



Bcmc 2006

Educational Sessions: Focus on Personnel Development

Thanks to feedback from last year's attendees, personnel issues will take centerstage at the 2006 BCMC Educational Sessions...so read on to discover what these tracks are all about!

by Emmy Thorson-Hanson

The educational sessions for attendees at BCMC in Houston this year will be bigger and better than ever. This year's line-up features an unprecedented variety of topics, all of which were chosen using feedback from last year's attendees. Each year, the BCMC Committee sifts through attendee surveys, searching for timely and meaningful topics for the next show. The seeds of these sessions are planted when a list of common subject areas is compiled. Rick Parrino of Plum Building Systems, the 2006 BCMC Sessions Co-Chair, explains how the speakers are selected. "We look for speakers who address the issues that attendees are interested in and who will be able to answer their questions," he said.

Attendee responses from the 2005 feedback forms made clear one topic on everyone's mind: personnel and incentive issues. Those of you who expressed interest in this area will be pleased to learn that three of the seven tracks are geared toward personnel-related topics.

The show's only track with multiple presentations is *Your Technical Team: Build, Grow & Transition for the Future* and will feature three sessions. Kevin Riesberg (Plum Building Systems, Inc.), Andy Green (Cascade Mfg Co), and Mike Kozlowski (Apex Technology) will each present. These sessions will demonstrate why it is becoming increasingly valuable for manufacturers to have their own technical team. With industry codes becoming more specific about responsibilities and more stringent enforcement requiring knowledge and deft handling, this is a relevant topic for all component manufacturers.

"The direction the codes are heading is that if you don't have [an internal engineer] on staff you will have to team up with someone outside your company," commented Parrino. "Our company hopes to have an in-house engineer and architect in the future." This is becoming a common goal for many companies. These sessions will address the issue from all angles: you will learn how to recruit and train your professionals and create an end product of a well oiled design team.

In the session *From Cave Man to Craftsman: How to Communicate in Today's Ever Changing Market*, Bryan Arzani will be tackling the topic of communication-based training. The principle he focuses on is getting the right people on the bus and the right people in the right seats. "In every business you need different types of people that have an array of personal strengths," noted Parrino. "They don't all have the same personality, but they do need to get along." Arzani will teach attendees how to communicate with different personalities because he believes that miscommunication happens because people have different interpretations and perspectives. He will demonstrate how to get different personalities to get along and why it is important that they do get along.

Incentive programs were another hot topic at BCMC 2005—you just couldn't get enough! Come to Houston, and you'll get a good dose more as Joe Hikel presents *Incentive Compensation: If & How?* With most employers looking for ways to compensate their personnel for outstanding performance or meeting pre-set goals, incentive compensation is becoming more common in the industry. It gives employees an opportunity to make more money and at the same time increase

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BCMC 2006 ★ OCTOBER 4-6 ★ HOUSTON, TX

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Here's the lineup for educational sessions:

WEDNESDAY • 915 A.M.

- Building a Bigger & Better Technical Team
- How to Communicate in Today's Ever Changing Market
- Safely Managing Income Material
- Build Your Business With Unlimited Referrals®

WEDNESDAY • 1045 A.M.

- Your Technical Team: Raising the Bar
- How to Communicate in Today's Ever Changing Market (part 2)
- Safety - Finished Goods to the Jobsite
- Build Your Business With Unlimited Referrals®

THURSDAY • 915 A.M.

- The Next Generation Technical Team
- Spend Smarter to Build Smarter: Maximizing Your R.O.I.
- Incentive Compensation: If & How?
- Immigration Reform: How It Will Affect Your Business

"The sessions were great because the speakers based their presentations on real life experience."

Mr. Jake Myers, Keystone Truss

Questions? Call staff 608/268-1161, ext. 9 ★ ★ ★



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at a glance

- Each year, the BCMC Committee sifts through attendee surveys, searching for timely and meaningful topics for the next show.
- Since industry codes are becoming more specific about responsibilities, many component manufacturers are creating their own technical teams.
- Incentive compensation is becoming more common in the industry because most employers are looking for ways to compensate their personnel for outstanding performance or meeting pre-set goals.

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their efficiency or accomplish a feat as a team. But as you well know, finding the right formula for incentive-based compensation can be tricky business.

"In order for [incentives] to work, there has to be a balance between the money the business makes and pays out," states Parrino. This session will give attendees some excellent tips to take back to their companies.

If you are looking for an injection of fresh personnel ideas that work, you will want to be front and center for these three sessions. Or, check out these other sessions that may pique your interest:

- *Managing Risk Beyond Manufacturing* (Karen Wilson)
- *Build Your Business with Unlimited Referrals* (Bill Cates)
- *Spend Smarter to Build Smarter: Maximizing Your R.O.I.* (Glenn McClendon)
- *Immigration Reform: How It Will Affect YOUR Business* (Allen Erickson) **SBC**

BCMC 2006 will be held October 4-6 in Houston, TX. For more details on the show, educational sessions and other activities, and to register online, visit www.bcmshow.com.



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