



Winter 2013

## MCA Increases Technical Presence



Andy Williams



Scott Kriner

One of the most valuable assets that the Metal Construction Association (MCA) offers its members is technical support in the areas of product use and code compliance. While MCA has had the talents of Scott Kriner for 10 years, it has been some time since our association has had a presence in the building code forums in North America. In early September, Andy Williams was named director of codes and standards to help fill that gap. With significant knowledge in the wall cladding industry and more than 25 years working with building code authorities, Andy strengthens MCA's technical force.

"The plan is for Scott to focus on technical and research activity in the roofing and environmental areas where he has developed not only expertise, but a reputation as an industry leader," Andy said. "My focus will be on the wall cladding side of the construction equation, making sure that our members are aware of the code requirements for both metal roofing and for metal wall systems. The membership of MCA represents a wide variety of wall applications, and there are always a number of criteria that need to be met."

"Although the changes for the 2015 International Building Code have already been voted on, there are still areas where we support our membership," Scott added. "We have a number of projects under way that involve local issues. We also have ongoing research in the areas of dynamic metal roofing assemblies under evaluation in the third year of the Oak Ridge National Laboratory study, Life Cycle Assessment documentation including development of Environmental Product Declarations, and the development of LEED documentation for MCM construction."

Both Andy and Scott are looking forward to collaborating on the more difficult problems that face our membership. "Competition for metal's share of the construction market is keen, and everyone is trying to grab a larger slice of the pie. Products and assemblies that are positioned correctly, with the proper amount of technical support, will see more use in the 2013 construction market and beyond," Scott said.

"I look forward to working with Scott again," Andy added. "Between the two of us, we offer the membership a great deal of knowledge and energy. When we run into a problem that crosses both of our areas, we will be able to draw from quite a wide network to get the most complete and beneficial results for MCA companies." ■

## 2012 Chairman's Award Recipients Recognized at METALCON

MCA presented its 2012 Chairman's Awards for exceptional building designs at METALCON in October. This year's recipients were chosen by an independent three-member panel of professional architects. The judges selected these exceptional projects from a pool of MCA member company submissions to *Metal Architecture Magazine's* Design Awards program. The recipients were:

- Alcoa Architectural Products, Overall Excellence for the Chihuahua's Businessmen

Foundation (FECHAC) Regional Office, Ciudad Juarez, Chihuahua, Mexico

- Morin, A Kingspan Group Company, and PPG Industries Inc., Municipal for the Port Pavilion on Broadway Pier, San Diego
- RHEINZINK America, Education—Primary and Secondary Schools for the Cincinnati Public Schools Erich Kunzel Center for Arts and Education, Cincinnati, OH



*Representatives from Alcoa Architectural Products accept the 2012 MCA Chairman's Award for Overall Excellence. From left: Mark Engle, executive director, MCA; Andrew Koglin, president, OKW Architects and awards judge; Alcoa representatives: Joe Vidmar, general manager; Joah Fussell, international sales and service; and George Rosado, commercial director; and Todd Miller, MCA chair.*

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## Letter from the Chair



## MCA Sets Strategic Direction for 2013 and Beyond

Todd E. Miller

The MCA Board went through a very useful exercise earlier this year to reorganize the association's allocation of valuable resources to focus on the most impactful projects for the coming year and beyond. We had a facilitator guide us through this process, narrowing down ideas into key categories:

**Core**—projects that should be within the association's scope of everyday activities

**New**—a new project that falls within the scope of current activities

**Wow**—out-of-the-box ideas to benefit members

After much surveying and discussion, the board decided on seven initiatives based on relevancy to the future direction of the association. Some initiatives have a long-term timeline, but all are considered important to our future. These initiatives are:

- Provide member companies with cost efficiencies in **product compliance testing** through relationships with existing test facilities.
- Develop a structured approach to **code and standards development** and monitoring.
- Ensure an abundant supply of skilled craftsman through the implementation of a comprehensive, industry-accepted **installer workforce development and training program**.
- Engage a systematic **grant development program** to ensure adequate levels of funding for research and market development activities.
- **Ensure the continued viability of METALCON** by extending the show's audience, improving its content, and enhancing its delivery mechanisms.
- **Expand the use of metal in construction** through marketing, research technology, and education.
- **Create a unified mission-based brand** that clearly conveys MCA's purpose and builds equity for the association.

How—you may be wondering—will these projects benefit MCA members?

Let's look at the development of an installer training program as an example. MCA's vision is to have a program to train proper installation skills to the next generation, promote our members' metal products, and establish our identity as an educational resource for the construction community. When it is in place several years from now, our intention is to foster the next generation of skilled installers and directly improve metal product installation by teaching industry-accepted installation guidelines.

MCA staff has developed charters for all seven initiatives, with goals and member benefits clearly outlined. These projects provide us with a compass for the next few years by which to sail our continuously improving ship. We hope to provide you updates on our most significant progress from time to time.

Please contact me if you have any questions or concerns. Happy new year! ■

# Market Development Update

## The Metal Initiative Explores New Brand Identity

The Metal Initiative (TMI) was created in 2008 to increase the use of metal materials in construction by educating decision makers about their benefits and applications. To maintain a distinction between member- and market-development-focused activities, TMI was launched as an independent brand.

Recent member and industry feedback now suggests that significant confusion exists between the MCA and TMI brand identities. The MCA Board has decided to fold the market development program under the MCA brand, retiring the TMI brand.

The MCA Board has appointed a task force to develop a mission-driven tagline to supplement the MCA identity. The task force and staff have been working to manage this process. They will be hiring a facilitator to host a one-day brainstorming session this winter to develop a transition plan for the two brands. The task force expects to be able to recommend a new tagline to the board in January, and to share the new tagline and brand transition plan with members shortly thereafter.

## Monthly Webinar Series Relunched

In November, MCA relunched its monthly webinar series with the “Retrofitting with Metal Roofs and Walls” presentation, conducted by Scott Kriner. The webinar series will continue into 2013, conducted on the third Thursday of each month. MCA’s three AIA- and GBCI-approved courses—also including “Building with Metal Roofs and Walls from A(luminum) to Z(inc)” and “Building Green with Metal Roofs and Walls”—will be rotated. We also will be adding additional courses to the rotation.

This series reaches key target audiences, including the design community, with educational content to promote and influence the use of metal in construction. The webinar series is being promoted through e-mail campaigns and targeted, low-cost advertising.

## Heavy Hitter Program Poised for Busy 2013

After hosting eight educational sessions in 2012 at locations including Walmart, U.S. Army Corps of Engineers, Arizona State University, and Ohio State University, the MCA Heavy Hitter Program is already busy scheduling meetings for 2013.

Based on feedback from members at the 2012 MCA Semi-Annual

meeting in Indianapolis, we are planning to expand the Heavy Hitter Program in 2013, and our goal is to host 12 meetings. These meetings provide a platform in which design and facility staff from prospects in key target industries can learn in-person about the benefits of metal roofs and walls. These sessions also provide member companies the opportunity to meet and interact with key decision makers from large organizations.

## Momentum Builds Online

MCA’s market development website—TheMetalInitiative.com—has been a major focus for staff, primarily in building out content that will continue to add value under a new brand structure. In the fall of 2012, the site added an “Ask the Experts” forum and expanded its blog presence with frequent postings—content that is designed to enhance search engine performance and overall engagement for the site. Blog visits increased steadily throughout the fall, resulting in growth of more than 500% in blog visits since the summer.

Other enhancements include an event calendar to provide a platform for webinar registrations and

trade shows, and a home page redesign that will help keep visitors more engaged by featuring newly updated content. We continue to enhance content on the site by adding case studies, press releases, and other content.

Regardless of under what brand it operates, MCA’s market development initiatives will carry on, and staff will continue to build on momentum with our online presence.

## Your Voice—and Contributions—Are Important

If you have ideas or suggestions, including topics for blog entries, projects for case studies, and potential targets for Heavy Hitter meetings, please contact John Ryan, director of market development, at [jryan@metalconstruction.org](mailto:jryan@metalconstruction.org). ■



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# We Have Evolved with METALCON

Plans are in full swing for the 23rd annual METALCON International. The 2013 theme, *Evolve*, exemplifies the progress METALCON has made for the metal industry, and the potential it offers for making metal the top material of choice for construction. It's especially relevant as we begin to celebrate MCA's 30th year.

The industry, our members, and METALCON have achieved a lot since this flagship event premiered in 1991. Now, metal products exceed energy-efficiency requirements, fabrication is more mobile, and technology in the factory and in the field is better than ever. Product testing programs have validated performance in several areas, coatings have evolved to keep roofs cool and beautify buildings with gorgeous colors that sparkle in the sunlight, and engineering can bend, shape, and modify metal to fit all kinds of intricate designs.

METALCON has set the stage for introducing these innovative metal construction materials and techniques to a wide variety of audiences. By rotating locations each year, the conference acts like a grassroots event while consistently drawing visitors from more than 50 countries.

This year, we return to Atlanta, a successful venue in past years and the city where METALCON experienced its biggest growth ever in 1997, when the show grew by 40%.

To drive interest in metal products, METALCON has used a winning combination of education, exhibits, and active demonstrations that focus on the basics of metal roofs, walls, and framing. Show management constantly adds features, such as STUD University, which enhances the growth of cold-form steel framing; Green Island, which highlights the sustainability of metal through products that meet green standards; and Solar Bay, which provides education and demonstrations that show why metal is the best platform for solar systems. This year, we continue the emphasis on sustainability in all areas of the conference and exhibits.

On-site demo opportunities at METALCON have evolved from a few field application techniques to include a multitude of roof and wall systems, tools, accessories, safety programs, and more. A program



started last year in conjunction with the Metal Building Institute and MBCEA demonstrated techniques for installing insulated metal walls. It will be back again this year and will bring more metal building business into the exposition. The conference program, Solar Bay Live, will again highlight the products shown in Solar Bay and metal systems and accessories showcased throughout the show. A small cold-form steel framing structure will again be erected in the exhibit hall as part of the conference program.

We're also working with the Metal Roofing Alliance to offer certification of roofing contractors at the 23rd METALCON. This is a huge step that has been in progress for a number of years, and it will likely attract more roofing contractors to the conference program.

Philanthropy has always been at the heart of METALCON, with donations of the steel-framed structure to local nonprofit groups, hosting CANstruction events to help local food pantries, and the very successful work with Homes for Our Troops. Discussions are now in the works with Projects With Purpose, a national organization, to develop a program that provides much-needed structures for at-risk children in the Atlanta area.

As an MCA member, you are part of METALCON's evolving spirit. If you haven't signed up to exhibit or to participate in the demos and conference program, make it a priority to contact show management to discuss the many opportunities you have with your industry event.

For more information, visit [metalcon.com](http://metalcon.com). ■



## Cool Metal Roofing Coalition Update

**The Cool Metal Roofing Coalition (CMRC) 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 Directors consists of representatives from three other industry associations: the American Iron and Steel Institute (AISI), the Metal Building Manufacturers Association (MBMA), and the National Coil Coating Association (NCCA).**

The Coalition's website ([www.coolmetalroofing.org](http://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.

At the Coalition's most recent in-person meeting, several administrative issues were addressed. One of these issues involved further refinement of the membership categories and conditions for membership. The basic role and mission of the Coalition were also discussed. There was some sentiment toward keeping the Coalition in a "holding pattern" until a specific threat to metal roofing becomes apparent. Several members mentioned that energy efficiency (not just roof radiant properties) should be the focus of the group. It was eventually decided that the mission statement of the Coalition, as listed in the bylaws, is sufficient to describe the Coalition's role at present, with an emphasis on "optimizing the energy-efficiency benefits of metal roofing."

The Coalition recently became an associate member of the Center

for Environmental Innovation in Roofing (CEIR). This is a very active group that professes to be "dedicated to promoting the development and use of environmentally responsible, high-performance roof systems." The group represents all roof products and materials. One of CEIR's primary projects is the development of Roofpoint, which has been described as a "LEED for roofing products."

The Coalition is hoping to reinvigorate its marketing committee, which has been relatively inactive for about a year due to turnover in the committee chair position. New cochairs have been appointed, and it was decided that the name of the committee should be changed to the Education and Outreach Committee to better describe the true mission of the group. The Board further decided that the top three priorities for the committee in 2013 would be: 1) Update the website. 2) Develop an AIA-approved presentation on cool metal roofing. 3) Develop a new brochure (print and PDF). ■



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# Technical Projects Update

## Product Category Rules

For the next step in our sustainability activities, MCA has progressed from the completed Life Cycle Assessment (LCA) report to development of Product Category Rules (PCR) in partnership with UL Environment (ULE) of Marietta, GA. These rules establish the boundaries, scope, and specific information to use when creating Environmental Product Declarations (EPD). With the help of ULE, our MCA member company representatives served as the PCR development and review task group. The task group added relevant information from our LCA project, and specifics on the products involved—roll-formed metal cladding, insulated metal panels, and MCM panels.

In keeping with ISO standards, ULE referred the report to a Critical Review Team comprising Tom Gloria, Jamie Meil, and Bob Zabcik. With their input in hand, ULE finalized the remaining questions, and a formal and final PCR document was issued and is now posted on the MCA website at [www.metalconstruction.org/pubs](http://www.metalconstruction.org/pubs).

With the guidance of the newly created PCR document for all three products, our attention turns toward developing EPDs. With these declarations, the industry can compare and contrast metal components against competitive wall and roof assemblies. An EPD is planned for each of the three products that were analyzed in a cradle-to-gate basis in our LCA project, with an anticipated completion date for the first EPD in first quarter 2013. After these documents are finalized, we plan to develop a marketing document, in collaboration with PE International, to compare the environmental impacts of the metal roof and wall product systems against other types of systems, from a standard thermal performance or assembly description basis.

This project will further propel MCA as a leader in sustainable aspects of the products and processes used by the MCA membership. As our competition continues to work in this area, it is important for MCA to have the tools needed to provide credible and accredited information on our industry's products.

## RICOWI Update

The Roofing Industry Committee on Weather Issues (RICOWI) has signed a Memorandum of Understanding with the Institute of Business and Home Safety (IBHS) to create field manuals for insurance claim adjusters for commercial and residential roofing products. MCA will provide information on metal roofing products used in these markets. Each manual will be developed as a pocket guide and a smartphone app to provide claim adjusters with basic information on recommended practices regarding roofing products. The manuals will include sections on damage from hail, hurricanes, fire, and earthquakes. The Tile Roofing Institute is leading the project by creating a core curriculum spreadsheet template for other roofing industries to use to compile their respective information. The pocket guide would include basic information on the product, how it is produced, service life, maintenance recommendations, installation techniques, and more. State Farm insurance company will assist the team working on this project. IBHS is the organization supplying the deliverable guide and app to the insurance industry.

## Aquatic Toxicity Study

The Washington State Department of Ecology has received a grant from the National Estuary Program to investigate the sources of toxic metals and chemicals that are currently found in high concentrations

in Puget Sound. The department is focusing on rainwater runoff from roofing as a primary source of these chemicals and metals of concern. Metals of concern identified by the department include zinc, copper, arsenic, and cadmium. To date, feedback from all roofing industries has been received on suggested testing protocols, sampling, and literature on this subject from around the world. A roofing task force has been formed to provide additional information to the department as the project develops. Ed Karper of Akzo Nobel Coatings, Renee Ramey of Steelscape, and Scott Kriner of MCA are representing the metal roofing industry on this task force.

The project is scheduled to be completed by January 2014, with testing of rainwater runoff from at least 14 roof products to begin in the first quarter of 2013. The goal of the project is to "design and carry out a credible scientific study to inform decisions around roofing materials selection and toxic reduction options." Unpainted Galvalume, painted HDG, and copper roofing are included in the list of roof surfaces to analyze. The International Zinc Association will assist and support MCA with our efforts on the concern about zinc dissolution from rainwater runoff in the Seattle area.

## Environmental Security Technology Certification Program

Installation of the metal roof retrofit project at Goodfellow Air Force Base in Texas has been completed. The performance is being monitored using an ORNL data acquisition system. An analysis of the data and a final report will be issued in summer/fall 2013.

## Galvalume Roof Service Life Project

Inspection of existing Galvalume roofs that are 25 years or older has proceeded on this project during the past several months. We are close to the final goal, locating and inspecting several roofs in each of five climate zones, with inspections scheduled for some of the final roofs in the fourth quarter of 2012. The final step of the program will be for our team to create a summary report with input and comment from Morrison Hershfield Laboratory. The final report should be available in late spring 2013.

## New Premium MCM Fabricator

Congratulations to Schaffner Heaney Associates, Inc., of South Bend, IN, for qualifying as a Premium MCM Fabricator.



This certification program is intended to identify fabricators that have met the standards for Premium MCM Fabricator Certification and promote the use of metal composite materials in high-end, monumental building projects.

Schaffner Heaney joins MCA member companies Custom Metal Contracting, Firestone Metal Products, Miller Clapperton, NOW Specialties, and Sobotec Ltd. in meeting the stringent program requirements for this important recognition.

For more information, visit MCA's website [www.metalconstruction.org](http://www.metalconstruction.org) and click on "Fabricator Certification." ■

# MRA Starts Investment Grade Roofing® Quality Contractor Program



Homeowners in need of a new roof have a wide range of choices in products and contractors. Replacing a roof is a big financial commitment, and consumers want

to know that the provider they choose is committed to using quality materials and has high installation standards. In fact, the Better Business Bureau (BBB) reports that in 2011, it received more than 3.3 million inquiries from consumers looking to find a roofer they could trust—making it the top industry for inquiries in the BBB system.

In response to homeowners' desire to choose a reliable metal roofing contractor, the Metal Roofing Alliance has launched a new initiative, the Investment Grade Roofing® Quality Contractor Program. This informational resource will highlight MRA member metal roofing contractors who have agreed to meet specific standards and requirements relating to products, installation, and business practices.

Metal roofing contractors may qualify for the program by certifying to the MRA that they meet all program requirements and by providing supporting documentation, such as proof of insurance. For example, participating contractors must agree to train their employees, provide consumers with written contracts, and promptly respond to consumer complaints.

Contractors who complete the online application process and are then approved by the MRA will be designated with preferential listing and a program badge in consumers' "Find A Contractor" results on the MRA website. In addition, approved MRA member installers will be able to use the new program logo and the "Investment Grade Roofing Quality Contractor" designation in all their sales and marketing materials.

"Our reliable MRA member metal roofing contractors will have no problem meeting the program requirements," said MRA Executive Director Tom Black. "Smart metal roofing businesses can use this program to build their brand and differentiate their business to consumers."

For more information, contractors can visit the "Quality Contractor" section of the MRA website, [www.metalroofing.com](http://www.metalroofing.com), or call MRA Contractor Liaison Alli Parsons at 410.534.6900. ■

## 2012 Chairman's Award Recipients Recognized at METALCON

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- Alcoa Architectural Products, Education—Colleges and Universities for the Student Center at Monterrey Technical University, Ciudad Juarez, Chihuahua, Mexico
- Umicore Building Products USA, Institutional for the Temple Sinai, Oakland, CA
- RHEINZINK America and NOW Specialties, Inc., Commercial/Industrial for Whole Foods Market, Oklahoma City
- ATAS International, Metal Roofing for New Holy Cross Church of Christ, Trenton, NJ
- Petersen Aluminum, Residential for the McElrath Residence, Chelsea, MI

The following project was acknowledged with an Honorable Mention Award for Overall Use of Metal:

- CENTRIA and 3A, Composites for California ISO Headquarters, Folsom, CA

To learn more about the Chairman's Awards and view the 2012 awards video, visit [www.metalconstruction.org](http://www.metalconstruction.org). ■

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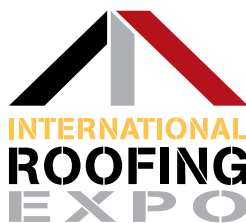
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National Roofing Contractors Association Annual Convention and International Roofing Expo  
Henry B. Gonzalez Convention Center, San Antonio, TX  
[www.theroofingexpo.com](http://www.theroofingexpo.com)

### February 20-22

National Frame Building Association Frame Building Expo  
Memphis Cook Convention Center, Memphis, TN  
[www.nfba.org](http://www.nfba.org)

### April 22-24

National Coil Coating Association Annual Meeting  
Portofino Bay Hotel, Orlando, FL  
[www.coilcoating.org](http://www.coilcoating.org)

### June 10-12

Door & Access Systems Manufacturers Association International Mid-Year Meeting  
Westin O'Hare, Rosemont, IL  
[www.dasma.com](http://www.dasma.com)

### June 20-22

American Institute of Architects National Convention and Design Exposition  
Colorado Convention Center, Denver, CO  
[www.aia.org](http://www.aia.org)

### June 24-26

Metal Construction Association Semi-Annual Meeting  
The Umstead, Raleigh, NC  
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