



Bcmc & Your Business Plan

Denver on a Budget: Keepin' It Real

by Libby Maurer & Molly Butz

When you break it down,
BCMC is worth every penny!

Many businesses are tightening their purse strings these days, finding new, creative ways to cut expenses. Business is down for many, so the cost of traveling to BCMC in Denver may have you questioning whether your company can afford the trip. Perhaps the more important question is whether you can afford not to go.

When was the last time you weighed the value of attending against the cost to attend? Use this guide to set your team's budget and implement fund-friendly tips to cut down on expenses during your BCMC experience. (Plus a whole slew of reasons why it's worth every penny.)

Airfare

Book early! This is an area in which you can definitely save. Here are some very reasonable sample round-trip fares from a variety of cities (as of 4/25).

- From Boston: \$340
- From Chicago: \$238
- From Cincinnati: \$242
- From Dallas: \$244
- From Orlando: \$320
- From Phoenix: \$238
- From Raleigh: \$219
- From Portland, OR: \$159

You can also use resources like Expedia's Fare Alert to give you updates on the best fares to Denver. (Many other travel websites have helpful tools similar to this one.) Input your target price for a roundtrip ticket, and the tracker alerts you when fares from your pre-selected departure city fall near that number. Check it out at www.expediaguides.com/farealert.

Transportation

Since there are plenty of restaurants and attractions within walking distance of the Convention Center, you won't need a rental car. No parking fees either!

If you're staying at one of the downtown Hyatt hotels, Super Shuttle offers a \$34 round-trip (per person) from the airport to your hotel.

Also check out the various ground transportation options available in downtown Denver. On 16th Street, free buses run throughout this central business and entertainment district of downtown Denver. The city also offers an affordable light rail system that travels throughout Denver. A light rail station located near the Convention Center provides access to three different rail lines, and the cost to ride is under \$2 per trip!

Lodging

A double occupancy room at one of the Hyatt hotels near the Convention Center will run between \$185 and \$189 per night, so the cost of your team attending can be as low as \$93 per night. Consider asking them to double up this year. Sharing a room with a coworker is a good way for them to get to know each other outside the office!

Continued on page 20



BCMC – Your Resource for STRATEGIC BUSINESS PLANNING

Use BCMC as your Business Planning Forum

BCMC can help you:

- Break into new markets/products
- Research future business costs
- Improve efficiency and communication in your plant
- Learn about green building and how to implement it
- Learn effective processes for your design department
- Gain knowledge on building codes and key technical information
- Build leaders in your company
- Find out the latest in industry research and testing
- Gain perspective on how to endure the market downturns
- Assess how to gear up when the next market upswing occurs
- Research current and future purchasing decisions in one location
- View active machinery demonstrations
- Discover the latest and greatest products and services
- Reconnect with your peers and discuss current issues
- Discuss the state of the industry with industry professionals



BCMC 2008 EXHIBITORS (current 5/15/08)

- A-NU-PROSPECT
- Arch Wood Protection
- Bloch Lumber Company
- Boscus Canada Inc.
- BOSS Tiedowns & Strapping
- CADWORK
- Canadian Engineered Wood Products Ltd
- Canfor Wood Products Marketing Ltd.
- Carbeck Structural Components Institute
- Clark Industries, Inc.
- Cold-Formed Steel Council
- Commercial Machinery Fabricators
- Cordstrap USA
- Deocom, Inc.
- Dietrich's North America 3D
- CAD/CAM Software
- Eagle Metal Products
- Eide
- * Erventek
- FastenMaster
- Finnforest USA, Engineered Wood Division
- Gilman Building Products
- Hiab, Inc. A Cargotec Company
- HILPC & Supply, Inc.
- HOLTEC (USA) CORPORATION
- Hundegger USA, L.C.
- iLevel by Weyerhaeuser
- ITW Building Components Group
- J. M. Boyle & Associates, LLC
- Keymark Enterprises
- Klaisher Mfg Corp.
- Koorsen Manufacturing Inc.
- Lakeside Trailer Mfg., Inc.
- Lignum Forest Products
- LP Building Products
- Lumbermens Merchandising Corporation - LMC
- Meltriguard
- MiTek Industries, Inc.
- Monet DeSaw Inc.
- MSR Lumber Producers Council
- Nordic Engineered Wood
- NUCONSTEEL
- * OFC Capital Corporation
- Pacific Trail Mfg., Inc.
- Palfinger North America
- Panels Plus
- * Pelican Bay Forest Products
- Pennsylvania Lumbermens
- Mutual Insurance Co.
- PPF Technologies
- Precision Equipment Mfg.
- Princeton Delivery Systems Inc.
- Qualim, Inc.
- Randek BauTech AB
- Rayonier Wood Products
- Rex Lumber LLD & North Florida Lumber
- Robbins Lumber
- SBC Research Institute
- Senco Products, Inc.
- Simpson Strong-Tie
- SL-Laser Systems
- Southern Pine Council
- SPIDA MACHINERY
- Spotnails
- Stanley-Bostitch
- Stiles Machinery Inc.
- Structural Building Components Magazine
- Summit Forest Products Inc.
- Timber Products Inspection
- The Hain Company
- Todd Drummond Consulting, LLC.
- Trim Fit, LLC
- Vision Financial Group, Inc.
- Wasserman & Associates
- West Fraser
- Wood Truss Systems, Inc.
- WTCA - Representing the SBC Industry

* New Exhibitor. Current as of 5/15/08 SBC print deadline.

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"It's a good place to go to find out what makes the industry tick."
—Charles Ballard, Ballard Truss, Eloy, AZ

at a glance

- When you compare the value and the cost of attending BCMC, you find that there many reasons to make the trip.
- WTCA component manufacturer members pay \$175 for their first full registration and \$140 for each additional.
- With a wide variety of characters in the industry, BCMC is entertaining!

Attendance

Again, the early bird gets the worm! Sign your team up by August 25 to take advantage of BCMC's lowest registration fee. WTCA component manufacturer members pay \$175 for their first full registration and \$140 for each additional. Keep in mind this fee covers entrance to the exhibit hall, educational seminars, several drawings and plant tours. Speaking of plan tours, sign up early because they fill up fast!

Meals

As you know, eating out on the road can be extremely expensive. This is the area that can easily break the bank if you're not mindful of the budget limits. So prepare in advance; let your team know that they'll need to choose their dining options carefully, and possibly stick to a per diem allotment.

To provide a benchmark, the U.S. General Services Administration defines \$49 as the per diem cap for meals and incidentals for someone traveling to Denver.

The good news is that there are many affordable dining options within walking distance of the Convention Center. Now's the time to get creative—remember that a good meal doesn't have to be expensive. Ask the concierge at your hotel about the best, most affordable restaurants in town; chances are you'll find delicious food and decent prices off the beaten path.

For an attendee who spends Tuesday night through Friday afternoon at BCMC, there are only five meals to plan for. Only five, you say? That's right; see below:

Tuesday dinner

Wednesday breakfast: **FREE** continental breakfast before the Kickoff Speaker!

Wednesday lunch: **FREE** lunch ticket for every attendee!

Wednesday dinner: **FREE** hors d'oeuvres at the Welcome Reception!

Thursday breakfast: **FREE** hot breakfast served at the WTCA Annual Meeting!

Thursday lunch & dinner

Friday breakfast: **FREE** continental breakfast before the Economic Speaker!

Friday lunch

Not bad for four days on the road!

So, what's the bottom line on a trip to BCMC? On average, it's between \$830 and \$1200 per person! Roughly \$1181 gets one attendee to and from the show, housed, fed and much more. Bring two or more people and the cost per person decreases! (See Table 1 above.)

Cost to Attend BCMC If...	1 person attends	2 people attend	3 people attend	4 people attend
Airfare	\$250	\$500	\$750	\$1,000
Transportation	\$54	\$54	\$54	\$54
Hotel	\$555 (1 room)	\$555 (1 room)	\$1,110 (2 rooms)	\$1,110 (2 rooms)
Attendance	\$175	\$175+140	\$175+140+140	\$175+140+140+140
Meals	\$147	\$294	\$441	\$588
TOTAL	\$1,181	\$1,718	\$2,810	\$3,317
COST PER PERSON	\$1,181	\$859	\$936.67	\$829.25

Table 1. The average cost for 1, 2, 3 or 4 component manufacturers to attend BCMC. Based on 3 nights, double occupancy.

More Bang for Your BCMC Buck

Do you get \$1181 worth of value from attending BCMC? It's hard to put a price on value, but consider the fact that there aren't a whole lot of places you can go to meet face-to-face with 2000 of your peers. And it's not every day that you can be in a room with 150 other component manufacturers and share your opinions about the direction of the industry, or consult with each other about new machine purchases, ideas for changing the way you do business in your market, hammer out changes to your business plan, or just learn that you're not the only person in the world going through the things you're experiencing. You won't get that kind of feedback and exposure at home going to the hardware store or the golf course.

Plan to attend any education sessions? The costs of hiring a professional speaker or planning an in-house training session can be steep. Go to one or many of the seminars BCMC offers, and you'll walk away with new ideas and renewed enthusiasm to bring home.

Say you want to look at 12 pieces of new equipment. If not for BCMC, you'd have to travel to 12 different component shops to see, touch and demo 12 different machines. Save yourself the time and expense; shop and compare equipment in one place at BCMC.

Beyond networking, educational and equipment value at BCMC, don't overlook the one-of-a-kind entertainment value. We're fortunate to work in an industry full of talented and colorful characters, and the sheer amusement of watching them all converge in one place is nothing short of entertaining. It's better than TV, better than a movie, better than YouTube! (Face it, so little is better than YouTube.) And it's real.

So is BCMC worth \$1200 and three days away from work? That's up to you. We think that even in a down year, there are too many reasons you can't afford not to be there. **SBC**

For more details and to register online, go to www.bcmshow.com.

WORKS TOGETHER SEAMLESSLY

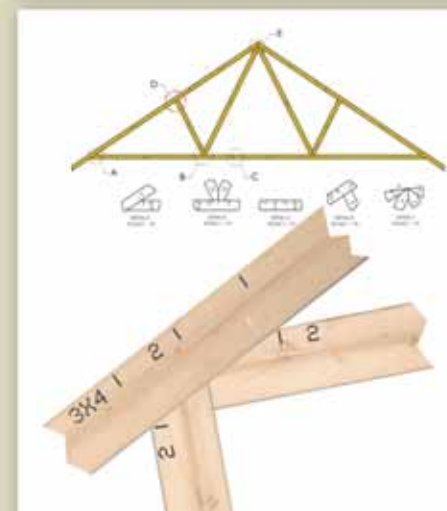
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6300 Enterprise Lane • Suite 200 • Madison, WI 53719
608/310-6706 phone • 608/271-7006 fax
www.sbcmag.info • admgr@sbcmag.info