

## BCMC '98



As an industry we must maintain our focus on win/win opportunities with our business partners and on continuing education to remain up-to-date on management, marketing and technology changes (*"Tomorrow's Technology Today"*) that will make us all more competitive.

A major part of WTCA's mission is to provide the tools needed to educate our customers on all aspects of component construction. If we do this job well we will ensure that our products are used appropriately. Our markets will expand because our customers will understand how to profitably apply component construction to meet their business objectives. To this end, WTCA has created Truss Technology Workshops to educate our markets on the value of component construction.

Similarly, our BCMC committee works very hard on developing seminar sessions that are relevant to today's truss manufacturing environment so that you get the maximum take home values from attending. We feel that the BCMC effort at educating ourselves is a perfect compliment to the mission of educating our customers.

We hope that your 1998 has been great so far and look forward to seeing you in, what you will find to be a very cool city, Cincinnati. Thank you for supporting our BCMC and WTCA, your truss industry fraternity.