

Bcmmc 2007

What's New in Columbus

by Emmy Thorson-Hanson

Learn why attending BCMC is a good idea, even during a housing slump.

It's no secret that the housing market is in a down time right now. And some companies may be thinking that unless the market makes a complete rebound, they should skip BCMC 2007 in Columbus. But the fact of the matter is that hard times are often the best times to go.

BCMC Committee Chair Ben Hershey shares what the committee has in mind to address this problem. "What we have tried to do with this year's BCMC is make it an opportunity to improve business," he said. "It will allow people a chance to take a look at efficiency, give them new ideas to think about and new products to see, and talk about code issues and how code knowledge can be used to our advantage."

This is why the committee feels it is so important for attendees not to dismiss the show. "When housing is down like it is now, it is the most important time to go," notes Hershey. "BCMC is going to offer an occasion for us to discuss the challenges we are facing and weather these hard times as a group. When things are bad, that is when you need to do the most to further your business."

Extra Roundtables

If you found the roundtables helpful last year, you can look forward to a few more at BCMC 2007. According to Hershey, "The roundtables were so successful last year that we are adding some to Friday to continue the beneficial discussions that develop."

In the past, roundtables were traditionally held on Thursday afternoon, and were held in reference to the educational sessions. In 2006, Tuesday afternoon roundtables were added to the mix, and these followed a different format. Compared to the Thursday roundtables of close to 50 participants, the Tuesday sessions were limited to about ten participants discussing topics separate from the educational sessions. David Mitchell (Engineered Building Design) attended the roundtables in 2006, and explained why they are so useful: "You go through the entire year with very little time to run ideas by your peers and this is the perfect opportunity to do it. You are talking to people that you may have never talked to before, and understanding their problems and how they dealt with them may be a solution to your own problems." The roundtables were so successful that there will be yet another time slot for roundtables added to the schedule this year!

In Columbus, attendees will now have three different opportunities to share ideas and discuss pertinent industry issues with their peers. The first opportunity will be on Tuesday afternoon. There are seven tables for attendees to choose from. (See sidebar for specific topics). The Thursday roundtables will have three different topics to choose from, corresponding with the large group educational sessions. Friday's roundtables will be a repeat of the Tuesday topics. This will provide greater opportunities for peer to peer interaction and on Friday these sessions can be attended while you wait to go on the truss plant tour.

"Some attendees don't come in on Tuesday, or they don't arrive until late on Tuesday, so the Friday repeat is a great opportunity for them to not miss out," explains Hershey. And those that are able to attend the Tuesday roundtables can have their cake and eat it too. "You can't be in two different places at one time, but here's an opportunity to do just that. If you have two roundtable topics that you really want to participate

Component Manufacturer Roundtable Topics

Tuesday, October 2, 6 pm & Friday, October 5, 12:30 pm

- Ideas and challenges for safety & risk
- Sales ideas
- Small business/family owned challenges
- Educating building & fire officials
- Ask an industry veteran
- Steel manufacturing issues
- Legislative/immigration issues
- Turnkey framing

Thursday, October 4, 4:15 pm

- Building codes & code changes
- Changing your panel perspective
- Design
- Engineered Wood Products

in, you can," he says.

And the topics are sure to offer something for everyone because they are determined based on feedback and suggestions from attendees.

New Chapter Competition

Another addition to BCMC 2007 is the Chapter Competition. The winning chapter will be determined based on the percentage of locations in the chapter that have registered to attend BCMC by the early-bird deadline (August 25).

"It is important for as many folks from a chapter to be at BCMC as possible so that they can individually learn about the various issues that are affecting the group. It's a great opportunity for the chapter to band together and learn how to better components in their region. They can even hold a chapter meeting at the show to share their thoughts and collaborate as a group," says Hershey.

Loyal Rewards

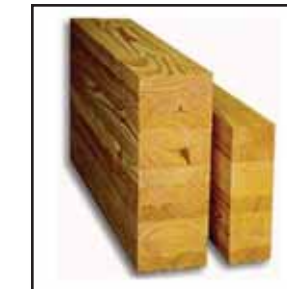
There's another rewards program for groups that is fairly new to the BCMC scene. This will be the third year for the Loyalty Rewards Program for individuals, but only the second year for the Company program.

In order to qualify for the **Company Program** your company must: be a component manufacturer member of WTCA and have sent at least one person to BCMC for the past five years (2003-2007). To qualify for the **Individual Program** you must: be a component manufacturer member of WTCA and attended BCMC five out of the last seven years (2001-2007).

If you or your company meets the criteria above, you or your company representative will receive the following perks: two extra tickets for the Lakeside Trailer Giveaway, two extra tickets for the BCMC Bowl drawing, lowest pricing on any publications/services/products ordered at the BCMC booth and a special commemorative pin to wear proudly at the show.

Make sure to keep your eyes out for the attendee promo that will be arriving in the mail in mid-June. You can also go to www.bcmshow.com for more information or to register online. And don't forget, for the biggest savings, register before August 25. We look forward to seeing you there! **SBC**

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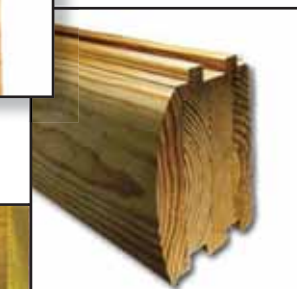
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at a glance

- ❑ Consider using BCMC as the place to make corporate strategic adjustments.
- ❑ A new Chapter Competition encourages chapter member attendance, camaraderie and the potential to hold a chapter meeting.
- ❑ Friday small-group roundtables are a new feature at BCMC 2007.

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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