



BCMC 2007 RECAP

by Emmy Thorson-Hanson

Oct. 3-5,
2007

Once again the biggest event in the structural building components industry has come and gone. Component manufacturers gathered in the Greater Columbus Convention Center on October 3-5 in Columbus, OH to live out this year's theme, *Discover New Possibilities*. With 88,600 square feet of exhibit space filled by 154 exhibitors (24 were first-timers), 12 educational sessions presented by component manufacturers and professional speakers, and 13 small group roundtables over the course of the week, attendees were kept busy to say the least. Let's take a moment to reflect on the lessons learned, opportunities taken and great times that made BCMC 2007 a hit!



"The BCMC is and has always been a great opportunity to see what is being developed that may accent or revolutionize the industry. Even if you aren't in the market for new equipment or software, there are ideas and concepts all over the floor that make you look at your current processes and tweak them....I've always felt that the ability to communicate with such a broad scope of people in the industry in one setting is helpful in that it makes you question or justify your current standard practices."

—Josh Frye, Granger Truss,
Jacksonville, FL

Tuesday: Golf Outing & CM Roundtables

On Tuesday morning, 84 bleary-eyed golfers rose before the sun to gather for the annual golf outing. They were rewarded with a gorgeous day of golfing at the Scioto Reserve Golf & Athletic Club. Greg Brentlinger, Jeff Kovalchik, Carl Mollenkopf and Tom Bieser of Contract Lumber Company reigned triumphant as the overall winners of the day.

Later that afternoon, the first round of component manufacturer roundtables got underway. This was the second year BCMC has offered Tuesday evening roundtables, and once again they were well received. The topics of discussion were: ideas and challenges for risk and safety, sales ideas, small business/family owned challenges, educating building & fire officials, ask an industry veteran, steel manufacturing issues, legislative/immigration issues, and turnkey framing.

Wednesday: Kick-off & Educational Sessions

After a rather hard year for many in the industry, a little motivation and perspective was exactly what was needed to start the show off on the right foot. Wednesday morning's kick-off presentation was highly anticipated due to the featured guest, legendary football coach and leadership speaker Lou Holtz. Regardless of how many sports-savvy attendees there were, the audience was able to take something away from Holtz's inspirational presentation. Deanna Bumbarger of Lezzer Holdings was pleasantly surprised: "I was set for this to be a boring session about football. I was wrong. He was interesting, enthusiastic and a very good speaker."

"Motivation was essential for this year's BCMC," said Mike Kozlowski of Apex Technology. "Lou delivered."

Next attendees headed off for the first set of educational sessions. "Myths and Realities of the Cold-Formed Steel Industry" were revealed by Joe Odgers and Mike Noonan.

Radio personality Bryan Dodge gave two sessions. He spoke on "How to Build a Better You," during his first session, and attendees enjoyed the self-improvement theme. "I took a lot away from him. His seminar wasn't one that I found myself looking at my watch, like I was back in college waiting for class to get out," commented Mike Boulet (Mainely Trusses).

Bryan Arzani was a popular speaker at BCMC 2006, and he returned this year to give two sessions. Attendees like Scott Cottrill (Dominion Truss) were eager to hear the "Power Tools for Hiring Producers Not Pretenders." "The session was fantastic! Very transferable info to our company," said Cottrill.

Close to 200 attendees showed up to learn about "Measurements in Design and Productivity," presented by Roger Turpen. The session gave Scott Carlson, Walnut Custom Homes "good guidelines to follow." "[The session] helped you see where you are at and where you need to go," he said.

After a 15-minute break, the second round of sessions got underway. WTCA's Executive Director Kirk Grundahl talked about "Measures to Take in Measuring Accidents."

Joe Heinsman discussed the "Economics of Design" with an audience of nearly 200. "There were some things that I haven't thought about that I was able to bring with me back to the plant. I've already put a few of those ideas into use," said Wes Parker (Christensen Building Components).



"The educational sessions were all very informative. The speakers were very knowledgeable and very experienced."

—Edward Vail, Shamrock Truss &
Components Ltd., St. John, NB



Wednesday: Welcome to the Show Floor

After the sessions let out, the BCMC Committee (Ben Hershey, James Finkenhoef, Steven Stroder, Richard Parrino, Bob Allen, Rick Autey, Brent Davis, Barry Dixon, Rich Edwards, Joe Odgers, Baird Quisenberry, Gregg Renner, Steve Shrader, Tawn Simons, Steven Spradlin and Mike Walsh) gathered in the entryway for the ribbon cutting ceremony.

As attendees streamed onto the show floor, enthusiastic exhibitors were waiting to answer questions and display their products. Rod Wasserman (Wasserman & Associates, Inc.) explains why he feels exhibiting at BCMC is worthwhile no matter what condition the market may be in: "By exhibiting at BCMC, there is more opportunity to make new and existing contacts than I'll ever have in the office. How could you even compare less than 10 inquiries a day in the office to making over 100 contacts in three days at the BCMC Show?"

Attendee Doug Slater (Truss/Slater) also feels that it is important to come to the show regardless of the economy. "Even in a down market you still need to stay up to date on what's going on in the industry," he explained.

"When I'm at BCMC I'm always on the go, there is just so much I want to see and do."
—Tom Butler, McGuffin Truss & Components, Inc., Morristown, TN

Long time attendee Tim Rouch of Gang-Nail Truss Co., Inc. got a new perspective on BCMC this year. "It was a unique BCMC as I attended as an exhibitor hoping to create interest from other truss manufacturers in a product we developed. I thought I would still have opportunity to visit the other vendors' exhibits, but found this not to be the case. We were busy all day every day demonstrating our new technology. I have more appreciation for the effort put forth by companies that offer their continuous commitment to our industry by exhibiting in the BCMC year in and year out."

The welcome reception began at 4:00 p.m. Attendees enjoyed hors d'oeuvres and drinks while mingling on the show floor. "BCMC is full of professional networking opportunities," said Loyal Attendee, Alan Esch (Lumber Specialties). "You can talk to your peers, see some old friends and make some new ones."

Charles Ballard (Ballard Truss) is another Loyal Attendee who enjoys the social aspect of BCMC. "There are people we see once every year, who after a while you become friends with after seeing them so many times."

Exhibitors share these sentiments as well. Susan Shaw (Deacom, Inc.) said, "BCMC gives us the best of both worlds: the ability to both catch up with our clients and meet with prospective customers during one, industry-supportive event. We look forward to exhibiting year after year."

"The exhibition hall was equally as informative as the educational sessions. I get lots of literature and videos throughout the year, but being able to see the product live is very different."

—Mel Borne, American Truss Co., Mandeville, LA

BCMC SHOW STATS

	2001 Louisville	2002 Columbus	2003 Phoenix	2004 Charlotte	2005 Milwaukee	2006 Houston	2007 Columbus
Total Attendee Breakdown: Companies	343	398	494	537	502	492	425
Total Attendee Breakdown: Locations	424	511	633	727	676	667	530
Total Attendee Breakdown: Individuals	955	1175	1458	1670	1686	1518	1218
CM Attendee Breakdown: Companies	292	350	437	476	445	415	352
CM Attendee Breakdown: Locations	370	463	574	661	614	587	452
CM Attendee Breakdown: Individuals (not inc. spouses)	839	1046	1241	1482	1487	1294	1048
Exhibitor Breakdown: Companies	108	119	118	137	155	142	154
Exhibitor Breakdown: Locations	244	246	278	313	321	327	313
Exhibitor Breakdown: Individuals	620	683	783	1023	976	1040	880
Total Individuals at BCMC	1575	1858	2241	2693	2662	2558	2098

To encourage attendance, this year the show featured the new WTCA Chapter competition, in which the chapter with the highest percentage of CM locations in attendance at BCMC won a commemorative pin and 10 TTW certificates for the chapter to use. WTCA-Indiana won this year's honor, with more than 60 percent of its chapter in attendance.

Another pin of distinction could be seen on Loyal Attendees. Attendees can qualify for this honor either as an individual or as a company by having attended five out of the last seven BCMC shows.



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SPOUSE TOUR



The spouse tour was a truly unique experience this year. On Thursday, spouses were taken to Woodhaven Farm: the Cooking Connection, where they got to work with Tami, a professional chef, to prepare various courses of a gourmet meal. Spouses were split up into teams and were responsible for preparing one of the delicious courses for the rest of the group and were able to bring home the recipes! "Fantastic" was the word used to describe the experience at Woodhaven. After that came an afternoon of shopping at the largest mall in the Greater Columbus Area, the Polaris Fashion Place.

Janet Nett of Richco Structures in Haven, WI, said, "Everything was wonderful. Tami had a great sense of humor and we had a great time together. The hands-on experience was a good bonding of new and old friends."

Linda Nadeau of ProBuild/Spnard Building Supply in Big Lake, AK agreed. "Woodhaven Farm presented the most enjoyable and relaxing tour in the last 6 years," she said. "Tami is bubbly and tons of fun. Her farm and grounds are spectacular and I would do it again."

Thursday: WTCA Annual Meeting

After enjoying a sit-down breakfast, attendees were focused on the WTCA Annual Meeting. Outgoing president Barry Dixon remarked on the year's events: "A lot has been going on this past year. And in a so-called 'down market' that we are in, it's nice that people are sharpening the saw and are finding ways to better their businesses by looking at their processes, training and educating their employees and coming up with new ideas."

He continued by addressing the membership: "Thank you for being a member, thank you for participating. Thank you for trying to make a difference every day. You are here, you are bringing information back to your people at work, and you are trying to make a difference, every day. And I thank you for that."

A short, narrated PowerPoint presentation followed, showcasing WTCA's work and achievements from 2007, which are also summarized in the 2007 Annual Report. If you missed the meeting, you can view the annual report at www.sbcindustry.com/annualreports.php.

WTCA Hall of Fame

Hall of Fame member John Herring was present to announce the 2007 Hall of Fame inductee. "These are people who have put their fingerprint on the industry, who have left their mark, by tirelessly giving of their time, their effort and their resources. By receiving this award, a name is placed with that fingerprint, an identity with that legacy."

Herring spoke of various endeavors the 2007 Hall of Famer has taken on over the years. "He has been on every committee, at one time or another, worked diligently with TPI on the joint venture agreement, worked on the BCMC event tirelessly, initiated the Truss Technician Training (TTT) Program, is a Top Chord Club member and right onto presidency in 2002. He was also a key force in the South Florida Truss and Component Manufacturers Association. And he hasn't stopped yet. He is a pusher, a doer...one that gets things done." Herring then revealed the identity of the recipient: Mike Ruede of Woodinville Lumber.

A stunned Ruede accepted the award with his wife Randee (see top photo) while his mother and three kids watched from the back of the room: "I think this is truly the first time I haven't had anything to say." He continued by expressing his gratitude to fellow members of the industry. "You never get anywhere without really great mentors," he said. "And the Past Presidents and Board members through the years have made this industry thrive."

Dick Bowman Industry Enthusiast Award

2006 Bowman Award recipient Tom Manenti of MiTek Industries, Inc. took the stage to reveal the winner of the third annual Dick Bowman Industry Enthusiast Award. Manenti started out by describing the winner as "the go-to guy with the cowboy boots" who "had a profound effect on the BCMC committee, exhibitors and staff over the years."

Sadly James Kent Pruitt (or "JP" to those who knew him), of national exposition service contractor George E. Fern Company received this award posthumously. JP was only 52 when he passed away suddenly on July 18 of this year of a massive heart attack.

Jim's wife, Elizabeth, accepted the award on his behalf (see bottom photo): "If he were here today he would be standing here in his boots blushing beet red. Because he was the man that stood in the background while everyone else shined." She continued, "He never would have expected this, it's such a tribute to him and I thank you."

Elizabeth shared what one exhibitor wrote after Jim's death. "He told me, 'God must be having an angel convention, and needed the best to organize it, and so he took Jim.' I'm sure he is up there now, organizing things and telling everybody what needs to be done."



"Jim was a man of character, integrity and passion. He never did anything halfway. To BCMC he was the man that got the job done."

—Elizabeth Pruitt



SBC Industry Leadership Award

WTCA Past President Richard Brown introduced Charlie Vaccaro of Alpine Engineered Products (now part of ITW Building Components Group) as the winner of the second annual SBC Industry Leadership Award (see top photo).

"This individual has touched just about everyone and everything in our industry. He has positively impacted the lives and careers of many in our industry by selfless sharing of his knowledge and education." Brown continued, "He is the personification of the term 'customer service.' He is also referred to as our industry's walking history book."

"It really is an honor to serve the industry with such strong people," stated Vaccaro as he modestly accepted the award. "I appreciate everything that is given to me and I appreciate that my peers would think of me this way. I feel very humbled and very proud."

Transfer of Presidency

Following the award presentations, WTCA welcomed its 24th president, Bob Becht of Chambers Truss, into office (see bottom photo). Chambers Truss is a founding member of the South Florida WTCA Chapter (SFWTCA) and has been a member of WTCA since 1987. In 1998, Becht became president of SFWTCA and joined the WTCA Board of Directors in 2000.

He started out by addressing the fact that the industry is going through some hard times. "I would like to focus on the ups rather than the current downs of our industry. I have been in the construction industry all my life. I have seen many booms and busts." He added, "We are in the midst of winter, but I can tell you spring... will come again."

"WTCA has a great future. It's my responsibility to see that this organization prospers and continues with the great work that my predecessors have begun." He ended, "Thank you for the responsibility that you have honored me with. My door is always open to your concerns and suggestions."

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—Bob Becht, 2008 WTCA President

Gathering Place

Since many companies bring representatives from their different locations to BCMC, they often choose to hold their corporate meeting at the same time. Dominion Truss was one of several companies that opted to hold their meeting in Columbus. Scott Cottrill explains. "BCMC is the perfect venue for corporate staff meetings. We brought several of our staff from each of our facilities and had everyone stay an extra day for a corporate meeting. Since we were already there, BCMC was a very convenient reason to have such a meeting."

"Columbus is a wonderful town and a great venue for BCMC. I had no idea that it was so vibrant and alive. We had a great time."

—Scott Cottrill, Dominion Truss, Abingdon, VA





Thursday: Educational Sessions



After the annual meeting, attendees headed to the week's last set of educational sessions. Attendees liked the open discussions that took place during "Benchmarking: Find the Methods that Work for You" with Scott Arquilla and Keith Hershey.

Anyone interested in "Changing Your Panel Perspective" was lucky enough to have Jason Blenker and Casey Carey on hand to share their knowledge of wall panels.

Back by popular demand, Joe Hikel spoke about "Incentive Compensation: If & How" to over 100 attentive listeners. Jerel Phalines (Concord Truss) commented that Hikel had: "Great interaction with the audience. Great facts, interesting and beneficial."

Bob Dayhoff helped attendees think outside the box with "Creative Truss Repairs." Scott Carlson (Walnut Custom Homes) commented: "The session on truss repairs was very interesting. It gave me a few ideas on things to take notes on while I'm out on a jobsite."

As soon as the sessions concluded, attendees were back exploring the show floor. Jake Klassen (E.G. Penner Building Centres) shared his favorite thing about the show floor: "I like that it covers all the areas, not just plate suppliers. It seems like a good cross-section of all areas that go into truss manufacturing exhibits at BCMC, and it's nice to have everything in one room."

Gerry Sackett (GERRYRIGS, LLC) was impressed by all the exhibits: "It blows you away to see what everyone is doing. The industry is not standing still."

"It's a good place to go to find out what makes the industry tick," is what Charles Ballard (Ballard Truss) thinks of the show. "You can see the backbone of the industry, what is the equipment, software, and companies that are behind the finished product."

Component manufacturers were able to continue to network with their peers at the Thursday afternoon roundtables from 4:15 to 5:30. The four topics of discussion were: building codes and code changes, changing your panel perspective, design, and engineered wood products.

Tom Butler (McGuffin) believes that the interaction with industry peers is an important aspect of BCMC. "It's how you make contacts and get better at what you do. No matter how long you've done this you don't have all the answers. There is always someone who has a different slant on things." He continued, "This is a field that is constantly changing and you have to keep learning to stay even, much less to get ahead."



Everyone was listening closely to the announcement at 3:45 in hopes that their name would be called to win the use of a Lakeside Trailer for an entire year. Juan Utrera of Structural Systems, Inc. was the recipient of this year's Lakeside Trailer Giveaway.

Friday: Economic Forecast

Considered a Friday morning "staple," Dr. Stanley Duobinis, Ph.D. of Crystal Ball Economics gave his annual Economic Forecast to a packed room of industry professionals. Richard Heath (Heath Building Materials) enjoyed hearing Duobinis' take on the economy: "He put things in perspective. It's not all gloom and doom like the news would have us believe." Chris Carruthers (Production Engineering) appreciated the forecaster's style and wealth of knowledge: "Duobinis is so well versed in the field of construction economics that his presentation plays like a Hollywood action movie."



After the forecast attendees headed to the exhibit hall for their last chance to tour the show floor and finish business with exhibitors. Even though attendance was slightly down due to current economic conditions, attendees took away excellent value from the show. Bob Grim (Berks Products Corporation) appreciated that the exhibitors had more time to connect with each visitor. "The vendors had more time to discuss their products and services with you and they weren't just trying to sell. They were trying to add value to their product."

Gord Powell (Pacific Building Systems) agreed. "If I were to give this year's show a merit of mark, I'd say it was over 110%, very well done," he said. "It's true there weren't as many bodies and people there, but it worked out to our advantage because we got the full attention of the salesman. They weren't trying to multi-task with multiple people and they weren't spread too thin."

The show officially adjourned at 12:30. While exhibitors were packing up their booths, for the first time, attendees had the opportunity to attend repeat discussions of Tuesday's roundtables. Meanwhile, two groups of 55 attendees were boarding buses to go on a tour of the 84 Lumber plant in nearby Macedonia, OH. Jake Klassen, (E.G. Penner Building Centres) was one of the 110 attendees who made it on the plant tour. "It's helpful to see other plants. It's also nice to see people open up and allow others to tour their plants."

Conclusion

The attendees say it best. When all is said and done, BCMC has a lasting effect on people and their businesses. "I'm glad I went, it was time well spent," said Wes Parker (Christensen Building Components).

"It's the all-in-one for the building components industry," commented Rob McLellan (Rockett Lumber). "If you are a truss manufacturer, it's the show to go to. Regardless of what phase you are at in your knowledge of the industry, you learn a ton from going."

Scott Cottrill (Dominion Truss) looks at BCMC as one part of a much bigger picture. "When a person contemplates how far our industry has come in a little over 50 years, it's astounding, and the BCMC show is crucial in showing us the technology to take it into the next 50 years." **SBC**

"The phenomenal setting provided a cordial environment for a fun-filled educational and business atmosphere. Thanks to the organizers and exhibitors for an excellently executed job."

—Watsmore T. Mwandambira, Bluegrass Truss Company, Lexington, KY

"I always enjoy [Dr. Duobinis'] well defined outlook on the industry."

—Charles Ballard, Ballard Truss, Eloy, AZ

LETTER FROM THE 2008 COMMITTEE CHAIR

Just when I got comfortable thinking BCMC is over for the year, as the new chair I am reminded we are already planning for Denver in 2008! I'd like to thank the BCMC Committee for all they did for the show in Columbus last October. It was a challenging year for all of us and our efforts were focused on increasing attendance and planning topical break-out sessions to help manufacturers improve their operations. It is our goal to improve from year to year and make BCMC timely and informative.

BCMC 2008 is no exception. While most of you in the industry are preparing for another sluggish season, we are preparing for a BCMC that addresses issues related to the market. What goes up must come down, and what comes down needs to be prepared for opportunities to go back up. Someone should write that down. Throughout the year, the BCMC Committee will partner with **SBC Magazine** to prepare you with issues on market opportunities, technology, training and the future.

While it will be important for us to make prudent business decisions in the next year, we should also turn an optimistic eye to the future. From what most economic forecasts say, the end of 2008 will bring better news which makes BCMC 2008 the most important one yet! Denver brings with it the excitement of a brand new city for the BCMC show. I'm partial because Denver is home to me. As the chairman of BCMC I hope to help the Committee to draw on the city's fresh new appeal and inspire new ideas and new opportunities for you in this critical time in our industry.

Be prudent. Be cautious. And mark your calendar for BCMC in the Mile High City—October 1-3!

Steve Shrader
2008 BCMC Committee Chair
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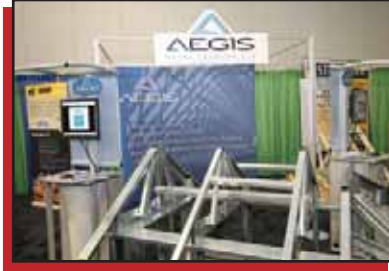


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doug.twyford@elliottequip.com
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katherine.warner@hiab.com
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Contact: Mr. Gary Muzzarelli
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www.alpeng.com

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ITW Building Components Group-Intelligent Building Systems
 Contact: Mr. Ken Kirsch
 817/946-1672
 kenkirsch@truswal.com
 www.truswal.com



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ITW Building Components Group-SpaceJoist TE, LLC
 Contact: Mr. Roger J. Gibbs
 563/875-9095x112
 rgibbs@mwci.net
 www.spacejoist.com



ITW Building Components Group-TrusSteel
 Contact: Mr. David Goodwin
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 dgoodwin@TrusSteel.com
 www.TrusSteel.com



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 817/472-1366
 val@truswal.com
 www.truswal.com



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ITW Industrial Fastening
 Contact: Mr. Erik Farmer
 813/777-5560
 Erik.Farmer@ITWIndFast.com
 www.ITWIndFast.com



ITW Panel Fastening Systems
 Contact: Ms. Elaine Noworyta
 847/541-3422
 elaine.noworyta@paslode.com



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 jmb@jmb-panelman.com



Jager Metal Products
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 dbarber@jagermetalproducts.ca
 www.jagermetalproducts.ca



Jordan Lumber & Supply
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 910/439-1427
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 www.jordanlumber.com



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 www.keymark.com



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 Contact: Mr. Michel Ellis
 819-692-3531
 mellis@pflamco.com
 www.lamcoforest.com



Langdale Forest Products
 Contact: Mr. Rick Sanders
 229/333-2540
 rick@langdaleforest.com



Lignum Forest Products
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 cmurdoch@lignumfp.com
 www.lignumfp.com



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 604/431-8800
 rweihs@lmsaws.com
 www.LMSaws.com



L-M Equipment Co., Inc.
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 lmequipco@aol.com



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 ssias@lumbermens.com
 www.lmc.net



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 info@lobomachine.com
 www.lobomachine.com



LP Building Products
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 pam.hannon@lpcorp.com
 www.lpcorp.com



Lumber Technology Corp.
 Contact: Mr. Darren Satsky
 973/467-1766
 darren@lumbertechnology.com
 www.lumbertechnology.com



M & O Products, Inc.
 Contact: Mr. Dennis Young
 847/359-0117
 gsbsalescorp@comusa.net



Machinery Boutique

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800/883-4192
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www.machineryboutique.com



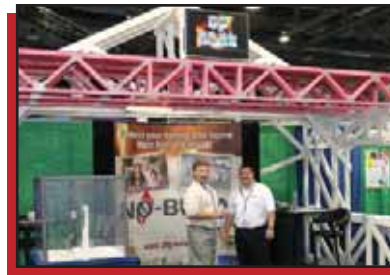
Metropolitan Lumber Company

Contact: Mr. James Brown
630/990-2972
jbrown@metrolumberco.com
www.metrolumberco.com

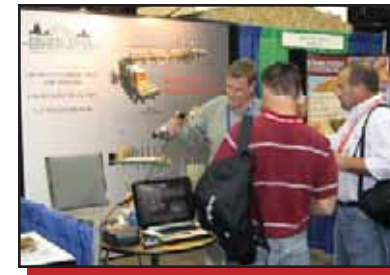
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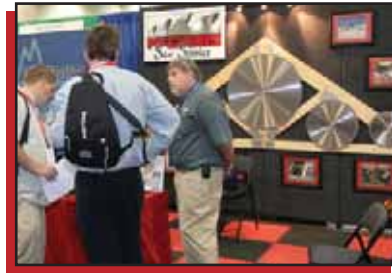


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267/825-9350
scho@plmins.com
www.plmins.com

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bleal@osmose.com
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sredinger@metriguard.com
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Contact: Mr. Chris Bratthauer
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chris.bratthauer@manitowoc.com
www.nationalcrane.com

Pacific Automation Ltd - MiTek

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www.pacificaautomation.ca



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stacey.denney@piggy-back.com
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 Wjohnson@stanleyworks.com
 www.bostitch.com



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 281/869-0055
 snozawa@tadano-cranes.com
 www.tadanoamerica.com

Todd Drummond Consulting, LLC.
 Contact: Mr. Todd Drummond
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 www.stilesmachinery.com



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 aaron.babcock@fctg.com
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Vecoplan, LLC
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 336/861-6070
 info@vecoplanllc.com
 www.vecoplanllc.com

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 strapandwrap@roadrunner.com
 www.strapandwrap.com



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 dougj@tctautomation.com
 www.tctautomation.com

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Summit Forest Products Inc.
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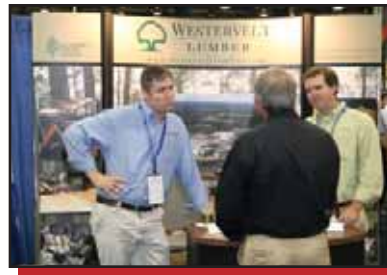
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cathy@woodtrussystems.com
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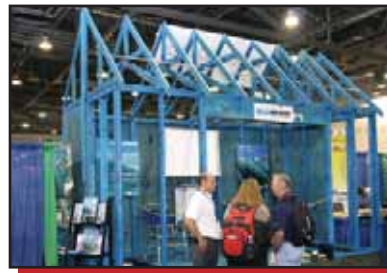
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Contact: Mr. Rod Wasserman
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rodwass@aol.com
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WoodSmart Solutions, Inc. BLUWOOD®

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Weinig Group

Contact: Mr. Addison Fox
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addisonf@weinigusa.com
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