



SCANTLINGS

NEWSLETTER OF THE TIMBER FRAMERS GUILD

NUMBER 197

OCTOBER 2015

ATP leads skills track at 30th annual TFG conference

CURTIS MILTON

The Apprentice Training Committee is pleased to announce that the Apprentice Training Program is sponsoring the skills track at the 2015 annual conference in Coeur d'Alene, Idaho. We continue to consider this a professional development regimen and we have added some new twists to the previous offerings. Long concerned that the gals and guys from your shop floors have not had direct access to higher level day-long training sessions, we are offering some Friday sessions. In the future, these offerings could be on the regular Friday-Saturday conference timeline.

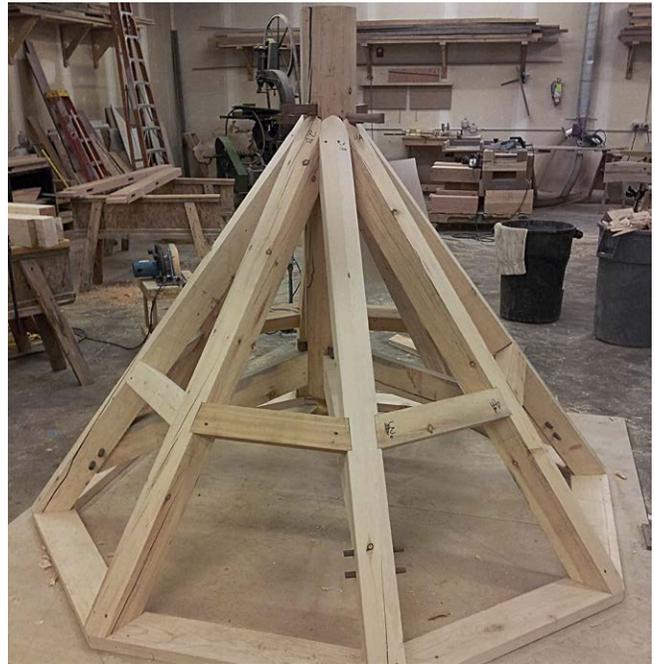
Roofs, Wednesday-Friday

Will Beemer, director of the Heartwood School, founding journeyworker, and leader of the transition to a Department of Labor registered apprentice training program, begins a two-day session, "*When Roofs Collide*," on **Wednesday**. This is a live hands-on presentation of some of the articles he published under the same name in *TIMBER FRAMING*. It includes math, drafting, scale model building, the whole works. Day one, open to all, is the basic regular plan roof. Day two (**Thursday**) is an irregular roof presentation open to day one survivors and to others who can pass a straightforward test of math skills and roof knowledge, soon available online.

On **Friday**, Jack Witherington will deliver a one-day session on other geometric roof shapes, specifically the cone-shaped roof. Hands-on drawing, math, and layout are certain, with cutting possible. Jack spent a summer 15 years ago apprenticing with Will as part of a career transition, then started Methods and Materials Building Company in the Philadelphia area.

Plumb line scribe, Thursday-Friday

Meanwhile, in a parallel universe (Thursday and Friday) Chris Kates and Chris Drake are leading a two-day plumb line scribe workshop. Chris Kates has been building timber frames since 2000 and manages production at Frameworks Timber in Fort Collins, Colo. Chris Drake, a P.E., is the first graduate of the ATP and apprenticed with Adrian Jones and the team



Curtis Milton

Frame created in ATP plumb line scribe workshop, 2013. Chris Drake and Chris Cates are leading a similar workshop at the national TFG conference in Coeur d'Alene, creating the base and completing the structure. It will be sold in the conference auction.

at Frameworks as well as other shops. Chris and Chris are not the originators of the techniques, but they have refined and enhanced these techniques. They are also great teachers. The small building they will use to demonstrate the necessary skills and techniques will become an auction item. The class will lay out, cut, and assemble the eight posts and braces in the basic structure, built at the ATP roof training session in Fort Collins, 2013. This roof needs a base. This base frame also covers all the basics of plumb line scribe work. Did I mention this will be an auction item?

This roof in the photo above sits on two pieces of plywood and fits in a pickup truck. Though not the

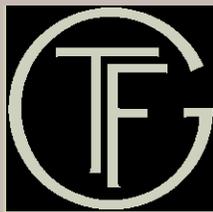
See ATP, page 2

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Scantlings, the member newsletter of the Timber Framers Guild, is published in January, February, April, May, July, August, October, and November. **Next deadline: Oct. 5.**

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LETTERS



Eco-Logic rainwater discussion strikes a chord

I enjoyed the recent article in *Scantlings* [Ecologic, 196]. In my area there existed some 250 small stone homes in a community called The Homesteads. These homes were built of local materials with local labor during the Depression years. Some of these homes have been torn down, some burned, and some sit derelict. We are down to about 200 of the original number. Most of the remaining have been added to in various ways. Many of the additions are among the worst examples of architecture I've seen, and few have been respectfully restored. I expect that within another decade or two all will be forgotten, covered over, or torn down. I understand it takes money to restore. I see we have no codes or laws to insure restoration. I pine for our loss.

On flashing—our plans call for sound flashing details. To my knowledge, only one builder has followed our suggestions. Caulk is cheaper and requires much less skill than flashing. Much of this seems driven by ignorance on the part of both the contractor and the client. Also driving this pattern is our population's propensity to move every five or seven years. Even cheap caulk will last that long. This view helps explain the growth of the home inspection industry and much of the scrambling to shore up a structure just before a sale closes. Add a little caulk and a layer of paint and all is good.

I know I sound a bit preachy. Please forgive me. Locally, folks only roll their eyes. For my part, I just keep on learning and lecturing on small points. Thanks again for your piece.

Bruce Gardner, President
Homestead Timber Frames, Inc.

ATP, from page 1

focus of this training, the compound scribe work that got the purlins in place will be demonstrated.

Truly, we do not know how scheduling these workshops as alternatives to the regular conference activities of Friday and Saturday will work, but we are open to suggestions that will provide the professional skills you need. We are still tying up loose ends for more presentations, so stay tuned. Do you have an idea for a future workshop or presentation? Please email the training committee at atc@tfguild.org If you prefer the phone, please call me at 603/387-6770 (leave a message if I don't answer).

To summarize: world class instruction on roofs Wednesday to Friday, plumb line scribing Thursday and Friday, more offerings squeezed in Saturday and Sunday. Need a lovely gazebo? The auction will be the place to buy. Don't worry, we'll tell you when the price is right.

James Madison's Montpelier to hold timber frame workshop

JENNIFER GLASS

On October 11–16, historians and master craftsmen will begin reconstructing one of the early 19th-century timber frame slave quarters that once stood in the South Yard of James Madison's Montpelier. Montpelier, located near Orange, Virginia, is the lifelong home of James Madison, father of the Constitution, architect of the Bill of Rights, and fourth president of the United States.

Participants will spend a week learning woodworking and joinery techniques Madison's era, with Craig Jacobs and his Salvagewrights crew, attend lectures on the history of the building, and tour sites with archaeologists and historians. Participants will learn hewing and sawing, splitting shingles, handplaning boards, drawknifing pegs, and other tasks needed for the full reconstruction of the structures in the South Yard. In previous programs there, participants have reconstructed two log cabins on sites—found via archaeological excavations—where Madison's field slaves and skilled artisans once lived.

Authenticity and accuracy is an important part of the restoration programs at Montpelier. For a 2008 restoration, restoration of the mansion house, historians spent six years researching the exact appearance of the interior and exterior of the home prior to restoring it. We extend the same philosophy of authenticity to all landscape restoration—whether slave quarters, fence lines, roads, or outbuildings. The construction of the slave quarters in the South Yard represents the culmination of such research.

All of the slave quarters were taken down at Montpelier in the 1840s and the sites were left undisturbed. With the restoration of the mansion, the only Madison-era structure on the landscape is President James Madison's home. The homes of the individuals that made his life possible are not present, and as such, it is very difficult to interpret the fact that Montpelier was



The Montpelier Foundation

A Montpelier Expedition member helps to reconstruct one of the slave quarters found by archaeological excavations at James Madison's Montpelier.

home to a larger community of enslaved workers. This project will result in the rebuilding of one of these slave homes at the actual site where it existed and as accurately as possible, based on the archaeological remains and contemporary examples.

The fee for the week-long program, including lodging at Arlington House, is \$1000. We are applying for grants and seeking donations for this project, and if we do receive these, the cost of the program will be reduced. Send me an email at jglass@montpelier.org to register or learn more about the program. For more information on the Montpelier Archaeology Department, and to learn more about our LEARN public archaeology and timber frame reconstruction programs, please visit: www.montpelier.org/expeditions.

In Memory: Roland Sweet

1945–2015

Roland S. Sweet, editor-in-chief of *Log Home Living* magazine, died July 24 in Mount Vernon, Va. Roland had helped launch the magazine in 1989. Over the years, he was also editor of *Log Homes Illustrated*, *Timber Homes Illustrated* and *Distinctive Wood Homes* magazines. He wrote *Log Home Secrets of Success* (2010) and *100 Best Log Home Floor Plans* (2007). He was an integral part of developing timber framing publications.

At age 52, he earned his private pilot's license and was qualified to fly single-engine light, complex, and tailwheel aircraft.

Born Roland Saunders Sweet II in Panama City, Florida, August 2, 1945, he was the son of Col. Harold L. Sweet and Mary Sue Sweet. He is survived by his wife, Theodora T. Tilton; brother Samuel D. Sweet (Anne Corbett), and many nieces and nephews.

Contributing information from Demaine Funeral Home.



Sustainable marketing—the basics of search engine optimization

AL WALLACE

While one might argue how “green” timber framing is, there’s little dispute about the marketing challenge in delivering a green message in a sustainable way. Putting a green product in unsustainable packaging is particularly troublesome. For the timber framing community, this may mean a 12-page glossy brochure embedded in a tri-fold cover shipped overnight to a prospective client. Sustainable businesses are realizing that doing right by the environment can be profitable. With appropriate search engine optimization (SEO), it is possible to use internet marketing in lieu of print advertising to achieve marketing and sales goals. The intent of this article is to share my insights in optimizing a company’s online presence as a complement to my article about the TFG’s new website capabilities (page xx). In full disclosure, I’m also encouraging TFG companies to sign up for the Visionary Partners benefits, allowing the TFG to serve as an intermediary to their company on SEO issues. The cost of a VP sponsorship should offset pay-per-click advertising with better SEO.



The ideal result for businesses is a qualified lead that results in a sale. The goal is to achieve the highest *organic* ranking with a message *relevant* to your target market, and enable you to *engage* users regardless of how they access the web. Organic means that you are not paying for advertising, and engaging users means that your web content is relevant, timely and responsive to both desktop and mobile devices, since over half of web users are using mobile devices. If you achieve these goals, you will have the best opportunity to achieve high SEO, meaning your target audience will find you in the areas you serve when looking for the products or services you offer. To understand search engine results are optimized, I’ll use Google as an example. From Google: “Google’s mission is to organize the world’s information and make it universally accessible and useful.”

I am not a web expert, I have no special knowledge of Google’s search algorithms, and I believe that other search engines are similar to Google. My observations and recommendations are based on Google’s methods and with the assumption that if it works for Google, it

works. The next few paragraphs are a slightly technical explanation to help you understand how it works. Keep reading to see how a company can optimize SEO and why the benefits of Visionary Partnership may be appealing to you.

Google’s algorithms are designed to insure that search results are timely, relevant and useful. With an index of over 100 million gigabytes of information for 60 trillion web pages, results are fast. Relevance and usefulness (the key to high SEO) is usually reported as page rank against keywords. The indexes, relevance and keywords are determined by programs that regularly “crawl” through website pages to determine their content. Named after Google founder Larry Page, PageRank is Google’s best known search ranking algorithm. It is one way of measuring the relevance and importance website content against the search criteria, e.g. keyword.

Keywords can have three basic meanings. First, keywords are the list of words provided to Google by a business for a pay-per-click ad. Every time a user clicks on your paid ad, you are charged a fee based on your best guess on how relevant the ad is to your market and how popular the ad is to your competitors. While you can buy yourself into the top position using Google ad words, that is not generally cost effective. Second, if your website is over six years old, it may have meta keyword element code. This is a list of terms (metadata) that your programmer believed would give you the highest SEO. Since 2009, Google’s search algorithms have ignored meta keyword elements, so I will too. In the context of SEO, that leaves the final definition of keyword: “A word or phrase that describes the web site contents in Google’s index.” Keywords form part of a web page’s metadata to help search engines find useful and relevant data, driving SEO.

The goal of SEO is to increase traffic to a website by increasing its search engine page rank. Today these methods involve improved content quality, content specific keywords, and page organization using subheadings, bullets, and special fonts or characters. Good SEO makes it easy for the “crawlers” to determine what is on the page in order to deliver it to relevant searches.

Cross-links and backlinks between the website and other websites are also important. These links between sites have point values. Multiple Visionary Partner pages on tfguild.org refer to another site, increasing the other site’s backlink value. Also, Google PageRank appears to give higher SEO to websites that interact with *authoritative* sites. Because TFGuild.org has high authority with over 3300 sites linking to it, SEO for the six Visionary Partners’ websites increased in 2014.

TFGuild.org averages 800 queries per month, compared to Timberframe.org at 2,100 queries per month. When considering the value of organic search results (if someone paid for these positions), this presents a quandary when viewing backlink value; however, not when considered in the context of keywords.

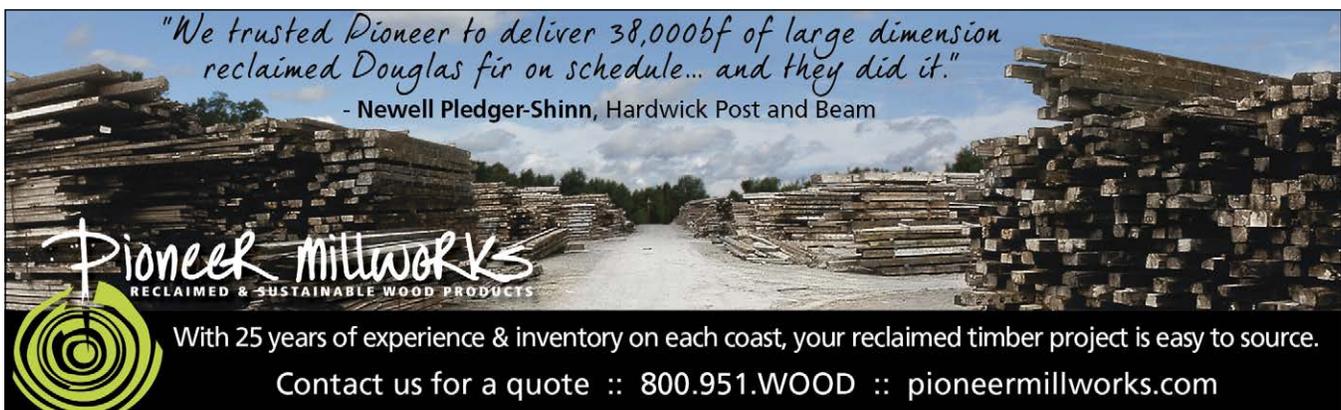
Keywords for TFGuild.org are more about craft and education than lead generation. Timberframing, timberframers, king truss, king post truss, timber framing books, queen post truss, timber frame details, timber framer structures, and timber framer joinery details place tfguild.org in top four organic search results. This works for well for timber frame education, but not for generating leads for timber frame companies and suppliers. As Timberframe.org keywords are based on generating leads for businesses, most TFGuild.org top keywords do not rank high compared to Timberframe.org keywords and vice-versa. Timberframe.org ranks in the top 4 organic search results for timber frame structures, timber framed house, timber framed, timber frame magazine, timber framing, timber frame designers, timber home builders, modern timber frame, and timber frame architecture or architects.

This all looks good, assuming that clients looking for timber frame homes are searching these keywords. However, a comparison of the timber frame companies ranked highest in the U.S. with small regional timber frame companies shows a different picture. On a national ranking, these top ten keywords generate over 17,000 searches per month: timber frame homes, post and beam homes, timber frame, timber frame house plans, timber framing, timber frame home plans, barn home plans, timber frame home kits, home living, and timber frame kits. Search results specific to the Colorado market are what really matter for a small timber frame company based in Colorado. So, adding "Colorado" to the search provides better results for the smaller company, but the large companies' SEO starts to decrease. Only "Timber Frame Colorado" ranks #1, and all other 10 top keywords do not place. Yet for the #1 ranked Colorado Timber Company, this ranking is critical. Because of the traffic generated by this one keyword, the same company ranks on the first page for timber frame homes, timber

frame, timber frame kits, timber homes, and timber frame construction.

So how does this relate to VP level sponsorship? The new TFGuild.org website will be optimized to handle both education and research requirements, and generate leads for TFG companies who purchase VP level sponsorships. Each quarter, VP sponsors will receive an SEO quarterly report with information on keywords and market trends for their region. In addition, their sites receive the leverage of backlinks authority available from the TFGuild.org website. Most importantly, these companies receive tips that are easy to implement yet significantly increase SEO, like the Site Audit Report which provides detailed information on broken links or photos without descriptors. For example, a major timber frame company's website does not show up on page one in areas where they typically have many projects. Let's assume this is Aspen, Vail, and Santa Fe. While they have a project portfolio, the names of the photos posted on the site (and not viewable, but seen by search engine crawlers) are project1.jpg, project2.jpg, and project3.jpg. If the photo names were changed to "Timber_Frame_Aspen_Colorado", "Timber_Frame_Hammerbeam_Truss_Vail_Colorado", and "Santa_Fe_New_Mexico_Net_Zero-House_Timber_Frame_Company", their SEO would increase for these homes or locations.

There are so many other ideas that will be presented by our web developer at the Business Boot Camp at the annual conference in Coeur d'Alene. These are proven methods to increase SEO and website performance and relevance. If you got lost in this discussion, you can ask the developer your questions then. Three actual timber frame companies will be analyzed, and specific recommendations will be made for these sites to improve their SEO. All Level 3 Visionary Partners that sign up before the end of October will receive a customized analysis of their website at no additional cost—a value exceeding \$500—and website tracking SEO quarterly reports with exposure on the TFG site will be provided for 15 months through the end of 2016. TFBC members attend Business Boot Camp for free. If you're not a TFBC member and want to attend, the fee is \$175. You can register at <http://www.tfgevents.org/2015-timber-framers-guild-national-conference#venue>.



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Laid-back, family affair at Frame

RICK COLLINS

Frame, the carpentry conference hosted by UK-based Carpenters Fellowship, was once again held at St Fagans in Cardiff, Wales. St Fagans is an open air building museum of exceptional caliber. It has structures dating back to ca. 1100 and includes over 40 relocated structures.

www.museumwales.ac.uk/stfagans/historic-buildings/

Frame is a hands-on affair. Most participants camp, and activities include medieval siege weapons throwing water balloons, joint busting, axe throwing, scribing workshops, music, dancing and, of course, an auction and slideshow. It's a noisy, bustling conference where you are more likely to strike up a conversation with a carpenter than a business owner or vendor. Sure, everyone is represented, but this is certainly a carpenters' event, which is reflected in the workshop and speaking schedule. Talks are laid-back, with speakers beginning around 10 am on Saturday and Sunday. Most sessions are about the practice of hand carpentry, such as a workshop on French roof geometry, or historic presentations, such as Tim Potts' incredible talk about St. David's Cathedral Roof.

Our family enjoyed staying at a nearby bed and breakfast. We had wonderful nighttime walks back to our lodging, following an old stone wall that meandered along a pasture. Although traveling the last week of August is a little tough with students going back to school, it was worthwhile to bring both of our older kids. They enjoyed running through the museum all day.

Except for a few scheduled talks, most of the conference is outside, which makes it more a gathering of carpenters and less a business meeting. St Fagans is



Nicole Collins.

Mathieu Peeters demonstrates Japanese scribing at Carpenters Fellowship Frame conference.

family friendly, with nearby camping within walking distance of all the events and catered meals served in a big tent. Some other talks and workshops were: Japanese tea-house carpentry, full dovetail scribe log-building, Grigg Mullen on 20 years of community projects in Virginia, Squares and Compasses: The Essential Tools of the Carpenter, and Repairing Historic Timber Structures: The Great Barn, Harmondsworth.

This was my seventh Frame conference and well worth the trip. Once again I would recommend traveling to Frame. The viewpoint and circumstances are different from framing in North America.

In memoriam: Robert A. (Spike) Baker, 1932–2015

Spike Baker died May 12, 2015, in the timber frame home he built on the Payette River in Gem County, Idaho.

Spike was born in Boise July 25, 1932, to Alton (Pete) Baker and Marjorie Gerlach Baker. He was nicknamed "Spike" at an early age; he maintained that the name came from his parents putting him in a gunny sack and hanging him on a spike on the wall while they attended community dances.

During summer vacations in high school he worked as a temporary firefighter and went on to work for the Forest Service full time following graduation. He spent his entire career in fire and aviation management with winter assignments as a snow ranger at Alta, Utah, and Bogus Basin, Idaho.

After retirement from the Forest Service, Spike became a founding member of the Timber Framers Guild. He designed and built a timber frame home and other buildings on his farm. He participated as a Guild member in building a timber frame bridge in Guelph, Ontario, and two Habitat for Humanity homes in York, Pennsylvania.

Spike continued to build his skills as a woodworker, stained glass artist, and photographer. He devoted much of his later life to chronicling through his photographs the need to provide for the sustainability of special places and species. He recently received the Pat Ford Award in honor of sustained conservation commitment and accomplishment on behalf of the Idaho Conservation League.

Union membership may benefit timber frame carpenters

RICK COLLINS

Currently there are 25 Right to Work states in the US, mostly located in the South and Midwest–Plains with a few in the West (complete list below). In these states, the Right to Work laws give employees at union jobsites the choice to join a union. Twenty-five states do not grant that right to its citizens.

Practically speaking, for carpenters, this means that if you are in Massachusetts, Maine, Colorado, or Oregon, for example, and wish to work on a job where a union has a collective bargaining agreement with the union hall, you will need to join the union in order to work on that jobsite. A collective bargaining agreement is a negotiation between the employer and the union that establishes important baselines such as working conditions and pay rates. During this negotiation the employer will agree to hire only tradespeople from the union. The unions gained this traction with employers with the passing of the National Labor Relations Act (or Wagner Act) of 1935. Initially, the entire country adopted this policy, but by 1947, a dozen states had enacted Right to Work laws. The strength of the unions lies in the solidarity given by the Wagner Act. Today there is often a lot of emotion wrapped up in unionism, and rightly so. Working conditions were once unregulated, and worker health and welfare were especially disregarded by large corporations that ran steel mills and coal mines.

How does this relate to the Timber Framers Guild, you may ask? Through recent developments with the Carpenters Union, we have been able to use our own Guild-designed extensive training program (the Apprentice Training Program) to meet union criteria, effectively placing our journey workers and apprentices in the Carpenters Union Hall. This was a direct transfer with a minimal cost. As a member of the Guild and as a journeyworker, you may be able to join your local Carpenters Union as well.

I believe that more work needs to be accomplished on an official level, but currently we have seven union carpenter–TFG members in Illinois. This has been a huge success and has opened the door to our timber



Rick Collins

Work by Carpenters Union and TFG member in Illinois.

frame carpenters for additional trade work, at the same time helping the local union hall fill positions with solidly trained timber frame personnel.

This is an exciting time and a real achievement for our carpenters. We are proud to have become members of our local hall to work on union sites doing what we do best: building timber frames. If you are living in one of the 25 remaining states that are not Right to Work states, reach me or Curtis Milton about joining your local hall to work on jobs that you previously may have thought were unattainable.

Rick Collins: rick@trilliumdell.com or

Curtis Milton: curtis@curtismilton.com or 603/387-6770

States with Right to Work laws:

Alabama, Arizona, Arkansas, Kansas, Florida, Georgia, Idaho, Indiana, Iowa, Louisiana, Michigan, Mississippi, Nebraska, Nevada, North Carolina, North Dakota, Oklahoma, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Wisconsin, and Wyoming.

Spike was predeceased by his sister Pat Craddick Pulley and his cousin Richie Gerlach. He is survived by his wife Judy; his sister JoAnn Craddick Eisenberg and her husband Rod; his brother Roger Craddick and wife Becky Sloan; his brother-in-law Bill Pulley and wife Peggy; his cousins Phil Gerlach and wife Leora Parker; and Tully Gerlach and wife Christine Zimowsky and their families.

Colleague and friend Jeff Arvin says, “Spike was a big, classically Western personality. From him I heard wild stories about the early Forest Service days. Spike recommended my brand-new company, the Cascade

Joinery, to his neighbor Gene Cole, and we built Gene’s timber frame—probably job number three for us. We stayed with Spike and Judy in their meticulous timber frame home overlooking the Payette River during the raising and panel installation. They were very generous and gracious hosts. Spike contributed his photographs regularly to Guild auctions.”

We will miss Spike. We offer our sincere condolences to Judy and Spike’s family, and we are deeply grateful for the contribution Judy made in Spike’s memory to the Guild Scholarship Fund.

Contributing information from the Idaho Statesman.

TFG new website capabilities to include search engine optimization

AL WALLACE

Several years ago, Mike Beganyi and Susan Witter had the vision to upgrade the TFG website in order to improve the Guild's ability to serve our members. They spent two years defining requirements that would improve the staff's ability to maintain the site, provide a high level of automated document management, and serve as a central repository for TFG educational content. The project was delayed for a lack of funding; however, the funding by six Visionary Partners (VPs) last spring enabled the TFG board to approve moving this initiative forward. The initial plan was to build the website on WordPress, a document-friendly architecture appropriate to the Guild's needs. The scope dramatically changed this past year due to organization and technology changes, yet the goal to exceed individual member expectations remains the highest priority.

Driving the change of scope, the Timber Frame Business Council (TFBC) joined the TFG, creating new operational requirements. Web users continue to transition from desktop computers to mobile devices, creating new technical requirements. The primary objective of the website expanded from facilitating document manage-

be spread across all clients. On a geographic search for example, company data is tied to GPS coordinates so a viewer can find all companies within an XX mile radius without having to specify the name of the company or the state in the search. Compare that to the current TFBC site where information must match exact location search criteria. The TFG is not directly paying for that capability, rather using the functions inherent to the Live Imagination architecture. Another benefit is that the web developers can support and upgrade core modules for dozens of clients simultaneously, dramatically reducing the cost of development.

In order to test this capability, the TFG launched the www.TFGevents.org website to provide information and enable registration for the TFG annual conference this year (see pg 10-11).

This site was developed in three weeks using a \$60 template and \$3,000 in development costs built on the LI architecture. The greatest challenge in going live was the TFG's inability to provide content quickly enough to keep up with the developer. Brenda and Jonathan Orpin developed the agenda while Susan Witter edited content,

The primary objective of the website expanded from facilitating document management to serving as the core information technology supporting TFG operations.

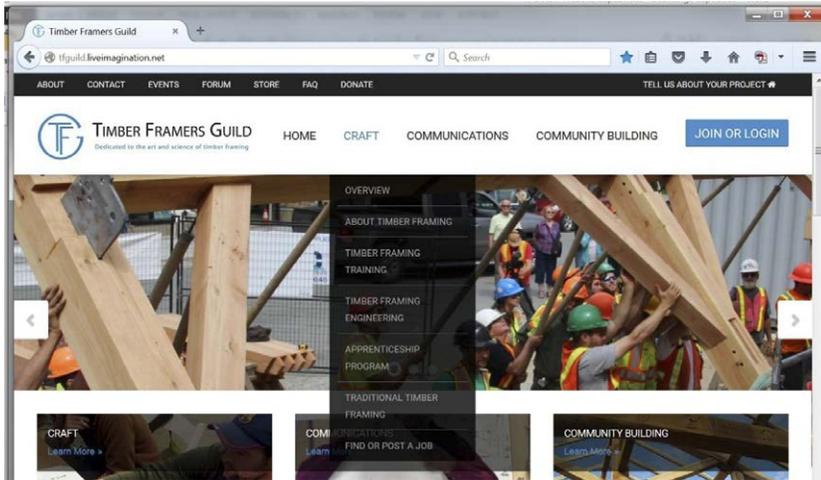
ment to serving as the core information technology supporting TFG operations. To best serve the new company members, the website required a high level of search engine optimization (SEO) in order to generate leads from potential clients. The underlying architecture was changed to a client-server model that incorporates a relational database management system with robust backup and restore. Because over half of website viewers are using mobile devices, the architecture must support a responsive web design (RWD). RWD provides an optimal user experience by resizing, panning, and scrolling across a wide range of devices to facilitate easy reading and navigation.

While the TFG greatly expanded our functional requirements, our budget remained fixed. This created a dilemma that Brenda Baker resolved with a solution that provides greatly expanded functionality at a much lower cost than the initial effort. Through Frank Baker's service on the Structural Insulated Panel Association's (SIPA) board, we found a website developer in Tacoma, Wa., who rewrote the SIPA site. Matt Fleming, the web developer, and his partner company, ES Interactive, have extensive experience with hundreds of RWD websites built using pre-defined templates on top of a web architecture called Live Imagination (LI). When a module is built for one client in LI, the cost of that module can

working fast to meet the delivery challenge. Once the developer created the structure, the TFG staff entered the content. You can see how the RWD works by viewing www.TFGevents.org from a desktop computer and then from a smart phone. Unlike all current TFG sites (including TFBC, TFEC, and TFG Forum), the buttons and images resize automatically.

The website for the 2015 annual conference was our first successful attempt at consolidating many backend administration and accounting functions into the website database for credit card processing, reporting and communications. It combined a dozen disparate services that the TFG implemented over the past two decades into one integrated platform with a single point of contact for TFG information technology. Since the launch of tfgevents.org, Jeff Arvin established the goal of integrating all TFG functions under one website though the scope of the new TFG main site in orders of magnitude greater than the annual conference site.

Consider that the scope of the TFGevents.org site is approximately 30 pages, and uses four to five template pages to display all of the content, most of which relates to conference presentations and speakers. Contrast that to the new TFG main site: It will be over 100 pages, using 12-15 templates. The functionality (developed by TFG stakeholders) includes new member self-service



New (launching in October) home page with intuitive navigation around the TFG core missions of Craft, Communications, and Community Building, with Craft pull down menu shown.

registration, extensive document management, an online store function, the TFG forum, job openings and resume posting, company member profiles and photo galleries, and specialized functionality for committees and councils such as ATP journeyman time logging, TFBC lead generation and tracking, and a member, ATP, and TTRAG forum. The graphic above shows the home page with intuitive navigation around the TFG core missions of Craft, Communications, and Community Building, with Craft pull down menu shown.

The goal is elegant simplicity. A user should not engage more than two clicks to get to most information and once there, the content should be relevant and easy to access. On the new site, it is much simpler to find information for timber framers, about timber framers, or about working with the Guild on projects engaging timber framers. Navigation remains consistent across all pages. The top navigation bar (About, Contact, Events, Forum, Store, FAQ, Donate, and “Tell Us About Your Project”) appears on all pages, with the core values navigation bar pinned beneath (Home, Craft, Communications, and Community Building). There is a call to action, “Join or Login,” also appearing on all pages. If a viewer attempts access to a document with restricted access, the Login page automatically loads to enable the permissions to view the document.

At the bottom of the Home page are listed the Level

3 Visionary Partners (VP3) logos. Clicking a VP3 logo anywhere on the site will take the user to a TFG site page with the VP information: call to action (completing contact form) with the company information, and another link to the VP’s own website. All interactions with the TFG site will be tracked (location of viewer, time of contact, time on site by page, interactions such as completing forms, etc.) Leads or requests for contact will be electronically forwarded to the target recipient, and also stored in the database for future access by the appropriate recipient (VP company, Projects Director, ATP committee, etc.) The responsible organization or VP company will maintain their own content on the TFG site using LI administration tools, simplifying the management of the site.

Like the company landing pages, each council and committee has control over its associated content. For now, the TFEC has opted to host www.timberframeengineeringcouncil.org on the new TFG host platform, but retain the original site functionality and control within the TFEC. The TFBC site, www.timberframe.org is currently not maintained, primarily awaiting requirements from the new business council.

The site will go live the first week of October without complete content. It took 12 weeks to assemble the basic content for www.TFGevents.org and we expect it

See TFG, page 16

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Coeur D'Alene, Idaho

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- Estimating and contracts



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30th Annual Conference

Speakers at the Event

Richard La Trobe
- *Bateman*

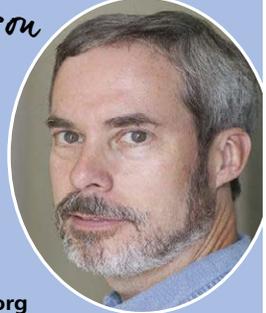


Richard has worked for decades balancing art and form, structure and need. He's fascinated by the available technology of physical systems (available technology), mental systems (devolved ideas), and The Future. He's coming from England to share his thoughts.

latrobebateman.co.uk

Alex Wilson

Resilient building is the study of how our structures, our timber frames, will respond under duress. When the Big One hits, where do we stand? Alex is well known for his work on sustainability. He will deep dive into our world of heavy timber, long lasting homes, and efficient envelopes.



resilientdesign.org

John Abrams



Who better to wrap up the 30th Anniversary Conference than our close friend? Musings about the Biology of Business. Navigating the Big Transitions is a key to success in business... and life. They can be wrenching, stress-laden, and contentious, or they can be composed, seamless, and cathartic.

southmountain.com

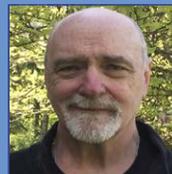
Director's Bike Ride!

Join us on Thursday from 4 - 5:30pm (after a hard day of pre-cons and before the movie!) on a gorgeous 11 mile bike ride along the lake. Bring a bike or get one there. Pre-sign up is helpful.

tfguild.org



Not just ANY bike ride, but a chance to see Jeff Arvin in Spandex!



Timber Framers Guild 2015 Conference

Schedule is still in process, please check for updates

DATE	TIME					
10/28/2015 Wednesday	7:00 - 8:30	Breakfast				
	8:30 - 5:00 - Breakfast, Lunch & Breaks included	Skills Development/ATP When Roofs Collide with Will Beemer	Performance Wall Systems and Prepanelization with Albert Rooks et al (Bill Keir, NEW)	Timber Grading - TFEC Ron Anthony		
		Dinner on your Own				
10/29/15 Thursday	7:00 - 8:30	Breakfast				
	8:30 - 5:00 - Breakfast, Lunch & Breaks included	Skills Development/ATP When Roofs Collide with Will Beemer	SIPschool with Al Cobb	Timber Grading - TFEC Ron Anthony	Scribing Workshop Chris Drake & Chris Kates	Business Boot Camp
	4:00 - 6:00	TFG Directors Sponsored Bike Ride				
		Dinner - on your own				
	7:00 - 9:00	"Raise the Roof" with an introduction by Laura & Rick Brown of Handhouse Studio				
		Skills for Timber Framers	Building Science	Design & Engineering	World of Timberframing	Business
10/30/15 Friday	7:00 - 8:30	Breakfast				
	8:30 - 10:00	Conference Opening Remarks Brad & Delores Gardner - Safety Motivational Presentation - http://www.bradshelpinghand.com				
	10:00 - 10:30	Break - Trade Show Open				
	10:30 - 12:00	Jack Witherington - Round Roofs	Joern Wingender - Eco-system Based Architecture	Planning & Organizing Large Projects - John Miller & Ben Brungraber	Will Bateman/ Jim Blackburn English Vernacular Timberframing	Rick Collins - Estimating
	12:00 - 1:00	Lunch				
	1:00 - 2:00	Jack Witherington - Round Roofs continued	George Ostrow - Energy Modeling for Timber Framing	Will Beemer - Wood Science for Designing Timber Frames Steve Chappell - How to cut the absolute best compound joint	Collin Beggs - Reclaim Your Nature	Matt Fleming - SEO
	2:00 - 3:00	Jack Witherington - Round Roofs continued			Collin Beggs - Reclaim Your Nature	OSHA Shop Primer
	10:00 - 10:30	Break - Trade Show Open				
	3:30 - 5:00	Featured Speaker - Richard La Trobe Bateman - "What Are We Doing"				
	5:00 - 6:00	Trade Fair Happy Hour				
	6:00 - 7:30	Dinner				
	7:30 - 10:00	Slideshow/ 30th Anniversary Celebration				
		Skills for Timberframers	Building Science	Design & Engineering	World of Timberframing	TF Business
10/31/15 Saturday	7:00 - 8:00	Breakfast				
	8:00 - 9:00	Will Beemer - Basic Beam Sizing	Charles Judd - Cross Laminated Timbers	John Abrams, Jonathan Orpin & George Ostrow - Comparing the Architectural Process and with the Designer Builder Process	Michael Cuba - Timber Framing in Switzerland	CAD/CAM User Group
	9:00 - 10:00	Merle Adams - Timber & Metals for the Shop Guy		Kris Calvin - Sketchup	George Brinkman - 30 years as a sawyer	Jennifer Young - The Ministry of Business
	10:00 - 10:30	Break - Trade Show Open & Axe Throwing				
	10:30 - 12:00	Featured Speaker - Alex Wilson - Resilient Building & Timber Frames				
	12:00 - 1:00	Lunch				
	1:00 - 2:30	Steve Lawrence - Rigging & Raising	Al Cobb & Jim LeRoy - SIPS-Hits & Hurts	Graham Finch - Building Enclosures for Tall Wood Buildings	Community Building Projects - Tim Chauvin, Mack Magee, Grigg Mullen	Tony Zaya - Veteran's Voice
	2:30 - 3:00	Break - Trade Show Open & Axe Throwing				
	3:00 - 4:00	Steve Lawrence - continued	Durable Sealing of Building Connections - Andreas Rissman		Tim Chauvin - Chinese Timberframing	Al Wallace - Contract writing
	4:00 - 5:00	Steve Lawrence - continued	Joern Wingender - Hands on Building and Brick Making Demo (in tent)		Tim Chauvin - continued	Al Wallace - Continued
	5:00 - 6:00	TFG Members Meeting				
	6:00 - 7:30	Dinner				
	7:30 - 10:00	TFG Benefit Auction				
		Skills for Timberframers	Building Science	Design & Engineering	World of Timberframing	Business
9/1/15 Sunday	7:00 - 8:00	Breakfast				
	8:00 - 9:15	Steve Chapell - A Case for Joinery	bizarre engineering feats - Mack Magee & Ben Brungraber	Deep Diving into The Design Forum	Round Table with Jeff Arvin	Tony Zaya- Commerical Timber Framing
	9:15 - 9:30	Break				
	9:30 - 11:00	Featured Speaker - John Abrams - Musings About the Biology of Business				
	11:00 - 11:15	Closing Remarks				

EVENTS



These listings are for Guild workshops and meetings, were submitted by Guild members, or announce other relevant events.

See www.tfguild.org/events. To submit info on a Guild event or project, reach [Susan Witter](mailto:Susan.Witter@tfguild.org), 360/647-0310.

Guild events

2015 TFG Conference Oct 29–Nov 1, Coeur d'Alene, Idaho. *For more info on Guild events or to register for any TFG project, reach [Sue Warden](mailto:Sue.Warden@tfguild.org), 855/598-1803.*

2016 Apprentice Training Program, Feb 26–28, hosted by Cascade Joinery, Ferndale, Wash. Site specific training with safety, cranes, machines, fasteners. Call Curtis Milton at 603/387-6770.

other events

Fox Maple (2016 workshops)

In Nosara, Costa Rica—

Timber framing Feb 22–Mar 5

Natural building Mar 7–11

Intensive apprenticeship Feb 15–Mar 19

At Fox Maple, in Brownfield, Maine—

Clay building May 27–29

Introductory timber framing May 30–Jun 4

Advanced timber framing Jun 6–11

Foxmaple, <http://www.foxmaple.com>, 207/935-3720.

Heartmoor Farm Education Centre

Basic carpentry for timber framers Sep 14–Oct 5

Intermediate carpentry for timber framers Sep 15–Oct 6

Stone and black work Oct 3–4

Basic carpentry Oct 7

Passive solar design-build Oct 10

Timber frame joinery Oct 13–15

Kents Store, Va. www.heartmoorfarm.org, 917/822-7230.

Heartwood School

Fundamentals of woodworking Sep 28–Oct 2

Cabinetmaking Oct 5–9

Art du Trait Oct 12–16, Oct 19–23

Tangent handrailing Nov 5–7

Washington, Mass. Michele Beemer, www.heartwoodschool.com, 413/623-6677.

Rancho Mastatal Sustainable Living Center

Natural building project apprenticeship Aug 1–Nov 30, 2016

Mastatal, Costa Rica.

Ali Ostergard, www.ranchomastatal.com/pages/links/page.php?Grouping=Apprenticeship&PageName=internship.

Whippletree Timber Framing

Joinery Nov 7–8, Dec 5–6

Otanabee–South Monaghan, Ontario.

Mark Davidson. www.wpltree.ca/classes.html, 705/875-7906.

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NOTICES



Notices are for one-time events and offers, and they run free to Guild members for two issues per year. The cost to non-Guild members is \$80 per notice per issue. A notice, whether free or paid, runs for a maximum of two issues. Notices are intended for onetime events and offers; appropriateness for inclusion is decided by the web content manager. For email links, see www.tfguild.org/events/notices.

help wanted

Designer–draftsperson.

Davis Frame Co., a growing, busy timber frame panelized home manufacturer, seeks a designer–draftsperson. Three+ years drafting experience and strong CADWORK 3D and 2D skills required. Competitive wages, great workplace, wicked good people, and sorry, no telecommuting. Send resume to Davis Frame Co., 513 River Rd, Claremont, NH 03743. Email preferred, timber@davisframe.com.

Timber frame apprentice.

Hardwick Post & Beam is a family company with 32 years' experience designing and building custom timber frames in Mass., New England, and across the U.S. We seek an apprentice level timber framer with good woodworking skills to help fabricate and install timber frame projects from start to finish. A high standard of craftsmanship and attention to detail are essential. Also, good communication skills, the ability to collaborate on teams, strong work ethic, optimistic attitude. Curiosity and excitement at learning new things and creative interest in the aesthetic potential of timber framing are assets. The timber framer will work under the supervision of a master framer.

Compensation DOE. Full job description on our website. Please send resume and work samples to Christian Gudmand - christian@hardwickpostandbeam.com and <http://hardwickpostandbeam.com/images/uploads/TimberFrameApprentice.pdf>

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Architectural timber frame designer.

South County Post & Beam, Inc. seeks an experienced architectural /timber frame designer. Responsibilities include: residential design, 3D modeling of timber frames and structural insulated panel systems, creation of shop drawings for timber frame and structural insulated panels, and interaction/communication with clients and contractors. Candidates should be proficient with AutoCAD Architecture (2013 and later), have a solid understanding of construction detailing, be able to learn new software quickly, and work on multiple projects at one time. Creative background a plus. Experience with SketchUp, 3D modeling software, and Microsoft Office Suite is helpful.

Full benefits. Please forward your resume and salary requirements to info@scpb.com.

Designers and engineers.

Fire Tower Engineered Timber, a specialty structural engineering firm, is hiring engineers and designers of all skills. For details, check with Joe Miller at joe@ftet.com or Mack Magee at m@ftet.com.

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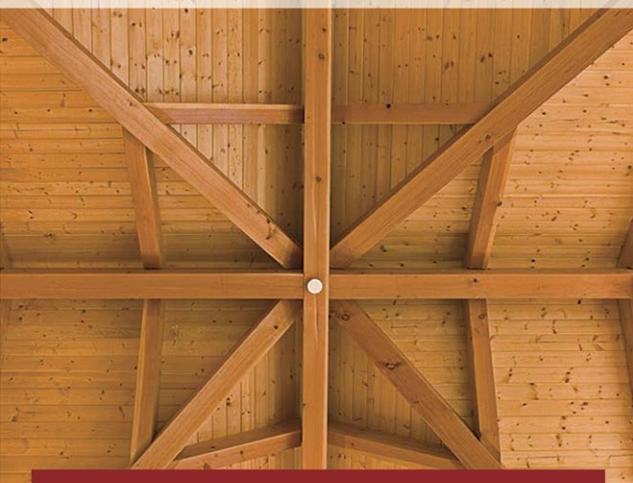
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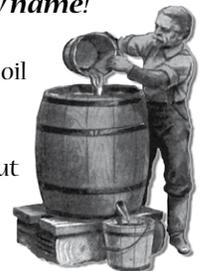
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TFG, from page 9

will take four months to assemble content at TFGuild.org. Rather than wait to have all content before launching the site, the development team, with TFG staff guidance, opted to launch the site in phases. The first will be heavily weighted to member services and registration, and less on technical content and document management. Ongoing content development will incorporate keywords optimized for timber framing education and lead generation.

One of the functions to be released later, falling under the core value “community building,” is reaching out to service organizations. Because the LI architecture and template are flexible, adding these and other features in the future is not problematic. Jeff Arvin’s vision is for the site to serve as the single information technology system for improving operational excellence and provide unparalleled member services, with outsourcing website maintenance and future development. Outsourcing these

tasks frees Guild staff to upload and maintain content using LI administrative modules without needing much web technology know-how.

To view this site live and learn more about the site capabilities, attend the TFG annual conference October 28–November 1, at Coeur d’Alene Resort. Matt Fleming, our web developer, will present marketing and SEO ideas at the Business Boot Camp on Thursday using three timber frame company sites as case studies, and at the conference on Friday discussing the new site capabilities and SEO. He will host a booth at the tradeshow, demonstrating the new site functionality and offering similar services to TFG companies wishing to upgrade their own sites to match TFG capabilities. Read more about the conference and register at tfgevents.org.

To better understand how the new TFG site will support member companies through VP sponsorships, see the Ecologic Column “Sustainable marketing” on page 4.