Coming into 2018 with new leadership, LP Building Products is on the cusp of an exciting year. As you make your way through this issue of *Engineered Wood* magazine, be sure to read the article from LP’s newest CEO, Brad Southern. Growing up in the building industry and successfully navigating a career spanning decades, Brad brings a deep understanding of the landscape—where it’s been, where it is and where it’s going. Learn more about Brad in “Driving Performance” (pages 04-05) and his vision for LP, the proven leader in dependable, durable high-performance building solutions.

Today, builders and remodelers are battling a labor shortage, budgets, deadlines and more discerning homeowners. Couple that with factors that are outside of human control: unpredictable and hard-hitting weather. The article on page 03 details the new LP® SmartSide® product warranty, which gives builders, remodelers and homeowners greater peace of mind knowing LP engineered wood siding outperforms fiber cement and vinyl siding against hail.

As codes evolve, industry members will be challenged to keep pace by evolving design or building products and practices. The 2017 update to the California Building Standards Code (more commonly known as Title 24) is one example of regulatory agencies implementing more sustainable building practices. Throughout history, California has paved the way for building codes and regulations that eventually take hold across the United States.

“Gearing up for Title 24” (page 20) will give industry professionals a deeper look into the high-performance attic section of the code and how they can prepare for code changes in their market.

In our cover story, “Material Witness” (pages 10-13), we talk to some specifiers to understand their role in the industry and how they are championing product innovation, improving design and building practices, and advising on code adherence. As the “gatekeeper” on many projects, specifiers are an integral part in selecting the products and applications that will be the most appropriate for a job, whether the driver is cost, time, availability, aesthetics or more.

There is plenty more to read about inside this issue related to the developments and trends impacting the industry. As always, we hope you enjoy this issue of *Engineered Wood* magazine and we want to hear your stories about the issues you are challenged with—or conquering!—every day. You can send them to editor@engineeredwoodonline.com.

Thank you again for being a valued reader.
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EksoZeroG: Help make your job easier and safer

With its innovative exoskeleton technology, the Ekso Bionics® EksoZeroG™ eases the physical burden placed on construction workers. According to the manufacturer, the EksoZeroG offers support and protection against fatigue and workplace injuries often caused by high frequency and long duration activities involving heavy equipment. The unpowered construction exoskeleton uses counterweights, metal tubing and a harness to transfer the weight of a heavy tool down into the ground. Ekso Bionics’ lightweight and versatile systems easily mount to aerial work platforms (AWPs) and scaffolding to support a wide range of industrial tools. The EksoZeroG arm bears all tool weight during job tasks, resulting in increased stamina and accuracy when working with heavy and bulky tools from AWPs and scaffolding.

UpCodes App: Manage building codes all in one place

Designed specifically for the construction industry, the UpCodes app helps builders and architects research, clarify and manage building codes by housing them all in one place. Accessible on a phone, tablet or web platform, the app constantly updates its library so teams are never working from outdated code. Plus, the app developers claim it simplifies coordination between project members. Users can share or bookmark specific codes, make annotations, and drop in comments for everyone on a project to view.

Auto-Tilt Venetian Blinds with Intelligent Tilt Alignment

According to Lutron, the manufacturer’s Venetian Blinds with Intelligent Tilt Alignment give homeowners complete control over the amount or angle of sunlight shining into a space. Using a keypad or remote control, homeowners can set multiple presets for a variety of options for automatically adjusting blinds. With a touch of a button, blind height and tilt angle will adjust for the desired amount of daylight or privacy at any point during the day. Plus, Intelligent Tilt Alignment ensures that the slat angle between adjacent blinds remains consistent for a clean look.

* This information and the websites identified above are provided solely as a convenience to the reader. They are not intended to state or imply that the editors of Engineered Wood or LP Building Products sponsor, recommend, endorse or are affiliated or associated with the companies or products listed.
LP® SmartSide® Limited Warranty
Now Covering Hail Damage

Over 5,600 major hailstorms were reported last year within the continental United States, according to the National Oceanic Atmospheric Administration. When hailstorms strike they can cause serious damage to homes, resulting in thousands of dollars of repair costs for homeowners. As a result, hail-resistant siding is an excellent selling point to homeowners seeking to avoid the costly repairs associated with these unpredictable and severe storms.

LP Building Products has announced that LP® SmartSide® products are now warrantied for hail damage.* LP SmartSide products outperformed fiber cement lap siding and vinyl siding in tests performed by third party testing at the National Wind Institute’s Debris Impact Facility at Texas Tech University:

- LP SmartSide lap siding showed no signs of impact when being struck by 1.75-inch hail at 118 ft/sec
- Fiber cement lap siding showed dents ranging from 0.082 inches to 0.201 inches deep after being struck by 1.75-inch hail at 108 ft/sec
- Vinyl siding was fractured by hail of just 1.25 inches at 84 ft/sec

LP SmartSide siding has been resisting hail damage on homes throughout the country. Donnay Homes, the oldest privately owned homebuilder in Minnesota, uses LP SmartSide siding on new homes.

When a summer hailstorm damaged many homes in the Twin Cities area, the homes clad in LP SmartSide siding were left unaffected as the product held up against the storms—requiring no repairs or replacement.

“It’s a huge comfort to know that we’re giving our clients a product on their home that is so durable and can stand up to the elements. Here in Minnesota we have humid summers, freezing winters and unpredictable storms. LP SmartSide products stand up against hail and resist weather,” said Chad Donnay, vice president of Donnay Homes. “It’s a great feeling for us as a homebuilder to know that we’re giving the homeowner a product that is under warranty if it gets damaged during a hailstorm,” added Donnay.

*The new LP SmartSide Limited Warranty features a 50-year prorated limited warranty with a five-year 100-percent labor and material replacement.

Chris Cook, Wisconsin homebuilder and LP customer, has been using LP® SmartSide® Trim & Siding on his homes since 2009. Cook was especially impressed with the quality, durability and versatility of the products and began using them on craftsman-style homes. Despite a challenging housing market, Cook’s LP SmartSide homes began selling extremely well so he made the product standard on all Chris Cook Homes.

“We’ve done some really interesting homes that you couldn’t create with fiber cement and certainly couldn’t create with vinyl. LP SmartSide products made it possible,” said Cook.

+ To learn more about LP SmartSide products including the Limited Warranty, please visit: LPSmartSide.com

**LP SMARTSIDE PRODUCTS STAND THE TEST OF TIME.**

Chad Donnay
Vice President of Donnay Homes

To learn more about LP SmartSide products including the Limited Warranty, please visit: LPSmartSide.com
Since I joined LP Building Products in 1999, I’ve had many learning experiences and opportunities to contribute to the evolution of the design build industry. Now, having assumed the role of chief executive officer for LP, I am facing one of the most impactful moments of my career. To lead and serve the nearly 5,000 LP employees and to implement a vision that helps our customers succeed—these are likely to be my biggest learning experiences and opportunities to contribute to this industry.

My journey in the building products industry began as a kid logging my grandfather’s farm in East Tennessee. That’s where I first learned the value of wood as a natural renewable resource.

A few years later, after numerous courses and countless hours studying dendrology, forest ecology and biometrics, I walked out of the doors of the University of Georgia with a forest resources degree and a greater appreciation for wood as an investment and its tremendous potential to help advance the building industry.

Now, more than 30 years later, it’s been an incredible journey. I’ve been fortunate to participate in and lead amazing technology-driven changes in our company. In fact, we’ve poured ourselves into our passion for wood technology, innovation and continuous improvement during LP’s 45-year history.

The result?
Top quality products and innovative solutions that support the building community, high performance products such as LP Legacy® Sub-Flooring, LP® SmartSide® Trim & Siding, LP® TechShield® Radiant Barrier Sheathing and LP® FlameBlock® Fire-Rated OSB Sheathing—just to name a few.
At LP, we pride ourselves on safety, quality and creating advanced technologies that deliver uniquely engineered wood products to help our customers build everything smarter, better, faster and more efficiently—from a single-family home or a multifamily complex to a homeowner’s remodeling project.

That’s why we continue to transform into a leading high-performance building products company that specializes in solutions designed for the ever-changing needs of the market.

As LP looks to the future for new products, major trends such as urbanization and the continued shortage of skilled labor influence our decisions. We know that we must design and produce value-added products and solutions that simplify the building process, reduce waste, and ultimately provide distinct value to our customers.

The entire building industry is rapidly evolving to the growing demands for more sophisticated and better engineered building solutions, and LP is committed to leading that mission.
Architecture Through the Ages

It goes without saying that an organization’s intern and the CEO will have starkly different career experiences and priorities. Over the past few decades rapid technological advancements have shaken up the architectural world, creating new opportunities and challenges alike. On a similar note, buzzwords like “sustainability” and “green building” are evolving. They now may carry different connotations depending on an architect’s career phase.

We spoke to four architects with varying levels of experience to understand how different generations approach topics like technology, sustainability, and the future of the architectural industry.

ELIZABETH SEIDEL
ON CAREER CHALLENGES

Being an emerging professional, I need to find a firm that enjoys what I have to offer while being willing to really pour into me so I can learn. I want to make sure [our] values are morally and ethically aligned. I didn’t realize how much ethics would play a role in my career decisions.

ON DISCOVERING NEW MATERIAL OR DESIGN PROCESSES

It is most informative for me to go to a sustainable product showroom to feel and really experience the materials and products. I do, however, keep an eye on what is practical to specify and what is not a good cost-versus-value proposition.

ON THE TERM “GREEN BUILDING”

I believe the words have lost their impact, but not their significance. I would like to believe that my generation of architects has been taught this principle as a baseline and not as a standard to reach for.

STEPHEN PARKER
ON CAREER CHALLENGES

Time and money. We expend too much of one for too little of the other. We need to value our time as much as our clients do and treat compensation as a reflection of that value.

ON DISCOVERING NEW MATERIAL OR DESIGN PROCESSES

I find inspiring materials and designs among my peers most often, either through social media or at conferences when we catch up. Once you’re past the cool factor of a product, I’m interested in an innovative solution to a common (or not so common) problem.

ON THE TERM “GREEN BUILDING”

It’s been diluted by some but evolved by others. Within my own firm, sustainability is always being pushed to the next level but also being integrated better, becoming the next best practice for all projects.
ON CAREER CHALLENGES

Keeping up with the newest building materials and the ever-changing building methods is a challenge. Everyone wants to go “green,” but that means additional money on the front end. For example, the industry was trying to design and build tighter homes by minimizing outside air infiltration. Later, the industry realized that homes were now too tight, leading to poor air quality, moisture and mold problems. We are now balancing the tight construction practices with automated systems that introduce fresh air while balancing humidity. The additional equipment carries a higher cost that we hope will be offset by future energy savings, but that is a challenge to “sell” to a client.

ON DISCOVERING NEW MATERIAL OR DESIGN PROCESSES

In addition to architecture-based publications, I also read quite a few publications that deal with the construction side of things. I not only try to incorporate this new information into my work but will usually share the article with the builder so they know why I am doing something that may be new to them.

ON THE TERM “GREEN BUILDING”

The term has been watered down greatly over the last few years, but I believe it is still relevant. Architects should look beyond marketing to understand the product details, testing, etc. to make sure the product is not only correct for the project but better than alternative products.

JONATHAN HAMPEL

Advanced-Career Architect
David B. Greenbaum FAIA, LEED BD and C
Vice President
SmithGroupJJR
Years of Experience: 35+

BIO
David Greenbaum has set new standards in museum design with award-winning, published work recognized for clarity of vision, innovation in thought, and excellence in design. His projects include the Smithsonian Institution, The National Gallery of Art, the Architect of the Capitol and other sites worldwide with a particular interest in the development of cultural districts.

JONATHAN HAMPEL

ON CAREER CHALLENGES

Consistent cost control and predictability is a challenge even with the best cost-estimating firms. Our cultural work is complex, and the trades respond differently when there is a lot of demand in the marketplace.

ON DISCOVERING NEW MATERIAL OR DESIGN PROCESSES

We get exposed to new products in a variety of ways from in-house representative presentations to conferences and conventions.

ON THE TERM “GREEN BUILDING”

Our work is now focused on Net Zero and the Living Building Challenge. We are trying to go beyond LEED. Buildings should be trying to contribute to a better environment.

DAVID B. GREENBAUM

Mid-Career Architect
Jonathan Hampel
Architect/Partner
A BOHEME Design, LLC
Years of Experience: 12

BIO
Jonathan graduated from the University of Tennessee School of Architecture and Design in 2005. He worked with Tennessee-based LRK Architects in the Rosemary Beach, Florida office until 2009, when he started A BOHEME Design, LLC. Jonathan’s main emphasis is custom residential properties. He is a licensed architect in Florida and a member of the American Institute of Architects.

Based on the text provided, the page seems to discuss career challenges in the field of architecture and the importance of staying updated with new materials and processes. The term “green building” is also highlighted and discussed in the context of its relevance and application in modern design. Additionally, personal biographies of two architects, Jonathan Hampel and David B. Greenbaum, are included, providing insights into their careers and expertise. The page also touches on the importance of cost control and the role of cost-estimating firms in the industry.
OSHA’s New Silica Rule

Compliance Can Be Challenging

Last fall, the Occupational Safety and Health Administration (OSHA) began enforcing its new standard for respirable crystalline silica, which is commonly found in the dust created when concrete or fiber cement siding is cut with a power saw. There can be high amounts of crystalline silica in fiber cement siding, and using it may increase a company’s exposure to worker health issues, OSHA compliance violations and lawsuits.

According to the National Institute for Occupational Safety and Health (NIOSH), breathing dust that contains respirable crystalline silica can lead to silicosis, a deadly lung disease. Exposure to respirable crystalline silica has also been linked to lung cancer, reduced lung function, and kidney disease.

Dan Johnson, managing partner of the consulting firm SFI Compliance, Inc.,* recently told the NAHB Now (the news blog of the National Association of Home Builders) that complying with OSHA’s new silica regulations will be challenging. “Even if you use subcontractors, builders may still have oversight responsibilities [for] the workplace,” he said. “OSHA, under its multi-employer citation policy, calls that the ‘controlling employer’ (CE). As the CE, the home builder has general oversight responsibility for the jobsite, including the power to correct safety and health violations or require others to correct them. This creates potential liability for the builder if crystalline silica exposures above the permissible levels are present.”

NIOSH has indicated that the best way to minimize the health risks associated with breathing crystalline silica is to eliminate the silica hazard entirely. For example, a builder can substitute LP® SmartSide® engineered wood siding for fiber cement lap siding. LP SmartSide products do not use silica or silica-based products as a raw material and are not subject to OSHA’s new regulations.

Highlights of OSHA’s New Silica Standard

- The permissible exposure limit (PEL) for respirable crystalline silica is now 50 micrograms per cubic meter of air, averaged over an 8-hour shift.
- Employers are required to use engineering controls (such as a wet saw or controlled ventilation) to limit worker exposure to the PEL, provide respirators when engineering controls cannot adequately limit exposure, limit worker access to high exposure areas, develop a written exposure control plan which will vary job by job, offer medical exams to highly exposed workers, and train workers on silica risks and how to limit exposures.
- Employers must also provide medical exams to monitor highly exposed workers and give them information about their lung health.

LP SMARTSIDE PRODUCTS DO NOT USE SILICA OR SILICA-BASED PRODUCTS AS A RAW MATERIAL AND ARE NOT SUBJECT TO OSHA’S NEW REGULATIONS.

For more information on OSHA’s new silica standard, visit osha.gov/dsg/topics/silicacrystalline/

*SFI Compliance, Inc. is a solutions-oriented sustainability organization that collaborates on forest-based conservation and community initiatives that demonstrate and advance our shared quality of life while providing supply chain assurances through standards, data and authentic stories. It is not affiliated with the Sustainable Forestry Initiative.
In June 2017, city officials in Portland, Oregon, approved a construction permit for the first Cross-Laminated Timber (CLT) high rise in the United States. The 12-story building, called Framework, was designed by LEVER Architecture and went through a series of rigorous testing to meet seismic, fire and acoustic requirements. On top of that, Framework is being treated as a high rise under the state’s fire code, meaning that it must be able to burn for more than two hours without collapsing. Wood is becoming an increasingly popular choice for architects and builders, as the material has many benefits over traditional construction materials, such as steel and concrete. Not only are CLT structures quickly constructed, wood is also more sustainable. Set to be completed Winter 2018, LEVER Architecture’s Framework may lay the groundwork for more wood construction projects across the nation.

Energy efficiency is driving considerable change in the industry, which is why builders and architects are constantly looking for new ways to meet code and reduce energy in homes. The HERS Index, now a nationally recognized system for inspecting and calculating a home’s energy, is being used more and more by builders as a way to standardize energy-efficiency claims. The system calculates an energy rating on a home and compares the data against a HERS Reference Home. This reference home has a HERS Index of 100. In comparison, a net-zero energy home scores a 0. To lower a home’s HERS Index, builders are discovering that using propane to fuel a home’s five key areas of energy use—space heating, water heating, cooking, fireplace and clothes drying—can maximize a home’s energy efficiency while reducing carbon emissions at the same time. Despite propane-powered appliances being more expensive, they tend to have a longer life span and can save additional costs down the road for homeowners. Plus, having a low HERS Index Score can dictate a higher resale price for a home.
MATERIAL WITNESS

How Specifiers Are Making Construction Teams Stronger
Developers rely on extraordinary teamwork and communication to bring together all the parts that make up a project: architecture, engineering, design/specifications and construction.

Each year, the Construction Specifications Institute (CSI) and Architect magazine co-sponsor the CONSTRUCT national trade show. It’s become one of the most influential gatherings in the industry because it brings together not just designers/specifiers but also architects, engineers, contractors and other building industry professionals.

Teamwork was a major theme at the most recent CONSTRUCT show, where one presentation—“Specs 101”—helped architects and contractors better understand the basic procedures in spec writing. Martin Houston, quality director at Walsh Construction Co. in Portland, Oregon, went even deeper during his presentation, “Through the Eyes of the Contractor: Using Specs to Bridge the Gap Between Design and Construction.” Houston’s session explored how to use specs to secure qualified bids and improve the quality of the entire project.

The specifier is essentially a “gatekeeper.”

Specifiers have a well-deserved reputation for being impartial because they know that every building product has its pros and cons. For example, fiber cement has fire-resistant properties, but it’s brittle, heavy and may require a breathing apparatus to install.

The specifier is essentially a “gatekeeper” evaluating dozens of building materials for every project. Like a talent booker for a TV show, the specifier often gets besieged by requests to pitch new products. That’s why it’s essential to understand the specifier’s workflow. For example, product substitutions are often requested during the submittal process when it’s too late to get them approved.

IN-HOUSE VS. INDEPENDENT SPECIFIERS

To get an insider’s view of the specifications discipline, Engineered Wood spoke with two certified specifying architects in the Minneapolis area: Sheldon Wolfe, Architect, FCSI, CCS, CCCA, from the 144-person architectural firm BWBR, and Susan Lee, NCARB, AIA, CSI, CDT, who owns Station A+D, an independent architectural specification company.

“An architectural firm usually needs to be large—40 employees or more—to justify having its own on-staff specifier,” says Wolfe. “Many architectural firms have fewer than 10 employees and don’t have a dedicated specifier. There are independent specifiers nationwide, but especially on the East Coast and West Coast.”

Station A+D works with architectural firms both large and small. “Surprisingly, they’re very similar from my perspective,” says Lee. “All firms require specifications, which by definition are material selection, performance vetting, cost estimating and task detailing that are part of the design process from beginning to end.”

Lee is a registered architect who chooses to specialize in specifications writing. “The majority of specifiers have architectural training,” she says.
“Many have received at least an undergraduate degree in architecture and have worked in the field for a number of years. However, they are not necessarily licensed, registered architects.”

**PERSPECTIVES ON A CHANGING PROFESSION**

Here are some key insights shared by these two seasoned specifiers:

**It’s vitally important for specifiers to have early and ongoing input** – “The specifier needs to be involved from the earliest stages,” says Lee. “That person needs to take part in pre-design and design development all the way to the final construction documents and into the construction phase for final approvals and substitution request reviews.”

**A specifier sometimes has to be a code watchdog** – “Lately, designers have been interested in many new products coming out of Europe, including wall paneling as well as ceiling and beam cladding,” says Lee. “But the fire ratings of these products have sometimes been problematic with regard to meeting the local building codes.” Design professionals should look for products with an ICC-ES or equivalent report, such as LP® FlameBlock® fire-rated sheathing. Wolfe adds, “There are sometimes conflicts between the codes. A few years ago, one code required sprinklers in elevator rooms and another code prohibited them. The organizations that produce those codes have since resolved that issue.”

"The specifier needs to be involved from the earliest stages.”

**Specifiers love specificity** – When LP presented at last fall’s CONSTRUCT show in Providence, Rhode Island, the sessions were highly focused rather than general. For example, LP titled one of its sessions “Factors in Specifying Treated Engineered Wood as an Exterior Cladding in Light Commercial and Multifamily Projects.”

**Specifiers need to hold more leadership positions in large firms** – “The specifications function has not typically been seen as a leadership role,” says Lee. “It has historically been a secondary role added to either a project architect’s plate or a firm leader who happened to have a particular focus in this area.”

**Digital tools for specifiers still have a long way to go** – While Wolfe admits that Building Information Management (BIM) software has made great strides, he believes it still hasn’t quite lived up to its potential. “Sometimes the people who populate a model like Revit don’t know that much about actual construction,” he says.

**Designers are excited about engineered wood products for exterior cladding** – “I’m seeing strong interest from designers in wood and engineered wood..."
exterior cladding,” says Lee. Remember, always check with local codes officials to ensure products are permissible for the application.

**CHAMPIONS OF PRODUCT INNOVATION**

Both Lee and Wolfe agree that specifiers have earned respect for their talent, tenacity and problem-solving. “In the vast majority of cases, an architect will defer to a specifier who raises concerns about a building material or process,” says Wolfe.

Lee likewise is trusted for her dual expertise in architecture and specifications, but she believes that product reps are an overlooked and underutilized resource during the specification process. “I’m not seeing architects take advantage of the services of product representatives to the extent that they should,” she says. “The reps are motivated and experienced individuals who are willing to do the research, stand by their warranties, and provide details and costs of a building material. If the design team waits until it has first decided on a material before bringing in the expertise of these individuals, opportunities for vetting many other good options will be lost.”
Meeting Apartment Growth Demands Despite Industry Barriers

According to the Freddie Mac Multifamily 2017 Outlook, the multifamily market has had several consecutive years of growth and 2017 was no different. Multifamily permits have reached the highest levels since the late 1980s. Though the multifamily market has been on the upswing, it’s still falling short of the required inventory needed to combat the affordable housing crisis. According to a study conducted by Hoyt Advisory Services and commissioned by the National Multifamily Housing Council (NMHC) and the National Apartment Association (NAA), the country will need to construct 4.6 million new apartments by 2030 in order to meet the housing demand of all Americans, servicing all income levels.

To raise awareness about this need, the NAA and NMHC have launched the Vision 2030 campaign along with a dedicated microsite, WeAreApartments.org. The site provides information about the current number of apartment residents, the rising population growth, and the factors that increase the propensity for U.S. residents to rent. According to the site, an aging population, immigration and fewer home purchases are increasing the need for apartments.

To hit the 4.6 million goal by 2030, the United States will need to add an average of 328,000 new apartment homes each year. The average number of new apartments homes built annually from 2011 to 2016 was only 225,000.

**OVERCOMING BARRIERS: LABOR**

It’s not news that there has been a skilled labor shortage in the construction industry since the Great Recession. When the housing industry was hit, many tradesmen sought work in other industries. The housing market has bounced back since this time, however there is still a shortage of skilled laborers to support the housing demand. The labor shortage can have a multi-pronged effect on the multifamily market. Finding adequate skilled labor can cause construction delays. Once they’ve finally filled positions, builders will often need to pay higher wages.

According to the National Association of Home Builders Eye on Housing report, labor and subcontractor shortages have become even more widespread from Summer 2016 to Summer 2017. Data shows that the labor shortages are driving up construction costs and housing prices as a result.

**OVERCOMING BARRIERS: THE EFFECTS OF IMMIGRATION REFORM**

Policy around immigration reform can also be considered a hindrance to the multifamily industry. In 2017, an entire section of the NMHC and NAA Policy Priorities Report was dedicated to the topic. According to the report, immigrants comprise 22 percent of the construction workforce. The NMHC is working closely with policymakers to improve temporary worker visa programs and empower employers to create legal, safe harbors through the E-Verify Employee Verification Program.

Also, much of the foreign-born construction workforce members returned to their home countries when the housing market crashed and have not returned due to tougher immigration enforcement.

**OVERCOMING BARRIERS: THE NIMBY MOVEMENT**

The NIMBY or “Not In My Back Yard” movement consists of activists who oppose new developments within close proximity to them. Members of the NIMBY movement can be very vocal and aggressive if they believe that the development threatens their way of life. The NMHC considers the NIMBY movement to be a serious barrier to the success of Vision 2030. According to NMHC.com, “Even well-intentioned policymakers like mayors, city
council members and the like often retreat from sensible plans to make their jurisdictions more livable and attractive to new business and workers because the level of NIMBY noise is overwhelming.

“We want to make clear who apartment renters are,” says Chris Breun, NMHC Senior Analyst. “We try to work with communities across the country to do away with myths and perceptions about apartment communities and the folks who live in them.” He says that they make an effort to show the positives that an apartment development community brings to a neighborhood, such as retail and other commercial businesses that contribute to a healthy, growing and vigorous community.

**HOW THE INDUSTRY IS STRIVING TO MEET VISION 2030**

Reaching the 4.6 million unit goal by 2030 will be no small feat. According to Colin Dunn, NMHC Communications Director for Policy and Advocacy, the ramifications of not hitting the goal will impact rent prices. “If we don’t build as many units as needed, the imbalance could definitely exacerbate affordability issues,” says Dunn. Currently, more than one in four apartment households are paying more than half of their income on housing costs, per NMHC reports. Vision 2030 aims to keep costs of renting in check for renters compared to their income levels.

In order to increase construction velocity, builders and developers will need to reevaluate how they build multifamily dwellings. Like LP Building Products, many industry organizations are stepping up to the plate to introduce building solutions and products that help multifamily builders and developers build smarter, better and faster. High-performance products like LP® FlameBlock® Fire-Rated OSB Sheathing help reduce construction time and materials, saving both time and money on the jobsite.

Meeting the multifamily housing demand will take cooperation from a number of important groups. “Vision 2030 is aimed at many audiences, such as developers, advocates, policymakers and related industries,” says Dunn. “The point is to broaden awareness of the fact that based on these projections, demand is currently outstretching supply. We’re calling on all stakeholders to come together at a variety of levels—local, regional and national—to close that gap.”

**THE HARDEST CITIES TO ADD NEW APARTMENTS**

1. Honolulu, HI
2. Boston, MA
3. Baltimore, MD
4. Miami, FL
5. Memphis, TN
6. Philadelphia, PA
7. Seattle, WA
8. San Francisco, CA
9. Denver, CO
10. New York, NY

**THE EASIEST CITIES TO ADD NEW APARTMENTS**

1. New Orleans, LA
2. Little Rock, AR
3. Kansas City, KS
4. Indianapolis, IN
5. St. Louis, MO
6. Cincinnati, OH
7. Las Vegas, NV
8. Charlotte, NC
9. Charleston, SC
10. Sioux Falls, SD

As a part of the research that went into Vision 2030, the NMHC and NAA released the Barriers to Apartment Construction Index for 50 metro areas.

They’ve taken into account local regulations, available land and other factors to determine the easiest and hardest cities to build apartments.
In 2015, Brent Taylor founded Raleigh, N.C.-based siding and renovations company OC Taylor after working for several of the big dogs in town. His family has been in the industry for over a century, so he knew his reputation and commitment to his community were of utmost importance. The values he brings to his company are reflected in his marketing plan.

His former employers took a more traditional marketing route to generate awareness and leads—they had multimillion-dollar marketing budgets and plenty of resources. They created TV commercials and bought ad space in all the right magazines. While Taylor didn’t have the money or the staff to take the traditional route, he also wanted a different strategy. As one of the few renovators using LP products in his market, he sought to differentiate himself from his competitors. Not just by offering a premium product—LP® SmartSide® Trim & Siding—but by promoting his business with content and experimental marketing.

**SOCIAL MEDIA:**
On social media, he’s able to talk with people without applying any pressure to buy anything. He can reply to comments and provide helpful tips through the OC Taylor social media pages.

**RADIO:**
When OC Taylor does radio buys, it’s only with talk radio shows so he can have a conversation.

**EVENTS:**
By hosting in-person events, OC Taylor educates and engages with the community. It’s more than having people fill out sales lead forms. It’s about having an honest, open dialogue with his audience.

**VIDEO:**
A planned video series will demonstrate the durability of LP SmartSide products. The videos will air on social media channels and at community events.

The results have been impressive. No longer booking jobs week to week, OC Taylor has jobs in month-long queues, backed by the reputation of a big builder but with the flexibility of a boutique shop.

Advice from Brent’s wife, Jenny, the marketer in the family: “Don’t be afraid to ask for help from people who have the expertise and skill sets needed to achieve your goals.” If you’re going to handle your content marketing in-house, be sure you have a team with the knowledge and the time to focus on your marketing plan. If you don’t, an agency or freelancer is a good resource for a comprehensive plan.

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**TRADITIONAL VS. CONTENT MARKETING**

Traditional marketing includes TV commercials, trade show booths, brochures, print ads, digital website banners and anything that directly sells your product or service.

Content marketing includes a dynamic website, educational videos, informational blog posts, editorial articles and anything that delivers value to the audience and stimulates interest without overtly selling a product or service.

Over the years, buyers and consumers have become less trustful of traditional marketing tactics, but they are always looking for helpful content. The idea is that you give them something they need now, and they’ll remember you when it becomes time to buy.

For more information about OC Taylor, visit: [www.octaylor.com](http://www.octaylor.com)
According to the NAHB, the median size of a new single-family home is now about 2,450 square feet. This means that half of the new homes being built are larger than that. Jonathon Custom Homes estimates that it takes 8 to 10 months to build a 3,000 sq. ft. home—and 12 to 13 months to build a 6,000 sq. ft. luxury home.

Due to these extended construction times, sub-flooring is exposed to moisture much longer than in the past. That’s why there are unique moisture-resistant properties in the new LP Legacy® engineered sub-flooring. Each wood strand in LP Legacy sub-flooring is coated with a waterproof resin that uses Gorilla Glue Technology® for maximum moisture resistance.

To deal with longer build times, LP Legacy sub-flooring has upped the ante by offering the industry’s first “Covered Until It’s Covered” No-Sand Warranty. This unique warranty provides no-sand coverage right up to the time finished floor coverings are installed.

A trend in high-end housing is the need for stiff, high-density sub-flooring required for higher-end finished flooring materials like hardwood or tile applications.

Exceptionally stiff, strong sub-flooring is now a must for new homes where finished flooring under-performance won’t be camouflaged by lower-end materials like carpet or linoleum. LP Legacy sub-flooring is engineered to resist the deflection that can sometimes lead to cracking or separation of finished floor materials and costly return visits by your time-strapped team.

Because LP Legacy sub-flooring bonds wood fibers at the molecular level, it’s among the strongest sub-floorings in its class, as documented in APA Product Report® PR-N127. LP engineers recently subjected LP Legacy sub-flooring to the brutal pounding underneath Britannia Falls in British Columbia. This was a dramatic way to show LP Legacy engineered sub-flooring is beyond tough—it’s Gorilla Tough™.

For more information about LP Legacy sub-flooring and warranty information, visit LPCorp.com/Legacy.
SFI’s Conservation Impact Project to Convey the Environmental Value of Building Products

BY PAUL TRIANOSKY, SFI INC.

The ability to measure and convey the environmental benefits and conservation values associated with sustainably managed forests has the potential to transform how people perceive forest products. The latest project of the Sustainable Forestry Initiative (SFI) is focused on developing metrics to evaluate the contributions of well-managed forests to climate change mitigation, water quality and biodiversity. The project will promote forest health, conservation and sound forest management, helping users of forest products understand the full story of the contribution these forests make to our shared quality of life.

The SFI Conservation Impact Project was launched in 2016 at the International Union for Conservation of Nature (IUCN) World Conservation Congress. The project’s results will enable builders, architects and the wider SFI community to understand and promote the conservation values associated with well-managed forests and the products produced from them. As an SFI Program Participant, LP Building Products supports the conservation values that the SFI Forest Management Standard and SFI Fiber Sourcing Standard help attain, which the Conservation Impact Project will help measure.

The Conservation Impact Project is a solution for SFI Program Participants, like LP, who want to effectively convey the conservation values related to their supply chains. LP has evolved into a provider of building solutions, not just products, just as SFI has evolved from a certification body to become a sustainability leader. Together, they are positioned to provide sustainable solutions that brand owners and consumers are demanding.

THE CONSERVATION IMPACT PROJECT BUILDS ON SFI’S COMMITMENT TO FOREST RESEARCH

SFI Program Participants are required to support research to improve forest health, conservation understanding, productivity and sustainable management of forest resources. This commitment to research, conducted in the spirit of collaboration, has guided the Conservation Impact Project from the outset.

There are currently 11 projects underway through partnerships that include SFI Program Participants, nonprofit organizations and leading academic institutions.

SFI has brought together a diverse group of scientists and leaders from academia, public agencies, the nonprofit conservation community, SFI Program Participants and SFT’s leadership to act as a sounding board to help ensure credibility and transparency. These partnerships provide guidance and ensure the relevancy of SFT’s conservation impact work.
QUANTIFYING ENVIRONMENTAL VALUES AND SFI’S LEED PRECEDENT

SFI’s efforts to promote conservation outcomes and ensure continual improvement predate the Conservation Impact Project and have long been formally recognized in the marketplace. Most recently, in recognition of the inherent conservation values represented by SFI certification, the U.S. Green Building Council issued a LEED alternative compliance path in 2016 that recognizes wood and paper from the SFI Program.

THE SFI CONSERVATION IMPACT PROJECT BENEFITS ARCHITECTS, BUILDERS, SFI PROGRAM PARTICIPANTS, AND CONSUMERS

Clarifying environmental values is helping build confidence in users of sustainably sourced forest products, like LP engineered wood and their connection to conservation outcomes. This will enhance our understanding of the specific environmental contributions and values of products that are sourcing under the SFI Standard, giving architects and builders—who want green solutions—greater confidence in the value of the SFI label. Additionally, SFI Program Participants will be able to use data-driven decisions to facilitate continual improvement in forest management practices, helping ensure that forests contribute meaningfully to conservation goals—an outcome that’s good for forests and for our shared quality of life.

PAUL TRIANOSKY  
CHIEF CONSERVATION OFFICER, SFI INC.

SFI® Inc. is a sustainability leader that stands for future forests. We are an independent, nonprofit organization that provides supply chain assurances, produces conservation outcomes, and supports education and community engagement. SFI standards and on-product labels help consumers make responsible purchasing decisions. SFI believes caring for forests improves everyone’s quality of life. Learn more: sfiprogram.org

SFI is focused on developing evaluation metrics for climate change mitigation, water quality and biodiversity. This peat sample was cored from a depth of 50 to 100 CM below the surface of a wetland as part of an evaluation.

These peat samples vary in carbon content, but average about 85 percent carbon. The conversion of peat volume to tonnes of carbon is very important and can’t be seen by aerial photo or satellite.
DEMAND FOR ENGINEERED BUILDING PRODUCTS INCREASING THROUGHOUT SOUTH AMERICA

Chilean Mill Produces Its First LP® SolidStart® I-Joists

There’s strong demand for LP products all across South America, which has 14 cities with populations larger than 3 million. There are now 21 million residents of São Paulo, Brazil—more than twice the population of New York City.

To meet the growing demand, LP has added a new LP® SolidStart® I-Joist production line at its OSB mill in Lautaro, Chile. It’s the first time that engineered wood I-joists have been manufactured in Latin America.

“We are now able to offer OSB I-joists that are 100 percent made in Chile,” says Frederick Price, LP’s South American president and general manager. The new production line has an annual capacity of about 12.5 million feet.

It’s no surprise that Chile is one of South America’s leaders in engineered wood production. Chile’s forestry industry contributes about three percent to its total GDP and accounts for approximately 10 percent of all Chilean exports. The Lautaro mill is located 400 miles south of Santiago, Chile’s capital.

With a web of OSB placed between two wide flanges, LP SolidStart I-Joists are lighter, straighter and more uniform in strength, size and stiffness than traditional lumber. They can be trimmed on-site, and long lengths allow ceilings and floors to be designed with fewer pieces. That helps reduce material and installation costs.

“LP SolidStart I-Joists offer an economical and speedy way to build homes that are two or more stories,” adds Price. “We plan to sell it in Chile, Argentina, Peru and Brazil at first, but we can easily supply it by truck and ship almost anywhere in South America.”

To learn more about LP SolidStart I-Joints, look under the Products tab on LPCorp.com
For 45 years, LP® Building Products has been dedicated to delivering building solutions to the industry. While our product offerings have grown and evolved over the years, we remain driven to meet the needs and demands of builders, architects, specifying engineers, contractors and homeowners with solutions that perform—reducing construction costs, minimizing waste, increasing energy efficiency, fostering safe home environments, and creating flexible architectural and design possibilities.

As a valued partner and fellow industry member, we thank you for helping us reach this milestone.

Cheers to the next 45 years!