

# BCMC 2008 Recap: The Show Must Go On!



by SBC 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 debt-heavy 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 leave Denver with a sense that everything will work out in the end.

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 without interruptions!

Many exhibitors reported having a good amount of traffic in their booths and appreciated that most of the attendees seemed to have purchasing power. "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 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!"

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 1999 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 turnout shows that BCMC really is the central place to do business planning, network with peers and demo equipment.

## 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 tradeshow 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.

## Oh, Canada!

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

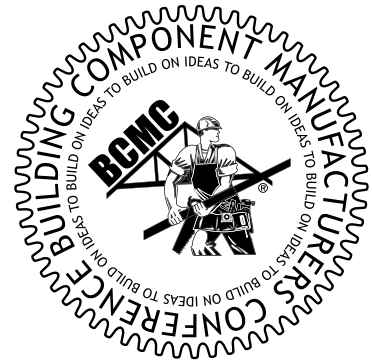
Wendy Going from Timber-Tech Floor Systems based in Alberta thought BCMC was an amazing conference. "Despite what our manufacturing sector is going through and the forecast for the near future, this past week was a time to come together and learn about adaptation, education, resource and most importantly,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

For more BCMC feedback from Loyal Attendees, Canadian attendees and more, visit the website for an expanded Recap of this year's show.

## BCMC 2009: Coming Right Up!

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! **SBC**



For a more extensive look at this year's show, complete with exhibitor photos and contact information, go to: [www.sbcmag.info/bcmc08recap](http://www.sbcmag.info/bcmc08recap).

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Tom Whatley, Eagle Metal Products (BCMC 2008)

Peace on Earth.

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