

## President's Message

### Mass Timber, Not Steel, Is the Future of Commercial Construction

In the last issue of the Cutting Edge we discussed how our industry is resetting due to the virus. This resetting is made easier by sharing ideas with other WMMA members through networking.

There is however a much larger reset that has been quietly and not so quietly taking place in the U.S. and around the world that will have a dramatic and positive influence on our industry.



The building materials that are being used in commercial construction are gravitating from concrete and steel, to wood and wood composite materials referred to as mass timber. Mass timber is a category of framing styles typically characterized by the use of large solid wood panels for wall, floor, and roof construction. Tsay Jacobs who is a member of the International Code Council's Ad Hoc Committee on Tall Wood Buildings said in an article, "If the primary load bearing structure is made of solid or engineered wood, it's a mass-timber building." Mass timber, not steel, is indeed the future of commercial construction.

Building codes in the U.S. and other countries are rapidly changing and architects are prescribing more new engineered wood products in commercial construction all the time. Some of these new products are cross-laminated timber, glu-laminated timber, and dowel laminated timber. This is a good thing for our industry and our country. The U.S is the 4th most forested country in the world behind Russia, Canada and Brazil.

Within the reset caused by the virus, there is a larger, more powerful positive reset happening in commercial construction as mass timber increasingly replacing concrete and steel. That will raise many boats in our industry. Our industry association WMMA, and its members will reset and survive the virus. With the increasing use of mass timber in commercial construction in the years ahead our industry will thrive. Even a 10% replacement of steel and concrete in commercial construction with mass timber would be huge. Not only will this be good for our industry but it will be good for our country.

Thank You and Enjoy the Journey!

# IWF CONNECT / OCT 26th-30th

Introducing **IWF Connect**, a new virtual trade show that's all about promoting your business, capturing leads and making sales.

At IWF Connect, your complimentary online exhibit booth delivers unmatched access to registered attendees in search of the global woodworking industry's newest products, technologies, innovations and solutions. They'll be at IWF Connect to make new product discoveries, attend online events, take advantage of exclusive deals and much more. Make sure you'll be there to do business with them. As an IWF Connect exhibitor, your company will be in front of one of the woodworking industry's largest audiences, all convened in one place online to do business.



[IWF Connect Website](#)



## Raising the Level of Your Live-stream

#jtc27 Webinar Series

**Registration information will be sent out next week. Stay tuned!**

**August 13, 2020  
2:00pm ET/ 1:00pm CT**

WMIA + WMMA's Joint Technology Committee continue their #jtc27 series with a new 27 minute webinar on 'Raising Your Live-stream Goals.'

This webinar will review:

- Virtual Meeting vs. Virtual Webinar vs. Virtual Trade Show
- Tech gear to improve sound, video and lighting
- Managing audience interaction via Q&A and chat rooms

**2020 Regional Meeting**

**Registration Now Open!**

This year's Regional Networking & Business Meeting will take place in Louisville, KY, October 13-15, at the Omni Louisville Hotel.

[Click here to view the full schedule of events](#) featuring Committee meetings, group tours, networking dinners and more!



**Register Today**



Join thousands of manufacturers across North America as they showcase what modern manufacturing looks like and inspire the next generation of skilled workers.

This year, the official date for MFG Day is Oct. 2, but any day can be MFG Day. How you participate needs to work for you, so feel free to choose when you host your event!



**MFG Day** is an initiative of The Manufacturing Institute, with the Fabricators & Manufacturers Association as a founding partner. The Institute's diverse initiatives support women, veterans, students and workers through skills training programs, community building and supporting the advancement of their career in manufacturing.

**Host an MFG Day**

## WMMA Vietnam Trade Mission: **Postponed**

The trade mission's effort is to familiarize WMMA member companies to Vietnam and help to establish dealer and customer contacts there, **has been postponed until March 21-25, 2021**

Contact [Fred@wmma.org](mailto:Fred@wmma.org) for more information.



## V.T. Housing Report: May 2020

The United States housing construction market indicated modest improvement in May, on a month over-month basis. Total starts; total, single-family and multi-family permits and new single-family sales increased on a month-over-month basis. On a year-over-year basis, the majority of the data indicated declines, except for total starts, new single-family sales, and total private residential construction spending. The impact of Covid19 is still evident in this month's data. The July 9th Atlanta Fed GDPNow™ model for June 2020 forecasts an aggregate 35.6% decrease for residential investment spending. New private permanent site expenditures were projected at a 36.7% decline; the improvement spending forecast was a 6.8% decrease; and the manufactured/mobile expenditures projection was a 70.6% decline.

[Click Here for Full Report](#)



## NAM Economic Report: July 27, 2020

The limited number of releases last week each highlighted the rebound in economic activity seen this summer following the sharp, unprecedented declines in the spring due to the COVID-19 pandemic. This is encouraging news, even as overall activity remains well below prerecessionary levels.

The IHS Markit Flash U.S. Manufacturing PMI recovered in July to the best reading since January, bouncing back after pulling back sharply in April at the worst rate since the Great Recession. Manufacturers feel optimistic for continued production growth over the next six months. The IHS Markit Flash Eurozone Manufacturing PMI expanded in July at the fastest rate since December 2018, ending 17 straight months of contracting activity.

[Click Here for Full Article](#)



**August 13, 2020**

2:00pm EST

#jtc27 Webinar: Raising Your Live Stream Goals

Virtual

Registration Coming Soon

**October 13-15, 2020**

WMMA Regional Networking & Business Meeting

Omni Louisville Hotel

Louisville, KY

[Click here to register](#)

**December 1, 2020**

ITR Webinar: Post 2020 Election Economic Forecast

Online - Registration opening in late October

**March 21-25, 2021**

WMMA Trade Mission to Vietnam \*POSTPONED

Ho Chi Minh City, Vietnam

[Click here to sign-up to participate](#)

**April 19-23, 2021 - SAVE THE DATE!**

WIC 2021

San Diego, CA

More details coming soon

[View Full Calendar of  
Events](#)

