

"Exhibiting at BCMC" by Tom Manenti, MiTek Industries, Inc.

We've been a BCMC exhibitor since...well...forever. Every year we re-evaluate the benefit derived from all of the trade shows in which we participate. By far, BCMC is the most important in our overall plan to present our company, our machinery, our products, our software, our services, our ideas and our people to the engineered building components industry. Several times in the past I have described BCMC as the "Super Bowl" of our industry...The Main Event. This is more than just a casual comment. We gear up for it. We start the process right after we get back from the most recent BCMC. It starts with a debriefing of what went right and what went wrong, and how we can improve for next year. Before the end of the calendar year we have a team go on-site to the location of the next BCMC so we can properly plan for next year's main event. I was always taught that anything worth doing is worth doing right, and while I'm on clichés...you only get out of something what you put into it.

We don't look at BCMC as an "obligation." It's a tremendous opportunity. So many customers and potential customers, all in one location for three or four days! My background being marketing and sales, what more could I ask for? It's a dream come true. Sure we are weary by the end of the week, but with the amount of actual orders booked and leads to follow, there's no better forum to get that much bang for our buck.

I encourage anyone who is a supplier to our industry to "get in the game." Besides supporting the growth of engineered building components in residential construction, you will be afforded the opportunity to be face-to-face with decision-makers and users of your products, in a positively charged atmosphere that is dedicated to our specific segment of the housing industry. What a deal!

What Do Component Manufacturers Think About BCMC?

"I consider BCMC the gathering point for component manufacturers and look forward to seeing what the manufacturers have to offer. It seems like I buy a new piece of equipment every time I attend BCMC. I'm always looking for equipment that offers ProSource greater efficiency, safety and quality. I also find the opportunity I have at BCMC to interface with other truss manufacturers to be extremely valuable."

—Dennis Anderson, ProSource

"Attending the BCMC has two primary purposes for me. First of all, it is a business trip and to that end I have three goals: (1) To see the latest in equipment technology and design to help ensure we are as efficient as we can be in our company given the amount of money and space

available to us; (2) To look at all the engineering and management software on the market and choose the one that best fits our operation; (3) To be taught through the seminars ways to better serve our customers, employees and owners. My second purpose in attending is to see old friends and meet new ones. This industry is a fraternity and the relationships established can and should last a lifetime and beyond. When we reach the end of our time, the only thing we have left is relationships. Nothing else will go on with us."

—Clyde Bartlett, Bluegrass Truss

"I attend BCMC to stay abreast of the newest technology in the truss industry. I also enjoy the opportunity to talk face to face with the suppliers I normally communicate with over the phone. I also get together and talk with other people in the truss industry as I always learn something that improves my business."

—David Mitchell, Engineered Building Design, L.C.

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