

# STRUCTURAL BUILDING COMPONENTS MAGAZINE

April 2002

## BCMC 2002

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### Making BCMC the Best It Can Be: A Few Changes for 2002 by Carl Schoening

The BCMC committee recently conducted its first annual "BCMC Exhibitor Forum" in Columbus, OH. The BCMC committee and WTCA staff held the forum to give exhibitors the opportunity to speak out and offer suggestions to make BCMC the best show that it can be every year. The result of the forum was a lively debate that provided great opportunities to improve BCMC.

Our challenge is to balance the needs of exhibitors with the needs and desires of component manufacturers. But by hosting the forum, WTCA staff and the BCMC committee seek to provide the highest value to both attendees and exhibitors, and will continue to listen to the needs of the industry.

Each year workshops and breakout sessions are scheduled based on attendee feedback. This year the committee has listened and will offer sessions that will be broken into industry specific tracks of information. Currently, the seminar subcommittee is working through tracks in the following areas—Production Management, Sales Management, Technical Management and Risk Management—to create breakout sessions that will provide the highest value to all BCMC attendees. The goal of our breakout sessions is to give out information to help component manufacturers grow their businesses by improving productivity and profitability.

Listening to the show's exhibitors is the best way for the committee to acknowledge the additional needs and resources that make BCMC valuable. Based on feedback from exhibitors, we have made the following changes for BCMC 2002:

- To keep attendees on the show floor, every component manufacturer will receive a ticket from the food court for one FREE LUNCH to use at the show. We have also improved the selection and quality of food.
- BCMC will CLOSE EARLIER ON FRIDAY. The show hours will be 8:30 a.m. to 12:30 p.m.
- BCMC has ELIMINATED ALL BREAKOUT SESSIONS ON FRIDAY. Attendees will have more uninterrupted time on the show floor to meet with you.
- The BCMC web site will have a section that will enable any browser to REQUEST ADDITIONAL INFORMATION ABOUT EACH EXHIBITOR.
- Service and product forms from the decorator George E. Fern (Hubbell/Tyner) at the Greater Columbus Convention Center will be available on the show web site.

The final result of the exhibitor forum was a resolution (see below) to provide the best annual BCMC possible. As the economy and technology change, BCMC will change with them. Through our annual "BCMC Exhibitor Forum" the BCMC committee and WTCA will keep a finger on the

pulse of the industry and the show. We will contact new potential exhibitors to provide more opportunity and value for attendees.

To provide the best show possible will also mean that BCMC must have the support of component manufacturers. The show's exhibitors will be reminding component manufacturers throughout the year that BCMC is the best opportunity to see, touch, smell, taste and hear the latest innovations, and urging them to join us in Columbus, OH. BCMC is about component manufacturing. To receive the full value of having so many industry vendors in one place, component manufacturers must attend. For our industry to continue growing and improving, while remaining the sophisticated backbone of the construction industry, component manufacturers must participate. Please join us in once again making the BCMC the best it can be.

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## BCMC Resolution

On January 9, 2002, the listed participants discussed at length, the BCMC show managed by WTCA. The outcome of this meeting was to bring the following resolution to the BCMC committee for consideration as a formal resolution to be brought before the WTCA Board for adoption.

1. There was found to be a fundamental difference of opinion among those in attendance on whether BCMC should continue to be an annual or biennial machinery show. The group came to the conclusion that it was in the best interests of the industry overall for WTCA to annually provide the best BCMC venue possible. Additionally, everyone in our industry should work hard to attract as many component manufacturers as possible to attend each BCMC.
2. WTCA and the BCMC committee recognize the right of exhibitors to make any decision that they deem appropriate for betterment of their company regarding when, how and with what booth size they will exhibit. Neither the BCMC committee nor WTCA will encourage, promote or tolerate any attempt to penalize, or otherwise attach a stigma surrounding, any business decision that exhibitors choose to make regarding BCMC or any other WTCA activity.
3. An exhibitor forum will be scheduled every year to discuss BCMC issues. This meeting will occur on the first day of a two-day site visit, which typically occurs within six weeks after BCMC. This meeting will be held to gain the benefit of fresh feedback from the immediate past BCMC. This feedback will then be factored into the next day's meeting with the goal of continuing to improve the show for maximum benefit to exhibitors and attendees.
4. Finally, a market survey will be conducted to obtain meaningful opinions from component manufacturers regarding BCMC. The University of Wisconsin Business School or another third party will lead this survey. Its goal is to assess as many facets about BCMC as possible to factor into future strategic plans. Any exhibitors may see a copy of the questions to be asked. Exhibitor comments will be integrated as fully as possible. Our goal is to have this survey completed by May 31, 2002.

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