



# Publisher's Message

## Time Flies When You're Having Fun

by Libby Maurer, SBC Managing Editor

"This time, like all times,  
is a very good one, if we but  
know what to do with it."

—Ralph Waldo Emerson  
US essayist & poet (1803–1882)

**T**hanks to Kendall Hoyd, I have become known as a slave-driving, ruthless, insensitive editor. While I have been associated with more flattering adjectives in my life, one thing is true: I'll do anything to make this magazine a publication you can't wait to get your hands on nine times a year. With that said, I'd like to announce a very special anniversary that was admittedly discovered by accident: **SBC**—formerly **WOODWORDS**—is celebrating 20 years this fall! I have had the good fortune of working at **SBC** since May 2002. Looking back over the last thirty issues, it is overwhelming for me to reflect on the many changes—both incremental and monumental—that have occurred under my watch, for the enjoyment of its faithful readers and loyal advertisers, and for the ultimate advancement of the industry. I can only imagine what those of you who have witnessed the evolution of this publication over twenty years must remember. We've included a few old covers here to jog your memory.

It is officially BCMC season, and on October 12-14 the show will descend on Milwaukee to celebrate Riding on Tradition & Innovation. As is traditional, this issue of **SBC Magazine** houses the BCMC Show Guide, which is stacked deep with everything you need to know about the show: how to get there, where to stay, a listing of exhibitors, details about specialized component manufacturer-oriented educational sessions and more. Keep your eyes open for a few new things slated for this year's show:

- A loyalty rewards program for returning attendees
- Four component manufacturer-only roundtables (one for each educational session)
- A course on The Load Guide (TLG) scheduled for Tuesday, October 11
- The Sponsor-a-Builder program
- An additional coffee break on Thursday, October 13 at 9 a.m.

One thing about this issue isn't so traditional, however. If you can believe it, the BCMC show will celebrate 25 years this fall, an occurrence that only comes around, well, once every 25 years! This momentous event has given **SBC** staff the unique opportunity to look back at the industry's growth,

progress and change over the span of a quarter century. I encourage you to page through this section to learn about the show's early history and equipment that changed our lives forever, hear from leaders who helped shape the course of history, and read the story of one innovation in particular that we simply couldn't conduct business without.

WTCA Executive Director Kirk Grundahl is the bearer of some exciting news on behalf of the association and on a personal front. WTCA is growing by leaps and bounds, which has enabled the Board of Directors to pass a truss research and testing initiative. Plans are currently underway to set up a full-scale testing facility... and a crib. Check out "Birth & Re-birth: New Life at WTCA" on page 20 for details.



### at a glance

- ❑ This issue of **SBC Magazine** houses the BCMC 2005 Show Guide which includes important information for attendees.
- ❑ We're celebrating two big anniversaries: **SBC's** 20th year and BCMC's 25th year.
- ❑ Don't miss exciting articles about the industry's shortage of skilled labor, a surprising announcement from WTCA's Executive Director, and a personnel management concept called "human capital investment."

Boozer Lumber's Keith Harris graces us with thoughts on a concept he calls "human capital investment" beginning on page 92 in "The Human Investment: Capitalize on Your Greatest Resource." His point is simple: as component manufacturers dodge the threat of commoditization, perhaps our best defense is a loyal, dedicated, customer service-savvy staff. Harris points out that while we may not be able to afford celebrity-caliber spokespeople or endorsements, we can and should look to employees to brand the company's image. You will find his point of view refreshing if not inspiring.

There is never a shortage of conversation about the shortage of skilled labor in this country. Any way you slice it, there are just not enough skilled truss technicians or production staff. Even worse, there doesn't seem to be a viable short-term solution. WTCA Work Force Development (WFD) staffer Sean Shields has some suggestions in "Winning the Work Force Shortage War" as to why skilled labor is in such short supply and what the industry might do to remedy the problem.

We hope you think this issue is a great way to kick off the BCMC season and that it gets you pumped up for another great show! Cheers to 25 amazing years, BCMC; here's to 25 more. We'll see you in Milwaukee! **SBC**

*For more information about BCMC 2005, see the Show Guide starting on page 50 of this issue or visit [www.bcmcshow.com](http://www.bcmcshow.com).*

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