



Bcmc & Your Business Plan

Your Business Lifeline

How to use BCMC as your lifeline to stay current.



BCMC SESSION TOPICS:

- New Codes and Standards: ANSI/TPI 1-2007 and IBC/IRC 2009
- Success without Getting Squashed
- Steel Market Overview?
- Breaking into the Framing Market?
- Your Supply Chain vs. Theirs
- Working with the Performers
- The What, Why, Where & How of Green Building
- Research and Testing's Influence on Whole Structure Design
- Green Building Rating Systems & Certifications: What You Need to Know
- Managing Your Business in a Volatile Steel Market
- Eliminating Waste, Increasing Value & Saving Money at Your Facility
- Open Forum Discussion: Providing Proper Controls in the Design Department?

at a glance

- BCMC allows you to keep up to date on industry happenings while strategically planning for your business.
- Discussing the state of the industry with peers at BCMC helps you gain perspective on how to endure the market.
- Attend a new CM roundtable on Tuesday called "Planning, Evaluating and Adjusting—Your Business Lifeline."

by Emmy Thorson-Hanson

BCMC is known as the biggest tradeshow in the structural building components industry, and most people could point out the values of attending, such as purchasing options, educational sessions and networking. But have you recognized BCMC for what it really is: a strategic business planning forum? BCMC is your business lifeline: the ideal place for you to strategically plan all aspects of handling, growing and maintaining your business.

As an industry professional you are most likely always looking for ways to break into new markets and products, improve efficiency and communication in your plant, learn effective processes for your design department, and build leaders within your company. This can all be done at BCMC.

It is also likely that you are interested in learning about anything and everything that could potentially affect your business. So if I told you that you could research current and future purchasing decisions and business costs, find out the latest in industry research and testing, and gain knowledge on building codes and key technical issues all in one place, what would you say? I'm here to tell you that all of this can be done at BCMC.

You are probably sensitive to the fact that the market is continuously changing and evolving, which means you must adapt to the changes in order to sustain and grow your business. One such trend in the market is green building, and BCMC is the place to find out how to implement it in order to keep up with your competitors. Viewing live machinery demonstrations and witnessing firsthand the latest and greatest products and services is another great way to keep up with the times. And who doesn't enjoy reconnecting with peers and discussing current issues? Once again, this can all be done at BCMC.

Perhaps the timeliest opportunities that BCMC offers is the chance to discuss the state of the industry with industry professionals, gain perspective on how to endure the market downturns and learn to assess how to gear up when the next market upswing occurs. All of this is critical information that provides a lifeline to your company, and BCMC is the place to arm yourself with the best defense possible: knowledge.

New this year is a special four-hour component manufacturer roundtable on Tuesday afternoon that is centered on the benchmarks and concepts to take into consideration when evaluating the performance of your business. Titled "Planning, Evaluating and Adjusting—Your Business Lifeline," this discussion will provide you with tools and information you can use to analyze your business, market and industry. You are sure to come away with ideas to improve your business planning process. The numerous educational sessions offered on Wednesday and Thursday cover a variety of topics, so you can pick the ones most pertinent to you. BCMC sessions may also count toward required credits for professional certification, which helps advance your position within your company.

Several component manufacturer roundtables will take place Thursday afternoon. The topics this year include: Strategic Business Planning, SCORE, Green Building, and Design. Year after year, the component manufacturer roundtables have proven

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BCMC – Your Business Lifeline

Bait & Tackle BCMC is Your Place for Planning, Evaluating and Adjusting

- ▶ Undertake your company's strategic planning HERE!
- ▶ Break into new markets/products
- ▶ Research future business costs
- ▶ Build leaders in your company
- ▶ Gain perspective on how to endure the market downturns
- ▶ Assess how to gear up when the next market upswing occurs
- ▶ Research current and future purchasing decisions in one location
- ▶ Improve efficiency and communication in your plant
- ▶ Learn about green building and how to implement it
- ▶ Learn effective processes for your design department
- ▶ Gain knowledge on building codes and key technical information
- ▶ Find out the latest in industry research and testing
- ▶ View active machinery demonstrations
- ▶ Discover the latest and greatest products and services
- ▶ Reconnect with your peers and discuss current issues
- ▶ Discuss the state of the industry with industry professionals

**ONLINE
REGISTRATION
IS LIVE!**

"There are three obvious reasons why I attend BCMC every year without fail. Number one is to see the latest in equipment and services that are available to the industry. The second is for the educational sessions that are available and thirdly to re-establish relationships and renew contacts . . . If you want to know what's available as far as how to improve your company equipment, it's the place to go. If you want to learn about how to improve your business through management and education, it's the place to go. If you want to build relationships with other manufacturers and suppliers, it's the place to go. There is no doubt about it that in our industry, BCMC is IT."

– Clyde Bartlett, Bluegrass Truss, Lexington, KY

www.bcmcshow.com

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to be a place where CMs can speak freely with one another while comparing notes and sharing strategies, without the “competition” factor coming into play. You are sure to learn a lot from your peers, just as they are sure to learn a lot from you.

“We believe exhibitors and attendees alike will benefit from coming to the show and immersing their teams in a week of connecting with others and building passion for advancing the industry,” shared BCMC Education Committee Chair, Steve Stroder. “I can’t think of a better way to keep the economy headed in the right direction than to be here investing in our future.”

So don’t sell yourself short by skipping the biggest event of the year. Discover the lifeline that awaits your business at BCMC. **SBC**

For more information or to register for BCMC, visit www.bcmcshow.com.

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