aspects of the industry, including installation techniques, product demonstrations, and marketing. The curriculum was developed and is taught by a number of seasoned metal roofing professionals. There are three individual study tracks: metal roofing installer, metal roofing business, and marketing and sales.

For more information on any of our educational programs or to become an MRA member, visit www.metalroofing.com. ■

BENEFIT BEYOND EXPECTATIONS

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Orange County Convention Center
South Hall A | Orlando, Florida USA



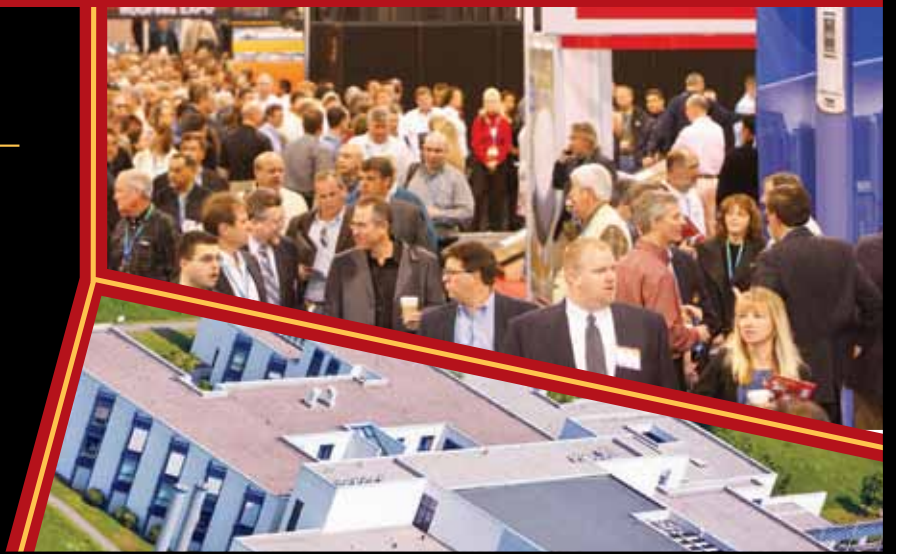
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MCA Member Earns Metal Roofing Certification



Central States Manufacturing, Inc., Lowell, AR, has qualified for MCA's Metal Roofing Certification Program.

Central States joins other companies—Akzo Nobel Coatings, ATAS International, Inc., Classic Products (now Isaiah Industries), McElroy Metals, PPG Industries, Union Corrugating, and Valspar Corporation—in meeting the qualifications.

Based on industry standards published in *Guide Specification for Residential Metal Roofing*, MCA's program offers certification of base metal and finishes.

The program was developed to promote the widespread use of appropriate metal roofing products and to increase consumer confidence in choosing a metal roof.

Participation in the certification program is available to

- paint and coating manufacturers
- roofing product manufacturers
- coil processors
- regional manufacturers/mobile roll formers.

More information is available at www.metalconstruction.org. ■

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2012 Industry Calendar

February 22–24

National Roofing Contractors Association Annual Convention and International Roofing Expo
Orange County Convention Center, Orlando, FL
www.theroofingexpo.com

February 29–March 2

National Frame Building Association Frame Building Expo
America's Center, St. Louis, MO
www.nfba.org

April 22–25

National Coil Coating Association Annual Business Conference
Loews Ventana Canyon, Tucson, AZ
www.coilcoating.org

May 17–19

American Institute of Architects National Convention and Design Exposition
Walter E. Washington Convention Center, Washington, DC
www.aia.org

June 11–13

Door & Access Systems Manufacturers Association International Mid-Year Meeting
The Westin O'Hare, Rosemont, IL
www.dasma.com

July 10–14

National Roofing Contractors Association Mid-Year Meeting
Four Seasons Hotel, Chicago, IL
www.nrca.net

August 6–8

Metal Construction Association Semi-Annual Meeting
Conrad Hotel, Indianapolis, IN
www.metalconstruction.org

October 9–11

METALCON International
Donald E. Stephens Convention Center, Rosemont, IL
www.metalcon.com

