Meet the Board

“Never stop learning” says Ken Groeschel Jr. of Milwaukee, Wis.

New SMACNA Board member Ken Groeschel Jr., P.E., project manager of Butters-Fetting Co. Inc., Milwaukee, Wis., has worked generously to keep SMACNA at the forefront in business, labor, and technical offerings for years. He was elected to a four-year term on SMACNA’s Board of Directors at the close of SMACNA’s 73rd Annual Convention in October.

From his first car to his best business advice, we asked him to share his wisdom about life, his profession, and the guidance he would pass on to others.

The thing people notice first about my shop: I am always amazed at the wide variety of unique fabrications that come out of our shop—both pipe and sheet metal. The welding and fabrication talents are outstanding.

The business tool I can’t live without: My iPhone. It allows you to respond to calls and email in places you could not have dreamed of before. The iPhone is second only to the PC.

The new technology I’m most excited about: Cloning myself to handle more work so I can go fishing.

Don’t miss the National Legislative Conference, May 2-4

Be a voice for the industry. Your participation in the CEA National Legislative Conference is crucial as the legislative agenda of the new 115th Congress takes shape. Here in Washington, D.C., on May 2-4, you can help deliver a clear message to Congress on critical industry issues.

Continued on page 4

Daikin highlights new prefab techniques for HVAC Council

SMACNA’s HVAC Contractors Council Steering Committee learned about innovative prefabrication techniques and trends in modular central plant construction during a recent tour of the Daikin Modular Central Plant (MCP) fabrication facility in Phoenix.

The Committee also discussed trends that contractors face every day—demanding project schedules, an aging workforce, scaling solutions to support business growth, and ever more cost-effective, high-quality solutions.

Daikin Applied develops highly engineered MCP solutions that integrate high efficiency components through a comprehensive design-through-delivery process all coordinated by a single team to meet tight project schedules. Daikin Applied is a SMACNA Premier Partner.

SMACNA donates to ASHRAE research

SMACNA is proud to support ASHRAE’s 2017 Research Promotion Campaign. Continuing its annual support, SMACNA contributed toward the ASHRAE Research Projects “Simplified Procedure for Calculating Exhaust/Intake Separation Distances,” “Performance of Pressurized Stairwells with Open Doors,” and “Methods to Increase Maximum Velocity of Makeup Air for Atrium Smoke Control.”
Let SMACNA bring out the leader in you

The truly great leaders in life become so by enabling others to be greater than themselves. Dedicating yourself to bringing others along so that they can achieve more than you is the ultimate way to boost talent, ramp productivity, and develop effective future leaders.

The sheet metal and HVAC industry faces the challenge of getting the next generation of leaders ready to take charge. That’s why bringing your leadership team with you to SMACNA’s 74th Annual Convention, Oct. 22-25, in Maui, Hawaii, is a solid investment.

Whenever you attend a SMACNA event and especially the Annual Convention, you have the opportunity to widen the circle of mentors, advisors, and experts whom you can reach out to at any time for advice and guidance. It is an exceptional experience to learn and network with this exceptional group of industry professionals, SMACNA contractors.

SMACNA’s Annual Convention, along with the Product Show, are treasure troves of leadership and educational opportunities such as indoor environmental quality, social media deployment, and tax deduction strategies. Add to that networking receptions, fantastic general sessions, plus knock-your-socks-off entertainment. Because the setting is Hawaii, these events become unforgettable experiences.

Market Sector Forums encourage the exchange of war stories and practical advice from contractors who’ve been on the front lines and survived. Business management sessions keep you a step ahead of your competition with strategies such as lean, BIM, and integrated project delivery. New technology sessions reveal what’s hot today and hot tomorrow.

Don’t you think it’s time to make a meaningful commitment to developing your leadership team? But do it while the early-bird savings are in effect. After July 15, you’ll pay full price.

This is your opportunity to enable others to be greater. Plus, you’ll return home refreshed, re-invigorated, and rejuvenated from the inside out.

Let SMACNA’s Annual Convention bring out the leader in you and your team.

My wife Shona and I hope to see you there.

Sincerely,

Joseph Lansdell
SMACNA President

Don’t delay!

Maui Convention registration now open

Paradise awaits in Maui. You know you’re going to attend the convention, so register now and get the best rooms, the best prices, and the best early-bird discounts.

You deserve the best, so bring your family and your key staff. Combine business with pleasure—and learn how to get ahead with top industry experts, try out the latest technology at the Product Show, relax by the pool, and end on a high note with electrifying entertainment.

Mark your calendar now for SMACNA’s 74th Annual Convention, Oct. 22-25 in Maui, Hawaii, at the Grand Wailea and Wailea Beach Resort-Marriott Maui.

Your early bird savings are here, but end July 15.

Register today and get your early-bird discount on SMACNA’s Annual Convention webpage.

Save the date!

SMACNA’s fall 2017 Project Managers Institute Sept. 24-27

SMACNA’s popular Project Managers Institute is back with a second program this year, Sept. 24-27, in Seattle, Wash.

Project managers will build on their existing management skills and learn how to lead integrated project teams, master financial control of projects, plan projects to maximize profits and customer satisfaction, and develop and maintain profitable customer relationships.

This in-depth 2½-day program covers the essential skills of effective project management for project managers with two to five years of experience.

Watch for registration coming in May on the SMACNA website and make plans to sign up early. The spring 2017 Project Managers Institute sold out early, so take advantage of this chance to participate in September!

For more information, contact Bridgette Bienacker, SMACNA’s director of business management and membership, bbienacker@smacna.org.
Joint SMACNA/SMART Architectural Committee update

The SMACNA Architectural Contractors Council Steering Committee took part in a productive joint meeting with the SMART Architectural Sheet Metal Committee recently in Las Vegas to brainstorm common goals to maximize business opportunities this year.

The joint labor-management committee discussed promoting SMACNA/SMART architectural sheet metal capabilities, expanding architectural sheet metal training programs, and capitalizing on each other’s strengths. The joint committee identified four areas to work on together in architectural sheet metal including expanding training, recruitment, marketing and promotions, and technical topics.

They discussed ways to invigorate the separate architectural sheet metal curriculum and apprenticeship programs by providing outreach, improving the quality and quantity of training, promoting success stories, and offering resources for training.

They also talked about the availability of product-specific training along with related certifications and recommendations to maximize this business opportunity.

The joint committee also discussed preparing a white paper on “wall and wall panel systems—market opportunities.” Possible topics would include rain screen systems, thermal comfort, and water intrusion, among others.

They examined ways to market and promote the architectural sheet metal crafts in the industry with targeted advertisements, revisiting relationships with industry associations to leverage labor and management talent, and to exhibit at select conferences and trade shows.

Both architectural committees are continuing discussions and plan to form joint working groups to proceed on specific initiatives.

For more information about SMACNA’s Architectural Contractors Council visit SMACNA’s Architectural webpage.

Project Labor Agreements under attack

SMACNA upholds the appropriate use of construction project labor agreements (PLAs) on public construction. Therefore, the Association strongly opposes the so-called “Fair and Open Contracting Act of 2017” (H.R. 1552/S. 622) as introduced by Rep. Dennis Ross (R-15th-Fla.). Economics, not ideology, should drive PLA debates and votes in Congress.

Under government-financed PLAs, competing construction contractors and workers are solicited for PLA projects regardless of their union or nonunion status, as required by law. SMACNA’s position supports considering and utilizing PLAs where deemed in the best economic interest of the project owner on behalf of the taxpayer on public work. We stand in opposition to any legislation banning the use of project labor agreements on federal construction.

Smart construction management calls for the federal government, like the private sector, to consider and establish project labor agreements where necessary and appropriate for project management success.

SMACNA backs extending Energy Savings Act

On Capitol Hill, SMACNA is advocating for “The Energy Savings Through Public-Private Partnerships Act of 2017” (H.R. 7230), sponsored by Rep. Adam Kinzinger (R-16th-Ill.) and co-sponsored by Reps. Peter Welch (D-A.L.-Vt.), Mia Love (R-4th-Utah), and Ed Perlmutter (D-7th-Colo.).

The energy savings bill would increase both energy efficiency and jobs if Congress moves to expand the “Use of Energy and Utility Saving Performance Contracts” inside and outside the government.

Under performance contract financing, private sector service companies finance and install new energy and water efficient equipment at minimal or no upfront cost to the federal government. Federal agencies repay this investment over time with funds saved on utility costs. SMACNA’s membership from coast to coast urges the Administration to extend this program for another five years.

Residential tax credits for energy efficient property

SMACNA supports the “Technologies for Energy Security Act of 2017” (H.R. 1090), introduced by Rep. Tom Reed (R-23rd-N.Y.) and nearly three dozen bipartisan co-sponsors.

This legislation amends the Internal Revenue Code to extend and modify the tax credits for residential energy efficient property and investments in other categories of energy property. It also modifies the tax credit for residential energy efficient property to extend through 2021 the credits for expenditures for fuel cell property, small wind energy property, and geothermal heat pump property.

For the current tax incentive credit and each extended credit, the bill phases out the current credit rate of 30 percent of expenditures by reducing it to 26 percent or 22 percent, depending on the date that the property is placed in service.

You can take action on these bills and more by reaching out to your members of Congress through SMACNA’s Advocacy webpage.

Act now on even more hot industry topics—find them on SMACNA’s Advocacy Webpage under “Letters and Testimony.”
Join the National Stand-Down for safety, May 8-12

Join the thousands of construction firms across the county who are stopping work in May to talk to their employees about safety. The 2017 National Safety Stand-Down campaign gives employers an opportunity to speak directly to their workers about the risk of falls, protective methods, and the company’s safety policies, goals, and expectations.

During the National Safety Stand-Down to Prevent Falls in Construction, May 8-12, employers are encouraged to lead such activities as toolbox talks on the risks of falls, conduct equipment inspections, demonstrate fall protection and procedures, and educate workers on fall hazards and solutions.

The campaign brings together government, labor, and management to focus on the No. 1 cause of construction injuries: falls from height. So far, the campaign estimates it has reached more than 5 million workers. To learn more, visit www.stopconstructionfalls.com.

Create safe structures during Building Safety Month

The month of May is also 2017 Building Safety Month, a worldwide public awareness campaign by the International Code Council (ICC) to help individuals, families, and businesses understand what it takes to create safe and sustainable structures.

The Building Safety Month campaign seeks to increase awareness of building and remodeling to modern codes and standards. The effort reinforces the need for adoption of modern, model building codes, a strong and efficient system of code enforcement, and a well-trained, professional workforce to maintain the system.

Visit the ICC website for resources on promoting Building Safety Month, including how to set up an event, write a fill-in news release, and create a sample proclamation, www.iccsafe.org.

Don’t miss the National Legislative Conference May 2-4

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Interesting, informative program addresses the issues

In addition to a lineup of key Washington insiders, Congressional leaders, and policy-makers, the 2½ day program features stimulating sessions on public policy, pensions, health care, and apprenticeship affirmative action.

Tuesday afternoon, May 2, you will discuss pensions, the impact of health-care changes, and apprenticeship affirmative action regulations. Then take part Tuesday evening in a special SMACNA dinner at Tony and Joe’s Seafood Place, 3000 K St., N.W. (on the Georgetown Waterfront).

On Wednesday morning, May 3, the program includes a discussion of public policy issues at Hogan Lovells, with Congressional appointments that afternoon. Wednesday evening network at a special CIC members-only reception at SMART international headquarters, just a few blocks from the White House from 5:00 p.m. to 6:30 p.m.

On Thursday morning, May 4, you will examine tax reforms, then head to the Hill to meet with your legislators.

Make your case to our lawmakers

SMACNA and the industry need you to fight for the issues that matter—prevailing wages, pension reform, and project labor agreements as well as to advocate for infrastructure and energy efficiency initiatives.

Now is the time. Sign up for the CEA National Legislative Conference today on SMACNA’s Advocacy Webpage and let your voice be heard.

Safety Survey due date approaching—Canadian members welcome

A company that puts the emphasis on a successful safety program, or better yet, their safety culture, reaps many benefits—more business opportunities, lower insurance rates, and safe and healthy workers.

Participating in SMACNA’s Safety Excellence Awards Program (SSEA) also puts you in the running for a coveted national safety award, a great marketing tool. To get started, visit the SMACNA Safety webpage and submit your online Safety Survey today.

All your information also stays confidential because a third-party consultant prepares the final report. It’s simple, easy, and it doesn’t take long!

The deadline is May 5, 2017.

Canadian members: You can visit the same website links to submit the safety survey (SSEA) exclusively prepared for SMACNA’s Canadian members.

Checklist for SMACNA’s 2017 Safety Survey:

• Go to the SMACNA Safety webpage or go directly to the online Safety Survey.
• Have your 2016 OSHA 300 Log records handy.
• Know your 2016 experience modification rate (EMR).
• Submit your survey by May 5, 2017.
• Accept our sincere appreciation for participating.

For information on the survey, contact Mike McCullion, SMACNA’s director of market sectors and safety (mccullion@smacna.org / (703) 995-4027).
“Never stop learning” Ken Groeschel Jr. of Milwaukee, Wis.

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My outside interests: Bird dogs, sturgeon and tournament walleye fishing, hunting, and antique tractor restoration.

My secret weapon for making jobs run smoother is: Engineering and related preparation—and always having a backup plan when things go wrong.


The best business advice I ever received: Mistakes happen. How well you recover and adjust is the most important outcome.

I tell industry newbies to: Be a sponge. Work hard. Participate in industry professional associations.

There is nothing better than: Repeat business.

The sports teams I cheer: University of Wisconsin Badgers and Green Bay Packers.

My secret to running a successful business: Take care of your customers and they will take care of you.

My first car: My grandma’s 1963 Chevy II. It was a four-door, six-cylinder, three-on-the-column shift. Help me find one like it.

Active on the national level for many years, Mr. Groeschel currently is chair of SMACNA’s Technical Resources Committee and a member of SMACNA’s Testing and Research Institute Board of Directors. His longtime industry involvement includes serving on SMACNA’s Budget and Finance Committee and many years on the Director Nominating Committee.

He has served as chair of numerous task forces including the Round Industrial Duct Construction Standard, HVAC Systems Duct Design, Double-Wall Duct, and the Steel Stack Task Force. As chair, he assisted in two updates of SMACNA’s “Round Industrial Duct Construction Standard” manual.

Locally, he served in officer roles with several SMACNA chapters—as president and board member of SMACCA of Wisconsin, councilor for the Sheet Metal and Air Conditioning Contractors’ Association of Milwaukee (SMACCA Milwaukee), and as secretary of the East Central Wisconsin Sheet Metal Contracting Association (ECWSMCA).

For years, he represented his local chapters, ECWSMCA and SMACCA Milwaukee, on SMACNA’s Council of Representatives, where he was elected to serve as chair and vice-chair.

Dedicated to training sheet metal apprentices, he is currently chair of the Milwaukee Area Sheet Metal Joint Apprentice and Training Committee and chair of the ECWSMCA Sheet Metal Apprentice Committee and the Wisconsin Sheet Metal Apprentice Committee. He has been on the Sheet Metal Workers Local 18 Health and Welfare state fund for years.

He entered the sheet metal industry in 1982 as a project engineer and earned his bachelor of science degree in mechanical engineering at the University of Wisconsin-Madison. He has been a professional engineer and master plumber for more than 20 years. He is active in numerous professional organizations including ASHRAE, NFPA, AWS, and NSPE.

Founded in 1924, Butters-Fetting Co. Inc. is one of the most comprehensive mechanical contracting firms in southeastern Wisconsin. State-of-the-art tools such as CAD engineering and design systems complement time-honored customs like hard work and round-the-clock service. Butters-Fetting is committed to the highest quality workmanship and the highest caliber relationships.
Convention opener

“One of the funniest comedians of her generation”

SMACNA’s 74th Annual Convention in Maui opens with the quick-witted, tongue-in-cheek comedian whom “The Tonight Show’s” Jay Leno says is “one of America’s funniest female comics”—the irrepressible Kathleen Madigan.

Ms. Madigan performs at Monday’s Keynote Presentation and Lunch, Oct. 23, during SMACNA’s Annual Convention, at the Grand Wailea in Maui, Hawaii.

During Kathleen Madigan’s 25-year career, she has appeared on nearly every late-night show ever produced. “The Tonight Show” with Jay Leno (25 times), “The Late Show” with David Letterman (seven times), “Late Night” with Conan O’Brien (two times), and “Ron White’s Comedy Salute To The Troops” (five times).

Her one-hour special “Madigan Again,” was named one of iTunes Best Comedy Albums, and she’s also won the American Comedy and the Phyllis Diller Awards for “Best Female Comedian.”

She loves performing for the U.S. military and has done many USO shows for the troops, including two tours in Iraq and Afghanistan, along with friends Lewis Black, Robin Williams, and John Bowman.

The Detroit Free Press noted, “She’s described as the funniest woman doing stand-up right now, but no gender qualifier is necessary. She’s one of the funniest stand-up comedians of her generation.”

“Children are most impressionable. They watch you when you go out in public,” Ms. Madigan admitted. “For a few of us working today, this was our goal. This society is being driven by Type A lunatics that say ‘you have to set more goals.’ No, you don’t. Have a seat and enjoy the fact that you’re here! Maybe that’s the Irish in me talking though.”

For Kathleen, it’s been a 25-year career of a grueling 300 nights on the road a year. “We don’t get time off like a band. Our tours never end. That’s why it makes me laugh when people say ‘how long is your tour?’ Well, so far, 25 years.” She’s gone from one-nighters and club gigs to theaters and headlining the Mirage in Las Vegas.

She is the only comedian on NBC’s “Last Comic Standing” to go unchallenged by any other comedian. Ms. Madigan has performed internationally at festivals and theaters in Ireland, England, Australia, and Canada.

SMACNA’s 74th Annual Convention takes place at the stunning Grand Wailea and Wailea Beach Resort Marriott-Maui, Oct. 22-25, in Maui, Hawaii. With world-class speakers, business sessions, and fun in a tropical setting, you’ll want to make your plans now to attend. Get your early-bird discount and register today on SMACNA’s Annual Convention webpage.

Convention session

Women need sponsors not mentors

Would you put your reputation on the line to advocate for a protégé? That’s what a sponsor does. The Harvard Business Review reports that high-potential women can be over-mentored and under-sponsored compared to their male peers.

In this session, “Attract the Attention of Influential Sponsors,” at SMACNA’s 74th Annual Convention, Oct. 22-25, in Maui, Hawaii, participants will explore the difference between mentors and sponsors and learn how to identify potential sponsors.

You will discover eight steps to gaining sponsorship and leave with a personalized plan to attract the attention of influential sponsors. Participate in a discussion about what it takes to be an effective sponsor and ways to create a culture of sponsorship in your organization and industry.

Jo Miller is founding editor of BeLeaderly.com and CEO of Women’s Leadership Coaching Inc., and the creator of the Women’s Leadership Coaching® system, a roadmap for women who want to break into leadership positions in business. Used successfully by thousands of women worldwide, it identifies key steps women must take to advance to positions of influence and leadership. Jo is an internationally sought-after speaker who delivers more than 60 presentations a year to audiences at conferences, professional associations, and Fortune 1000 corporate women’s initiatives.

Make your plans now to attend SMACNA’s 74th Annual Convention at the fabulous Grand Wailea and Wailea Beach Resort Marriott-Maui, Oct. 22-25, in Maui, Hawaii. Get your early-bird discount and register today on SMACNA’s Annual Convention webpage.

A dynamic week of business study

Participants in SMACNA’s recent 2017 Business Management University (BMU) in Tempe, Ariz., learned the real-world business skills needed to run a robust sheet metal and HVAC company.

With case studies and idea-sharing, these future company leaders studied all the aspects or running a business from industry experts—contractor survival skills, practical business planning, financial management, surety issues, time management, and change-order management. They also made life-long friends and colleagues in the business.

One of SMACNA’s longest-running and most popular courses, the BMU often sells out early—so watch for 2018 dates and register early!
Welcome new SMACNA 2017 Associate Member

SMACNA is proud to welcome new Silver Associate Member Thermaflex of Abbeville, S.C.

Through valuable partnerships with SMACNA contractors, SMACNA Associate Members reap some of the finest benefits in the industry. Advantages of Associate Membership include a high profile with industry contractors, exhibiting at SMACNA’s popular Product Show, and building profitable business partnerships with some of the finest sheet metal and HVAC companies in the world.

Take advantage of what SMACNA’s Associate Membership can provide and contact SMACNA’s Member Services at memberservices@smacna.org.

Partnership workshop tackles market expansion, ways to innovate change

Approximately 38 members of SMACNA and our labor partner, SMART (the International Association of Sheet Metal, Air, Rail and Transportation Workers) gathered in Atlanta in February to share their ideas and best practices for market share advancement.

SMACNA President-Elect Jack Knox said that despite that times are good right now, it’s time to change. “What will happen 18 months down the road? What will happen when work stops, and we have to look back and wish that we had made changes earlier?”

SMART General President Joseph Sellers Jr. called the workshop a time to “roll-up our sleeves and put in sweat equity.” He asked the attendees to have an honest dialog about how to implement changes and not just talk about theory.

Areas of focus included institutional markets such as schools, nursing homes, and assisted living facilities, plus residential and light commercial service and installation markets. It was noted that residential and light commercial work—such as food processing, condos, and strip malls, require different marketing, tools and equipment, and expertise than what is used on larger commercial and industrial jobs.

This workshop was a follow-up to the SMACNA/SMART Future Workforce Project meetings in the Washington, D.C., Houston, and Atlanta markets.
SMACNA reminders

April 2017
- Project Managers Institute – April 23-26, Raleigh, N.C.

May 2017
- Safety Surveys Due (U.S. and Canada) – May 5

June 2017
- Council of Chapter Representatives – June 4-6, Coeur d’Alene, Idaho
- NJAB – June 12-13, Pittsburgh

September 2017
- NJAB – Sept. 11-12, St. Louis
- Project Managers Institute – Sept. 24-27, Seattle

October 2017

Future SMACNA Conventions
- 76th Annual Convention – Oct. 20-23, 2019, JW Marriott, Austin, Texas