

MSR COUNCIL MATTERS

July 2009

BCMC 2009

At our July Board meeting, we discussed having a booth at the Building Component Manufacturers Conference (BCMC) which our members would volunteer to support and staff.

Why MSRLPC should have a booth:

- Conduct market research/at least one focus group with component manufacturers (CMs) to learn current perceptions and issues with respect to the value of MSR to CMs.
- Show our support for our customers by attending their #1 tradeshow of the year!
- Talk to CMs who are not using MSR lumber to learn more about why that is the case and discuss the benefits of MSR.

Why you should participate at the booth:

- Go to the one location where you will see more customers and potential customers in an hour than you will any other place during the year.
- Interact with a variety of CM, professional and exhibitor attendees.
- Collect feedback that you can use to reflect on specific aspects of your business that need improvement and also how MSRLPC can provide industry-wide services to serve our total industry.
- Set up time to meet one-on-one with existing customers while you're not at the booth.
- Show your support for your customers and your customers' industry!

If you are unable to attend, please consider a donation to cover the booth costs. Please take the [MSR Quick Poll on BCMC](#) online and let us know if you will help us participate in BCMC on September 30 – October 2 in Phoenix, AZ. **Thank you for your support!**

Focus Group Market Research

Following directly from our Marketing Committee's *MSR Quick Poll* of component manufacturers' MSR lumber use, we are setting up a focus group of 5 to 10 CMs so we can hone in on the value propositions, features, and benefits of MSR lumber that speak the loudest to our customers.

From our initial survey, it is clear that many customers recognize the benefits of use with regard to design and performance – specifically higher strength values that produce longer spans. They also value MSR's quality and the fact that they can operate with less inventory, less waste, and have confidence in its use and marketability.

Even so, it is equally clear that we have many potential customers who we need to convince that the "sticker price" alone should not be how the value of MSR lumber is determined!

Given this, if we have the support of our membership to participate in this year's BCMC, we are looking forward to continuing our focus group market research at the show. It will be an excellent opportunity for face-to-face communication from which we will develop marketing materials that will benefit all members of our industry.

MSRLPC Membership

In March, we began sending this newsletter to all MSR producers, not just members of MSRLPC. Are you a member? If not, please consider joining today! The value of membership is tangible – from the Annual Production Survey to our exciting new marketplace initiatives – we are working together to advance the interests of our members.

Each month, we distribute our membership list to potential customers who inquire about our products. Our roster will be featured prominently in our booth at BCMC, too. Wouldn't you like to make sure that your name is on that list? If you have questions about your membership status, please [contact Anna](#) (608/345-4983) – **thank you!**