

Lou Holtz—The Wise Motivator

"Your talent determines what you can do. Your motivation determines how much you are willing to do. Your attitude deter-

mines how well you do it." -Lou Holtz

hat is one thing that everyone who attends BCMC has in common? Everyone is part of a team—their company's team. For this reason, the kick-off speaker for 2007 is the perfect person to start off the show.

by Emmy Thorson-Hanson

The last time that BCMC attendees were entertained by a notable speaker from the sports world was in 1998 with Johnny Bench. Almost ten years later, attendees can look forward to another inspiring sports icon...Lou Holtz! This man has become a legend known for his success in coaching teams across the country and his words of wisdom. When it comes to a winning attitude and knowledge of teamwork, his expertise is unparalleled.

NCAA Legend

Sports enthusiasts are likely to know Holtz as the only NCAA Football Head Coach to within two years of joining each program take six different teams to a bowl game (winning five of them) and guide four different college teams to final Top 20 rankings. Holtz was Coach of the Year in 1977 and 1988. Some of his most memorable feats include leading Notre Dame to the national championship with a 23-game winning streak in 1988 and putting a stop to the nation's longest losing streak as head football coach at the University of South Carolina (and then he continued to place the team in a bowl game within two seasons). In 2005 Holtz joined ESPN as a college football analyst.

But sports isn't the only medium in which Holtz is famous. He is also the author of five books. One titled Winning Every Day was published in August 1999 and made the New York Times bestseller list. He also has three highly acclaimed motivational videos. The best known video was the 1988 best selling corporate film Do Right, which examined the three values at the heart of Holtz's success. The film outlined how to use those values to achieve individual and organizational success.

Synonymous with Motivation

Holtz is a highly sought-after motivational speaker known for his leadership skills and strong work ethic. Holtz's message transcends athletics because his focus is on people and the values that make relationships (and organizations) excel. Holtz is known for speaking with humility and humor, which endear him to audiences captivated by his principles of success that made him a legend in NCAA football history.

Holtz's outlook on teamwork and goal-setting, the foundations of his approach, goes hand-in-hand with being an incredible motivational speaker. His ingredients for a successful organizational team include having each individual make a commitment to succeed, setting common goals, effective communication, utilizing each employee's diverse talents and empowering employees to accomplish objectives.

Take advantage of this opportunity to become inspired by a man who knows what it takes to build a successful team. Not to mention he is sure to energize you for the upcoming three days, and after being motivated by Holtz, you will be ready to seize all the opportunities that come your way at BCMC! SBC

For more details about BCMC 2007, October 3-5 in Columbus, OH, go to www.bcmcshow.com.

at a glance

- ☐ Coach Lou Holtz is one of America's most requested motivational speakers and is coming to BCMC 2007.
- ☐ Whether it's coaching a team to the National Championship or motivating your company's team, Coach Holtz knows how to motivate for success.
- ☐ Holtz is considered a legendary team leader and speaker on achievement.

May 2007



Mark your calendars and watch for your BCMC Attendee Information coming soon.

Questions? Call staff 608/268-1161, ext. 9 www.bcmcshow.com

"From direct interaction with your vendors and peers, to the educational seminars, economic forecast, and the plant tours - BCMC is an opportunity to take a step back and look at the big picture for a few days and get away from the daily

Convention Center

David Mitchell, **Engineered Building Design**

grind of the truss plant."

Structural Building Components Magazine



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