

STRUCTURAL BUILDING COMPONENTS MAGAZINE (FORMERLY WOODWORDS)

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Executive Director's Message



KIRK GRUNDAHL

"The Goal of BCMC, *WOODWORDS* & Our Web Sites" by Kirk Grundahl, WTCA Executive Director

Ever get feedback from the market and wonder where the information came from? Sometimes, you just scratch your head in amazement. To keep everyone "on the same page," I'd like to take some time to go over the facts as they exist for BCMC, *WOODWORDS* and our web sites.

WOODWORDS

WTCA did not increase its dues to have what I have heard termed as a, "glossy-glitzzy magazine." *WOODWORDS* is neither sponsored nor subsidized; it stands on its own as a business dedicated to advancing the interests of the component industry. *WOODWORDS* is owned and operated by Truss Publications, Inc., of which WTCA is an owner. The sole mission of Truss Publications is to undertake additional work for the sole and exclusive benefit of the component manufacturing industry. In 2000, Truss Publications contributed work in the legislative area, on industry/customer promotional articles and on industry/customer educational programs. The value of these programs to the industry, if they had come out of a specific budgetary line item, easily exceeds \$100,000.

More important than this is the fact that *WOODWORDS* is dedicated to serving a very targeted market with the best possible business management, marketing and technical information we can provide. Component manufacturer management (62 percent of all readers) dominates our readership. Out of this 62 percent, 23 percent are Presidents and CEO's; six percent are Vice Presidents; 21 percent are General Managers, Manager and Supervisors; and 50 percent hold technical, sales and marketing positions. Our goal is to help our readership to improve their businesses in some direct and meaningful way.

Not surprisingly, the work that is undertaken by Truss Publications would not be possible without advertiser support. Fortunately, we feel that money spent on advertising in *WOODWORDS* is a double benefit—it promotes suppliers' business interests as well as the interests of the industry (which also benefit each company's business interests). It's hard to imagine a better win-win situation.

BCMC

Below the surface, we now and again hear talk about changing BCMC from an every year show to an every other year show. Why? The primary reasons for this sentiment are that it is too

expensive to come to a show every year and that new products take more than a one year cycle to develop so there may not be anything new to show. See if the following facts shed any additional light on the decision to have a show every year:

- Roughly 70 companies have attended every BCMC show in the last five years. However, total attendance at BCMC each year is about 470 companies. This means that there are potentially 300 to 400 companies that were not at the show last year that will attend this year.
- Typical component manufacturer attendance is more than 1200 people with 46 percent of these attendees in management and 14 percent who are CEO's. How often do you get the luxury of gaining access to more than 500 senior managers in one spot, for three days, with the potential to make a tangible business transaction? I suspect not very often.
- The center of BCMC is not the suppliers. The component industry is like a fraternity and friendships run deep. BCMC is a place to catch up, learn and strengthen the interpersonal relationships that make any industry have character and provide meaning to those who work hard to see it succeed.
- We receive feedback that there is great value in the educational programs offered at BCMC. Like *WOODWORDS*, the educational focus is on serving a targeted market with the best possible business
- management, marketing, and technical information we can provide. Our goal is to provide value in a very meaningful and direct way.
- Last but not least, BCMC is identical to *WOODWORDS* in its financial implications on our industry, with one important difference. The projected profits from a BCMC show are included each year in WTCA's operating budget. As with *WOODWORDS*, money spent on BCMC provides a double benefit—it
- promotes suppliers' business interests as well as the interests of the industry. This makes the dollars spent on exhibiting products and services at BCMC another win-win situation.

WEB SITES

The main objective of the web sites that WTCA has developed (www.woodtruss.com, www.bcmcshow.com, www.woodwords.com) is to provide solid industry information in a bulletin board fashion, guided by the policies and direct action of WTCA's Board of Directors. These web sites are sources of information for members and non-members on a variety of component industry topics. The web is a great resource for questions. For example, I know that one topic that gets referenced a great deal is our fire section, as questions about fire endurance assemblies are common.

We are diligently expanding our site and have plans to offer a members-only portion of the site in the future. In this members-only section, there will be discussion forums, called Business Solutions Groups, which can be private or public depending on the needs of our members.

Sponsorship of the *WOODWORDS* web site is identical to *WOODWORDS* and BCMC. As with *WOODWORDS* and BCMC, money spent on web site sponsorship gives the same double benefit—sponsorship promotes the company's proprietary interests as well as the interests of the industry. Again, it's hard to imagine a more valuable win-win situation. Moreover, no other web site can say that the dollars expended are directly reinvested into advancing the component industry.

CONCLUDING THOUGHTS

- Where else in the component industry can our suppliers find promotional vehicles that advance their business interests while, at the same time, advancing the component industry's interests, effectively giving twice the promotional value to each dollar spent?
- What other industry promotional vehicle can provide you with an exact account of how each dollar is spent—down to the penny, and show you exactly what work was done with each dollar?
- Where else can your component manufacturing peers guide the direction, plans and policies of their industry promotional vehicles?
- *WOODWORDS*, BCMC and our web sites are in the business of advancing the component industry with win-win solutions. Their most important function is to ensure that the future of framing is component construction. That is our exclusive goal and mission and we hope that every day we can, in some small way, meet this goal.

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