

BCMC 2008

Colorado Convention Center, Denver, CO

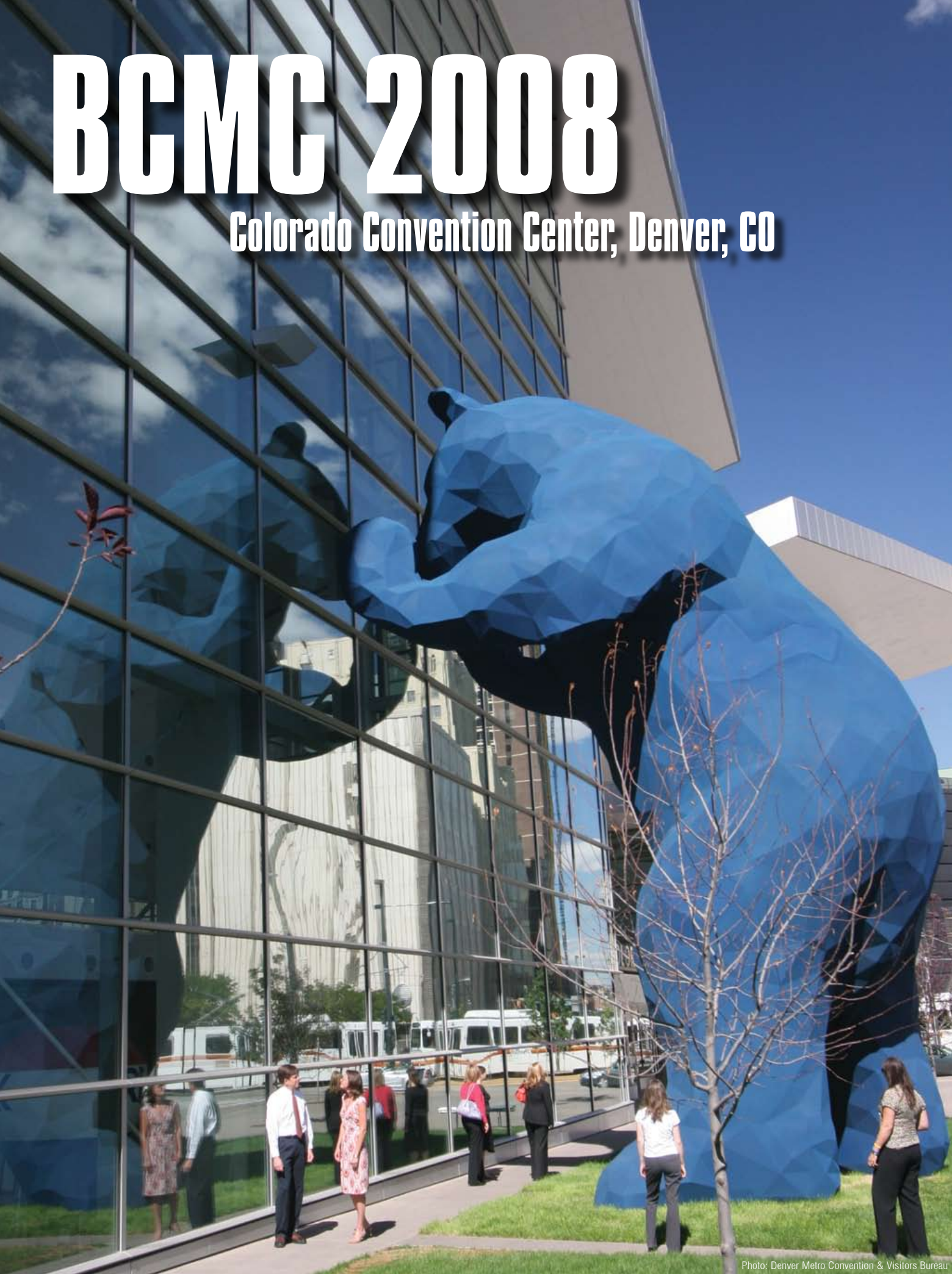




Photo: Scott Dressel-Martin for Denver Metro Convention & Visitors Bureau

In a year where many in the industry are struggling, BCMC-goers prove that the show is the place for companies to plan for what's next. Break-out sessions, networking opportunities and vendors provided attendees with ideas for improving their businesses with an eye toward a brighter future.



The Show Must Go On!

by SBCA Staff

If there is one thing we learned from BCMC 2008, it's that when things get bad a great number of people are around to lift us up. The show was a reminder—in case we've lost sight—that ours is a unique industry made up of people of strong character, and many of them showed up in Denver.

It wasn't a week to completely forget the industry's rough patch. With Congress hashing out a plan to bail out the lending institutions, the state of housing was top of mind.

Bailout aside, there were many

encouraging discussions about emerging from the current slump so we can resume what we do best—Frame the American Dream. You couldn't help but leave Denver with a more positive outlook.

A week after the show, BCMC Chair Steve Shrader remarked that the collective attitude about the show was positive. "I personally did not hear one negative comment about the economy or the industry," he said.

Though it was a smaller version of past shows, BCMC had all the usual events: golf tournament, a well-known

and inspirational kick-off speaker, impressive new technology on the show floor, many new exhibitors, and abundant networking opportunities. In fact, one of the show's biggest successes was attendees and exhibitors getting plenty of time to do something they couldn't do in years past: talk longer and without interruptions!

Many exhibitors reported having a good amount of traffic in their booths and appreciated that most of the attendees were company decision makers with purchasing power

Continued on page 4

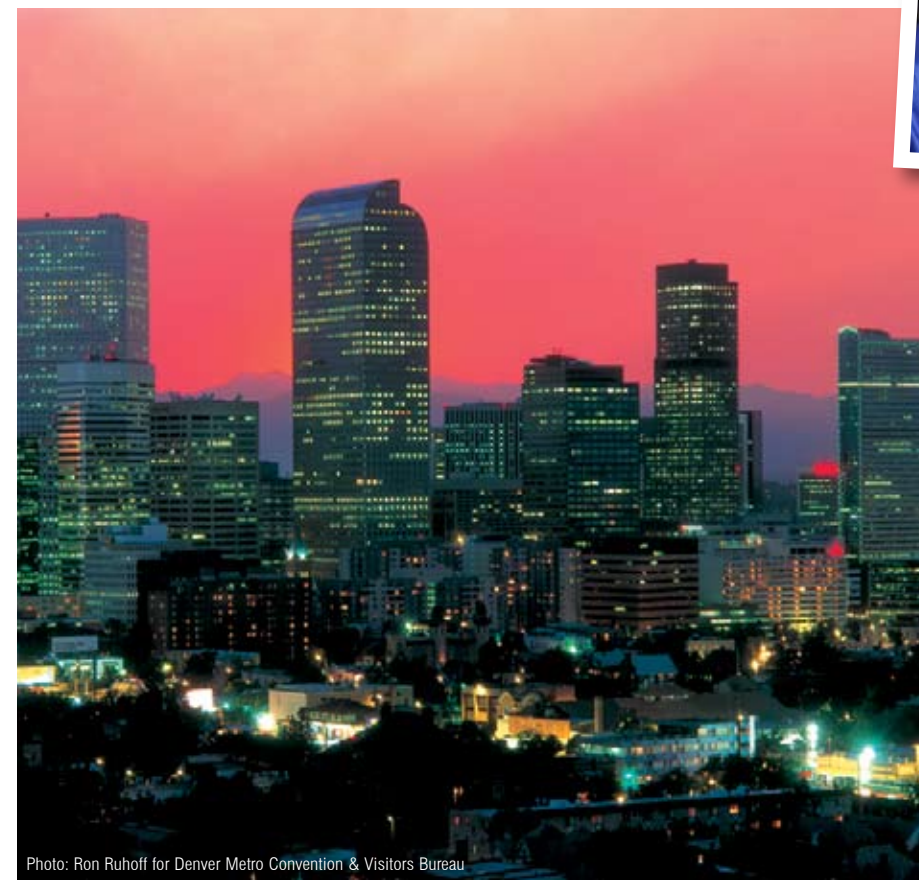


Photo: Ron Ruhoff for Denver Metro Convention & Visitors Bureau

"I was real pumped about how much enthusiasm we got."

—Jim Gurnee, Dow Chemical Company

“For us, the networking we are able to do at BCMC is very real.”

—Jeb Syler, Dansco

Continued from page 2

when the market bounces back. “This has been our best year at the BCMC Show. We had a great response and lots of traffic in our booth. Every year we talk about the quality of attendees, and it was especially true of this year!” said Tom Whatley of Eagle Metal Products.

New exhibitor Jim Gurnee of Dow Chemical Company said, “We had customers lined up two and three deep at the booth at times. We could barely keep up!”

Rod Wasserman of Wasserman & Associates said the show was amazing for his company. “I remember thinking I should grab a bottle of water before the ribbon cutting ceremony, because I might not get a break after it. I was right—it wasn’t until hours later that I had a chance to grab that water. There was always someone new coming into the booth to talk.”

This year, several attendee trends were evident. For one, Loyal Attendees—people who have attended BCMC five out of the last seven years—proved their loyalty once again. Also, Canadian attendees represented a significant portion of total attendees. Finally, the number of first-time attendees—those who have not attended since 2003 or have never attended—was very high, demonstrating that there’s a certain amount of new activity in the industry.

Even when the industry feels like it’s been turned upside down, the attendance shows that BCMC really is the central place to do business planning, network with peers and get a first hand view of the latest industry equipment, products and services.

Continued on page 5



Jim Morris with Patrick Neely and family.

Kick-Off: Jim Morris

Wednesday’s Kick-Off presentation featuring speaker Jim “The Rookie” Morris was the first official BCMC event. The 2002 Disney movie “The Rookie” was based on Morris’s story. Morris talked about his dreams of becoming a professional baseball player and how he overcame the obstacles, like injury, that stood in his way. About 20 attendees won the opportunity to

have breakfast with Morris before his presentation.

Patrick Neely of Andrews Truss felt Morris’s message was particularly timely. “I commend you for enlisting his services to challenge us to success despite the difficult economic conditions we presently face. His points encouraged us to press on in achieving our goals in these uncertain days,” he said.

We’re Loyal

BCMC 2008 marked the fourth year of the BCMC Loyalty Rewards Program, which recognizes long-time attendees for their continued support of the show. Nearly 20 percent of the total number of component manufacturer attendees at this year’s show qualified for the Loyalty Rewards Program!

Loyal Attendees Ron Rindler and his father Melvin were at the show. Melvin, now in his 70s, was at the very first component industry trade-show in 1980 in Louisville, KY. It made such an impression on him that he’s been coming back ever since! “I said 10 years ago it would be my last show, and I’m still showing up!” said Melvin, who sold Rindler Truss in Saint Henry, OH to his sons in 1994. “Every year I say it will be my last year...but I keep going.”

The elder Rindler says his favorite part is seeing how the industry’s technology has changed each year. “Years ago I said we’d never have a computer, and now we have about

ten of them out in the shop. [The automation and technology] gets better every year,” he said, noting that he purchased a radial arm saw at that first show in 1980 that he confesses, with a laugh, is “now obsolete.”

Son Ron said he, too, comes to BCMC because of the equipment. “I like to keep track of who has what and if it might work in our operation,” he said. Thanks to the company’s varied customer needs, they’ve kept steady throughout the downturn. “In our area, housing isn’t good, and commercial is okay, but agricultural building is great. That’s another reason we go – to find out who is doing well,” he said.

As far as Melvin’s concerned, not much will stop him from making the trip again and again. “I’ll keep going as long as the good Lord lets me,” he said.

What keeps other Loyal Attendees coming back year after year, in good and bad times? Many things, it turns out.

Take J.R. Greer from Montgomery Truss & Panel, Inc., who attended eight of the last nine BCMC shows. He said the value of meeting with vendors face to face is what keeps him coming back. “We could have just as easily gone online and looked up the vendors that were attending and checked out their websites, but I like going and talking to people.” Loyal Ken Cloyd from California Truss Co. thought the show was very instructive: “Probably one of the best I’ve attended from the perspective of being able to spend a good amount of time with exhibitors.”

Greer said the vast learning opportunities at BCMC lure him back too. “Even if you think you’re not going to learn something, you do. You don’t go to the show to find things, you go the show with an open mind and they find you...every time,” he said. For example, Cloyd said he made an unexpected revelation during a casual conversation with one exhibitor about one of his machines. “I found out it

Continued on page 6



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Keep ‘Em Coming Back: Loyal Attendees Ron and Melvin Rindler chat with an exhibitor at the show in Denver.

Continued from page 5

does something I didn't know it did! We'd be crazy not to have the show every year," he said.

People who return to BCMC time and time again understand that the show is much more than a place to purchase equipment. They've learned that it's also a one-of-a-kind opportunity to improve every aspect of their business.

Steve Baker from Plum Building Systems says like many Loyal Attendees, he comes for many reasons, and some years buying equipment isn't one of them. "To start with, I come back for the sessions—I

always get a lot out of them. And I pick up ideas to install into the equipment I've already got. Plus, I always come to meet a few friends that I only get to see at the show. I probably take in more in that 3-day period than I do the whole rest of the year."

Greer said that this year, making the trip to Denver to be with peers was especially important. "One reason we came back is that we felt that we should be there, supporting the industry. I mean, what's it take to take two or three days out of your schedule and go to the show?"

"It was a much more focused attendance this year. A very active 550 attendees."

**—Rod Wasserman,
Wasserman & Associates, Inc.**



Oh, Canada!

Roughly one-fifth of BCMC component manufacturer attendees came from Canada this year.

Wendy Going from Timber-Tech Floor Systems based in Alberta thought BCMC was an amazing conference. "Despite what our manufacturing sector is going through and the forecast for the near future, this past week was a time to come together and learn about adaptation, education, resource and most importantly, to have a laugh or two," she said.

One of the main draws, she said, was the coverage of green building in the break-out sessions. "The green

building sessions were a major reason for me to attend BCMC this year. I will be using your website for further research and information. Thank you for your energies and hard work," she noted.

In addition to the usual BCMC events, the Canadian chapter of SBCA held a meeting to discuss tasks and priorities for work in 2009. Folks at the meeting said the ability to leverage the resources of SBCA (Truss Technician Training, BCSI and jobsite safety documents, for example), is providing a lot of value to their companies. **SBC**

Thanks to the sponsors of items for attendees!

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Promotional piece in attendees' hotel rooms

Pacific Automation
Promotional piece in attendees' hotel rooms

Truss Plate Institute
Lanyards, tote bags, and "You Are Here" signs

Wasserman and Associates
Tote bag insert



"I would say for me as a newcomer, the educational sessions represented about 70 percent of the overall value I took away from the BCMC experience. We will definitely be back."

—Mike Senesac, Big C Lumber Co.



Educational Sessions

Throughout Tuesday, Wednesday and Thursday, 18 sessions and roundtables were offered.

A new small group forum on Tuesday helped attendees analyze and plan their business strategies, and also offered a setting to compare their business challenges. Mike Senesac from Big C Lumber Co. commented that the openness of the participants in sharing what has worked well for them (and also what hasn't worked so well), was significant. "The session exceeded my expectations in terms of the openness. I'm new to this industry, so it was a good experience for jumpstarting my industry knowledge," said the BCMC first-timer.

Green building, a hot topic this year, was discussed in two sessions

and a roundtable. First-time attendee Wendy Going of Timber-Tech Floor Systems said, "The green building sessions were also a major reason for me to attend this year's BCMC. I will be using your website for further research and information."

Other sessions were geared toward giving attendees tools to control costs at every stage of business, from sales to framing. Industry veterans Roger Turpen and Bob Dayhoff shared how to implement design department controls. Tim Warran targeted his presentation toward managing business in a volatile steel market. Scott Ward from Southern Components commented that Tim was very thorough and informed on the topic. Don Groom of Stark Truss noted, "Keep a track geared toward the steel industry at every BCMC Show. This portion of the industry will continue to grow, and manufacturers need to

keep informed." Additionally, Rick Blume shared his perspective on globalization's impact on steel supply and demand.

Kendall Hoyd and Kirk Grundahl explained the business opportunities that exist in whole house design and how the Structural Building Components Research Institute (SBCRI) will be assisting. A session about turnkey framing was led by Jason Blenker, Dan Holland and Joe Hikel.

In their presentation, Dave Brakeman and Jim Vogt explained the 2009 IBC and IRC as well as the changes to the 2007 version of TPI-1. Jeb Syler from Dansco Engineering commented, "The content of this session was very relevant to my business."

BCMC attendees had the opportunity to hear professional speakers as well. Jones Loflin, author of Juggling Elephants, spoke about building a strong team and achieving success in business. Al Bowden addressed eliminating waste and improving efficiency.

Thanks to our session sponsors!

Colorado Truss Manufacturers Association
Thursday coffee break

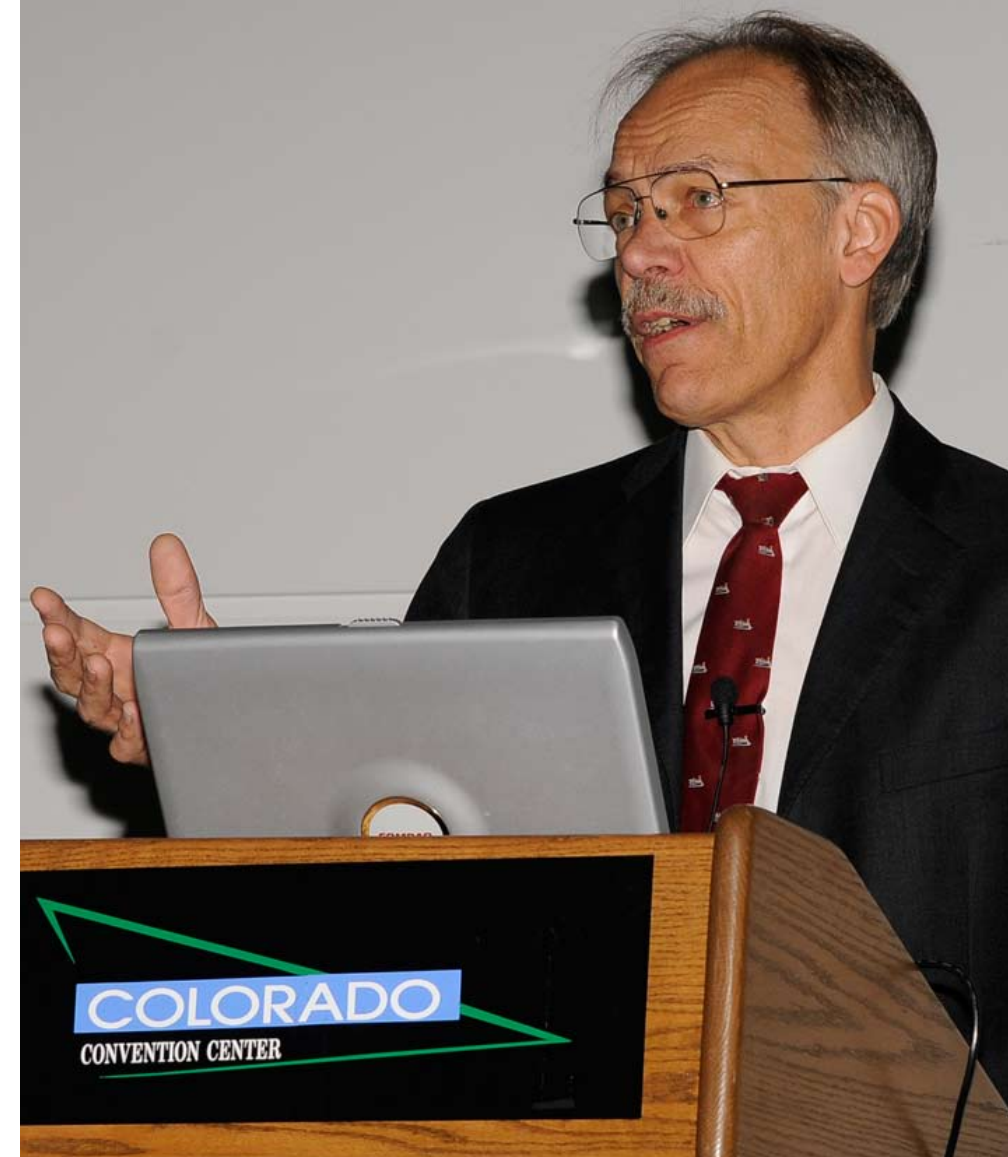
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"...real numbers and facts of our economy... not media doom and gloom sensationalism."

—Dony Sawchuk, The NAKOA Companies, Inc.



Economic Forecast: Stan Doubinis

For the seventh straight year, economist Stan Doubinis delivered his 2009 industry economic outlook on Friday morning. Doubinis reviewed key economic indicators for construction like unemployment, GDP, home prices and new home inventories. He also discussed the Housing and Recovery Act of 2008 and the tightening of lending standards in the United States.

Many attendees appreciated Dr. Doubinis' objective approach. "This offered real numbers and facts of our economy...not media doom and gloom sensationalism," commented Dony

Sawchuk of The NAKOA Companies, Inc.

First-time attendee Carl Douglass from Pecos Valley Homes enjoyed the depth of his forecast: "The economic presentation provided good coverage of data with a practical approach to its analysis. This kind of presentation provides a level of insight that is unavailable to most of us. Excellent!"

Doubinis shared his forecast for total housing starts for 2009: about 940,000. He estimated single family starts at 620,000 and multi-family at 317,000.





Annual Meeting

This year's SBCA Annual Meeting on October 2 was especially packed with association events. First, outgoing president Bob Becht of Chambers Truss officially handed the gavel to incoming president Ben Hershey of Alliance TruTruss. Hershey encouraged members to be inventive to fill customers' needs. He also outlined several goals he plans to help the association meet like increasing the membership's use of SBCA-developed training programs and finding new technologies to increase the market share of all component products through the research and testing

capabilities of SBCRI.

Next, a short presentation about the year in review was shown. The presentation took on a team sports theme titled "Be on the Winning Team with SBCA," and highlighted SCBA products and services developed to help members improve their businesses.

Next, Hershey turned the focus to the final evolution of WTCA's name. By unanimous membership vote, WTCA – Representing the Structural Building Components Industry became the Structural Building Components Association (SBCA). This change reflects the membership's use of all

building component materials.

Finally, recipients for the Hall of Fame (Scott Arquilla, Best Homes Inc.), the SBC Leadership Award (Ray Noonan Jr., Cascade Mfg Co) and the Dick Bowman Industry Enthusiast Award (Lee Kinsman, Lakeside Trailer Manufacturing, Inc.) were recognized. For more information about each recipient, turn to page 9 in the December issue.



Chapter Contest

The show featured the second annual WTCA Chapter competition which awards the chapter with the highest percentage of attendance at BCMC. This year's winner was the Inland Empire Truss Fabricators Association of Idaho and eastern Washington, with about 67 percent of its chapter attending BCMC! Each chapter member was given a commemorative pin.



Lakeside Trailer Giveaway

Congrats to this year's Lakeside Trailer winner:
Jim Stock of Igloo Building Supplies!



BCMC Bowl

Congrats to this year's BCMC Bowl winners!

- ❶ Al Esch, Lumber Specialties Ltd.: iPod
- ❷ Steve Baker, Plum Building Systems: Senco Drill
- ❸ Kevin Beebe, EBC Trusses: [Binoculars & Putter Sets]
- ❹ Guy Steed, Circle Three Industries: Ryobi Drill
- ❺ Jim LeBlanc, Maki Corp. (SWS): Bosch Jobsite Radio/CD Player

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Don't Forget to Budget for BCMC 2009

It's not too early to start planning for BCMC 2009! Next year we'll return to Phoenix, and we hope to see you there. Decide today to make BCMC your yearly destination for evaluating, planning and adjusting your business strategy. Register before the Early Bird Deadline to save!



Golf Winners

Congrats to the winning foursome of Joe Blandina (ITW), Karl Bickel (ITW), Gary Lalonde (Locke Truss), and Toney Mueller (Snow Hill Truss)!



Thanks to the following companies that sponsored golf holes and prizes!
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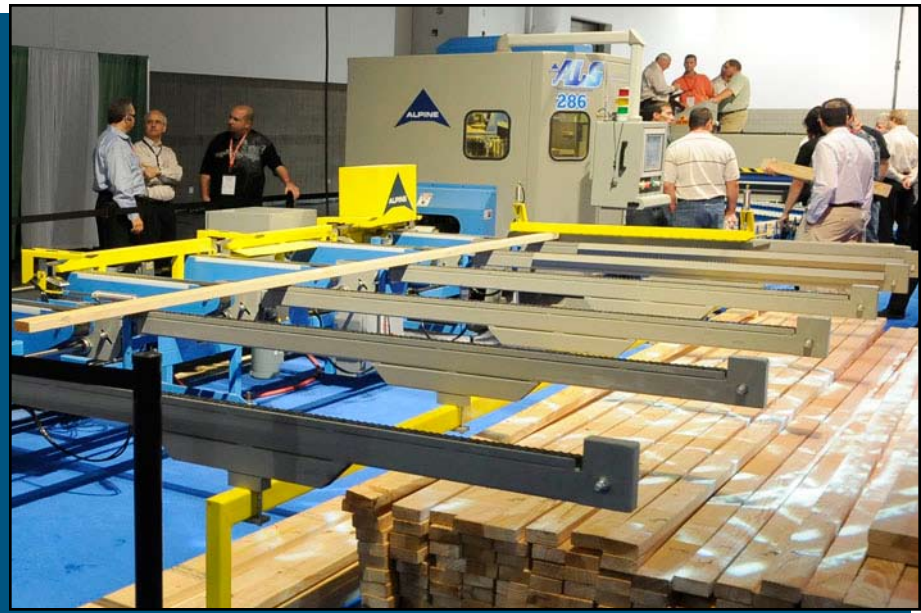
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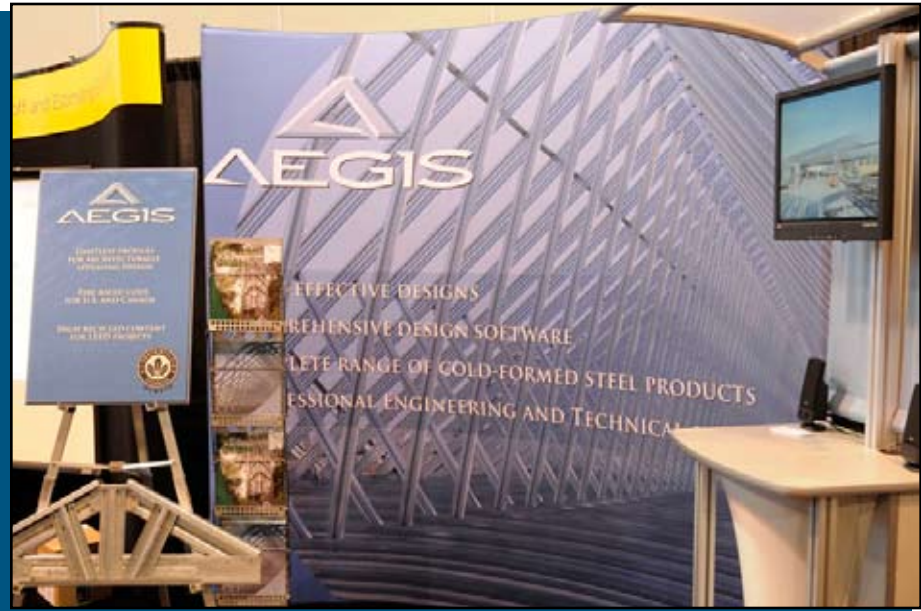
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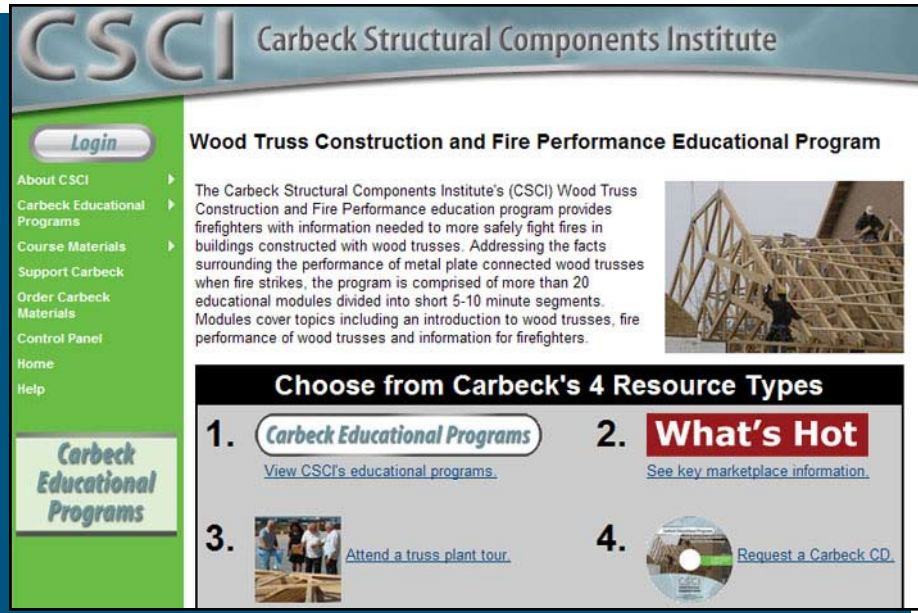
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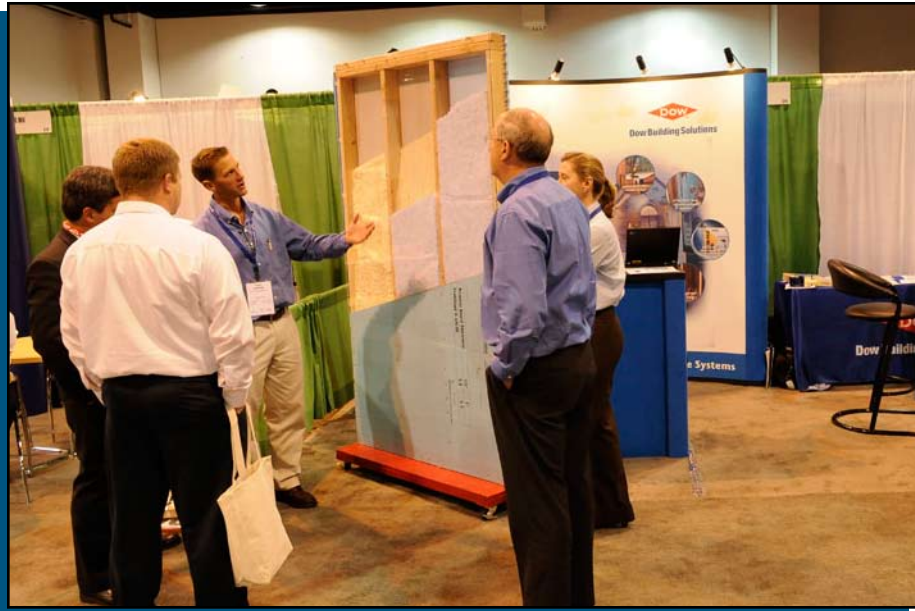
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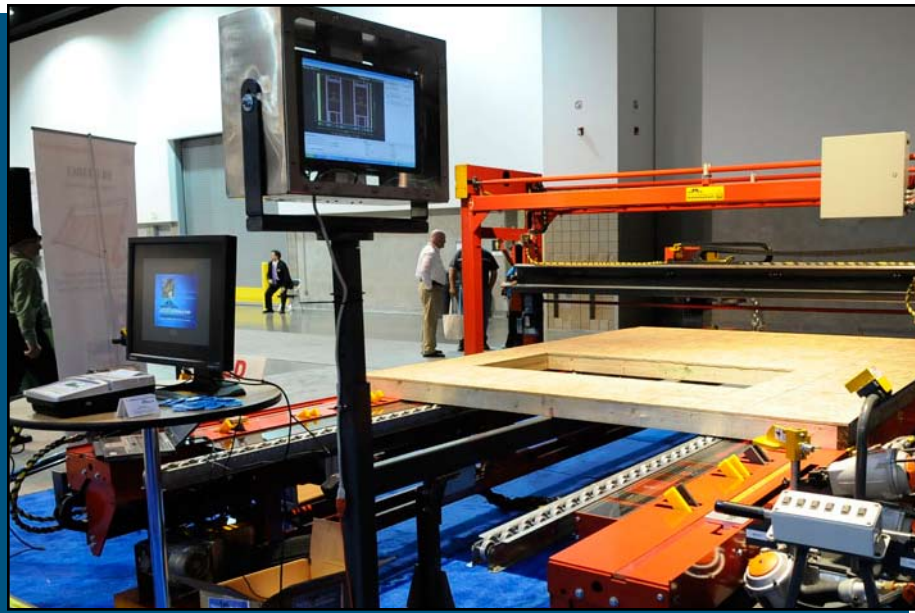
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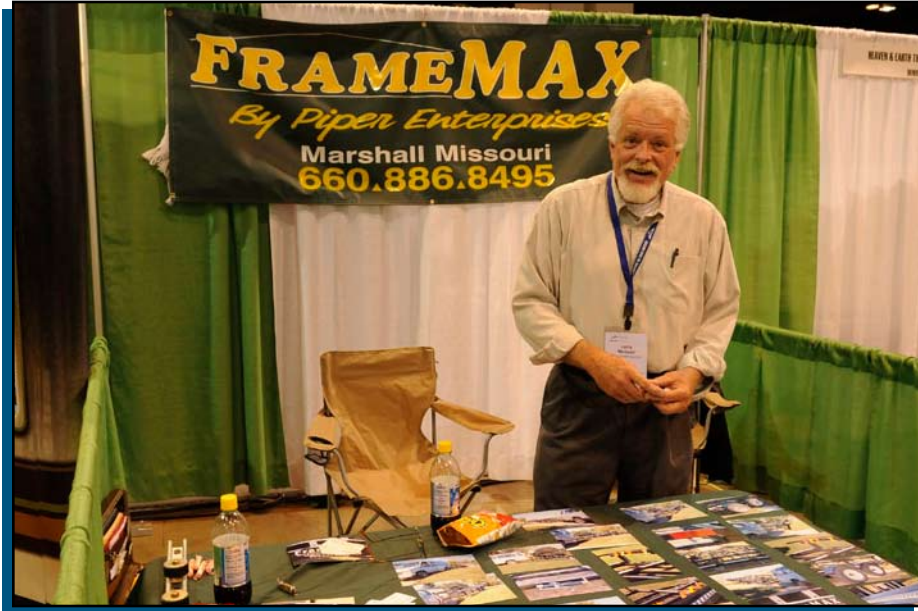
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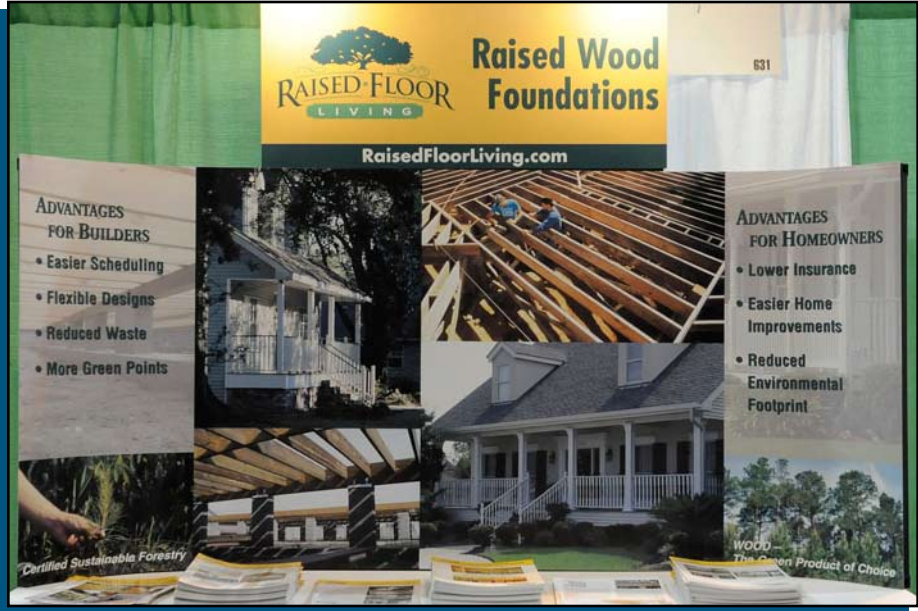
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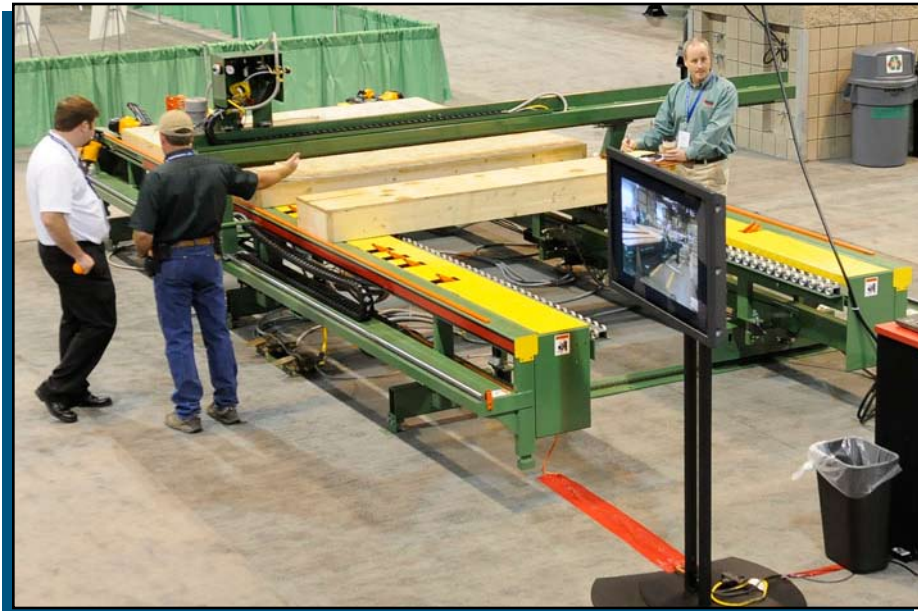
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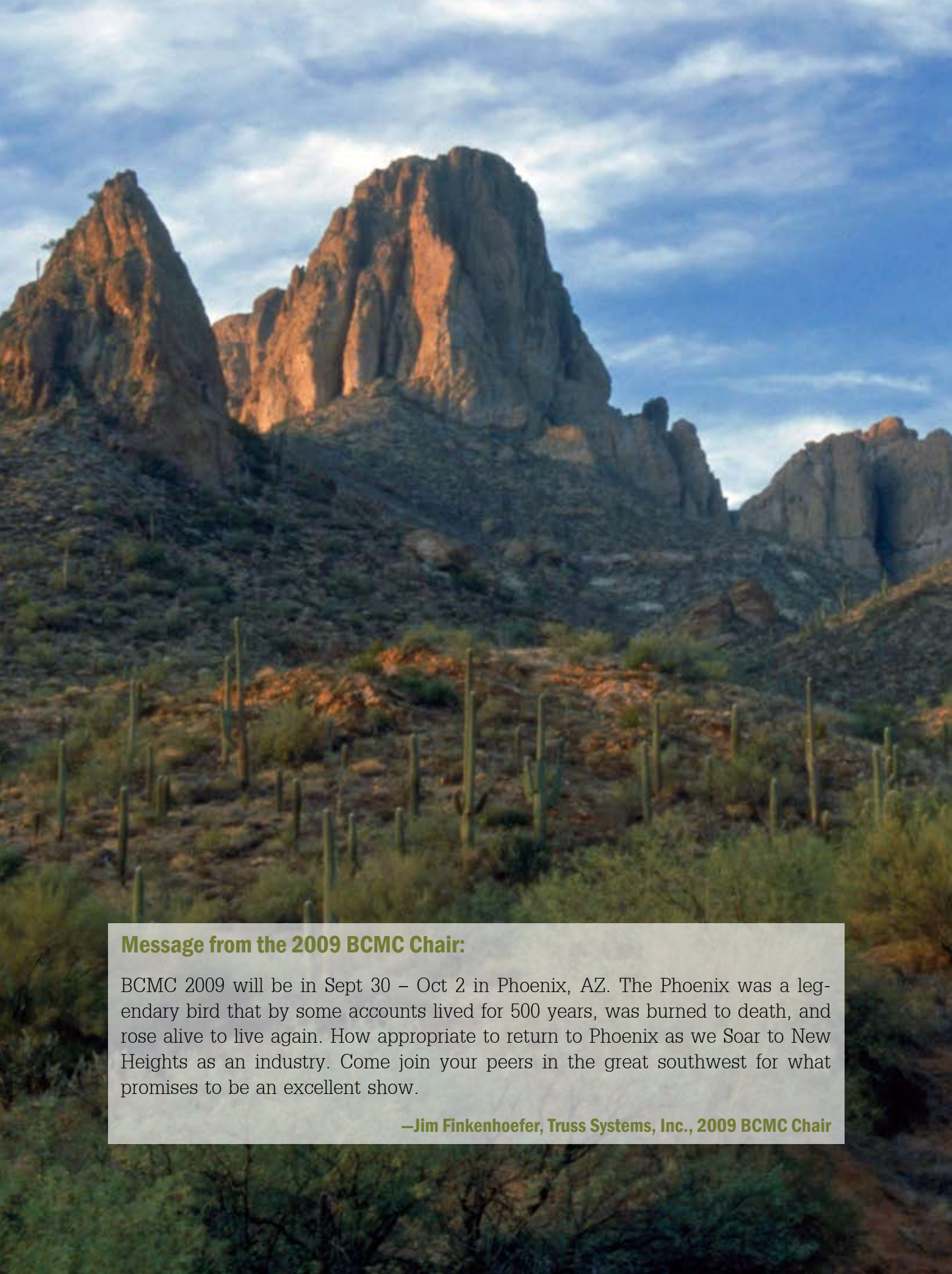


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Message from the 2009 BCMC Chair:

BCMC 2009 will be in Sept 30 – Oct 2 in Phoenix, AZ. The Phoenix was a legendary bird that by some accounts lived for 500 years, was burned to death, and rose alive to live again. How appropriate to return to Phoenix as we Soar to New Heights as an industry. Come join your peers in the great southwest for what promises to be an excellent show.

—Jim Finkenhoefer, Truss Systems, Inc., 2009 BCMC Chair