

BCMC 1997 Update

BY ROGER GIBBS- '97 BCMC CHAIR: As I look back on BCMC '97, I am thrilled with its success. We had a record number of companies that attended the show, as well as a record number of exhibitors. I talked to many people who said that they received great take-home value because of the exhibits, educational programs, and the chance to meet with their peers in the industry.

This BCMC started out with an enjoyable and successful golf tournament, with over 100 participants playing at the Opryland Golf Course.

Dr. Dennis Waitley's kick-off presentation was excellent, and a record number attended his session. Dr. Waitley is recognized as a world authority on "high-level achievement and personal excellence." Everyone that attended felt highly motivated and ready to go out and kick butt!

Wednesday and Thursday mornings included many useful breakout sessions. The BCMC Committee put a lot of time and emphasis into preparing the educational sessions for the show, and all the programs were extremely valuable to our industry. The committee's challenge is to give BCMC attendees the opportunity to attend all the sessions, but time is a very tight commodity at the show. Any suggestions would be greatly appreciated.

Each educational session was highly attended, with most sessions having standing room only. This reinforces, to me, that we are proceeding in the right direction when we research what BCMC attendees want from the show. This year, BCMC provided the following educational topics:

1. "*Risk Management for the Truss Industry*" by Kent Pagel, WTCA Legal Counsel.
 2. "*OSHA and DOT Compliance Update*" by David Franson
 3. "*Building Your Technical Resources With WTCA's Truss Technician Training™*" by Jim Vogt, P.E., of WTCA.
 4. "*Profitability: Elusive but Achievable*" by Steve LeFever of Business Resource Services.
- "*Alternative Methods of Purchasing Lumber*," moderated by Eric Lundquist, Allwood Building Components, with a panel of lumber industry representatives, including Al Hopkins of Georgia-Pacific; Cathy Clay of Howard Lumber; Dennis Fahey of North Star Forest Materials; Gregg Riley of Bloch Lumber and Reed Trull of Pope and Talbot.
5. "*Sales and Marketing*" by Robert Stevenson of Seeking Excellence.

The comments I heard on the show floor convinced me of the BCMC show's success. Both attendees and exhibitors felt that the show was very beneficial to their business.

Bob Debill, general manager of Manion Lumber and Truss in Pillager, Minn., sums it up. "We brought extra people with us from the plant this year, and I was extremely pleased with the show. Vendors and exhibitors were very good, and provided an ample opportunity to view new equipment and services, as well as learn about our industry. Breakout sessions were very educational. I came away from the show feeling good about our industry and looking forward to next year."

Brian Walker of Empire Wholesale Lumber, a first-time exhibitor at BCMC says, "I was pleasantly surprised by the amount of traffic at the show. We really made some nice contacts. Having the machinery separate from the other distributors really made a nice transition from one area to the other."

Tom Manenti, senior vice president of MiTek Industries, comments on the show's value to his company. "This BCMC was our best ever. We had great traffic through our display, and customers were serious about making purchases. We wrote a bunch of orders. There were numerous comments about the tremendous value of the show. Manufacturers got to come to a single location, and are able to focus on a lot of business in a short amount of time. We couldn't have been more pleased, and are truly looking forward to next year's show in Cincinnati."

Total Attendees:	1,920
Total Companies Represented:	503
Number of Exhibitors:	82
Total Exhibit Square Footage:	108,000

Dave Harris, vice president of sales and marketing of Truswal Systems, agrees. He says, "The BCMC show continues to be one of the best opportunities to solidify current relationships and make new friends. A better showcase for the industry doesn't exist."

Rip Rogers of Trussway, Ltd., says of the traffic at the WTCA Booth. "I was impressed with the amount of people who stopped by the WTCA booth. It was busy during the whole show. Most were especially interested in the WTCA QC program and WTCA's Truss Technician Training™. I heard several comments from manufacturers who are impressed that WTCA continues to provide more and more tangible value to its members and the industry as a whole."

BCMC '97 was a huge success. We are already starting to plan for BCMC '98. As always, comments and suggestions are much appreciated. Thanks to those who attended this year, and if you didn't attend, be sure to sign up next year. The show is an excellent chance to grow and learn in this exciting industry.