



Building Grassroots Advocacy

for the Structural Building Components Industry

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Washington Insiders to Speak at SBC Legislative Conference

Madison, WI – Attendees at the SBC Legislative Conference, to be held May 4-6 in Washington, D.C., will receive a rare insight into the Canadian softwood lumber dispute and other crucial industry issues from two Washington insiders, James Mendenhall, acting general counsel for the Office of the United States Trade Representative (USTR), and Everett Eissenstat, chief international trade counsel to the chairman of the U.S. Senate Finance Committee. “We’re happy to announce this year’s speakers are not only knowledgeable, but can speak first-hand to the policy issues affecting the day-to-day business of component manufacturers across the country,” says Allen Erickson, Chairman of the Wood Truss Council of America (WTCA) Legislative Committee.

As acting general counsel for the USTR, Mendenhall is responsible for U.S. trade and investment policy, as well as monitoring the adoption and enforcement of laws to protect U.S. patents and copyrights in foreign countries. He is currently the lead negotiator in the Canadian softwood lumber dispute, and is charged with coordinating the U.S. approach to a negotiated settlement.

“Having someone so close to the softwood lumber issue at the conference is a unique opportunity,” says Kendall Hoyd, WTCA President. “His expertise will provide us all with the most up-to-date analysis of the negotiation process and where we stand in this ongoing dispute.” Mendenhall will speak at the conference’s kick-off dinner on May 4 at 5:00 p.m. at the Hyatt Regency in Washington, D.C.

Serving as chief international trade counsel to the chairman of the U.S. Senate Finance Committee, Eissenstat is responsible for advising Senate Finance Committee Chairman, Charles Grassley (R – IA), on all international trade matters before the committee and coordinating the international trade work of the Finance Committee Republicans. His legislative responsibilities include Trade Promotion Authority, implementation of free trade agreements, preferential trade arrangements and sanctions policy. Eissenstat is also responsible for the oversight of U.S. government international trade agencies.

“From taxes to trade to Social Security reform, Mr. Eissenstat has his finger on the pulse of many legislative and policy issues that directly impact the industry,” says Erickson. Eissenstat will speak on May 5 at 6:00 p.m. at Ruth’s Chris Steak House in Washington, D.C.

The SBC Legislative Conference is the structural building components (SBC) industry’s premiere political event. Attendees have the opportunity to meet one-on-one with their lawmakers in Congress, participate in meetings with federal agency administrators, and tour the White House and U.S. Capitol.

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SBC Legislative is the political arm of the Wood Truss Council of America (WTCA), an international not-for-profit trade association of metal plate connected truss and related component manufacturers. WTCA has more than 740 component manufacturer members, 32 chapters, and 249 supplier and related services members seeking to protect and expand the markets for the products they manufacture.