



Bcmc 2005

Focus on Customer Relations

Renew your focus on customer service with new ideas at the BCMC educational sessions!



by Don Groom, BCMC 2005 Chair

In the May issue, I talked about the educational sessions planned for BCMC attendees as we bring the show to the Harley Davidson capital of the world, Milwaukee, WI. I introduced the first track, a seminar on the concept of Quick Response Manufacturing (QRM) that parallels the idea of JIT manufacturing. Two additional tracks will educate component manufacturers on the topics of costing and customer relations. Details of the customer relations track—created *by* component manufacturers *for* component manufacturers—are outlined below.



Mike Ruede

The customer relations track, or *Building Relationships For Business Growth*, will be divided into three individual sessions, each with a unique theme. The first is titled, "Intra-Company Communication and Relationships." Speaker **Mike Ruede**, senior vice president of California Truss Company, will present topics on communication, the importance of being mindful of each departments' function and responsibilities, training, how to facilitate inter-departmental customer service, growing management leadership skills, instilling a culture of accountability, and managing

conflict. Ruede will bring 28 valuable years of experience to session attendees.

Session 2 of *Building Relationships* will feature Shelter Systems' COO **Joe Hikel**. In "Customer/Marketplace Relationships and Communication," Hikel will explore how to target prospects, manage customer expectations, and reveal why healthy, long-lasting relationships are in many cases more important than price. Hikel has 29 years of industry experience.



Joe Hikel

at a glance

- ❑ One of the three educational tracks for component manufacturers will spotlight customer relations: *Building Relationships for Business Growth*.
- ❑ Industry veterans Mike Ruede, Joe Hikel and Craig Plummer will each present one session within the track.
- ❑ BCMC sessions and the concepts covered within them are created *by* component manufacturers *for* component manufacturers.



Craig Plummer

Craig Plummer, general manager of Huskey Truss & Building Supply, is a newcomer to the speaker line-up this year, although his 33 years of experience in the industry is nothing to sneeze at. Plummer will lead the discussion as Session 3 explores "Managing Change in Your Organization." Human beings are naturally resistant to change, so Plummer will remind attendees that change is "a given" and companies need to accept it in order to grow. He will also discuss how to grow management and empower employees to be excited about change, and how "followers" tend to accept change.

Don't miss the sessions in the customer relations track! Each of us can take away something—an idea, a concept, a new attitude, or a fresh outlook—from sessions designed specifically for our business interests and given by our peers. Join the movement of ***Building on Tradition and Innovation*** at BCMC 2005! **SBC**

For more information about the 2005 BCMC show in Milwaukee, WI on October 12-14, visit the official show web site at www.bcmcshow.com or call 608/268-1161 ext. 9. Attendee information and registration materials will be mailed in mid-June.

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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