

# MSR COUNCIL MATTERS

**June 2010**

## Represent MSRLPC at Our BCMC Booth

We are pleased to be returning to the annual Building Component Manufacturers Conference (BCMC), but we need our members' help! This year, we'll be Building Community and Making Connections in Charlotte, NC on Sept 29 – Oct 1, and we're asking our members to staff the booth and interact with the attendees on the show floor. Are *you* able to attend?

Just a few of the reasons you should consider attending are:

1. **Hear from Customers** – Potential customers will be coming to us to receive information on our members and products. Spend some quality face-to-face time in the booth growing the market for our products, and you can set up individual meetings with your existing customers when you're not at the booth.
2. **Participate in the Focus Group** – Lumber quality is on everyone's mind, so we'll be working with SBCA to hold another focus group session with component manufacturers. They want to know that we are listening to their concerns.
3. **Show Your Support** – BCMC is the biggest event attended by our customers every year. Exhibiting at the show demonstrates our commitment to support them and their show.
4. **Spread the Word** – Help us convey our message on benefits of using MSR lumber: strength, confidence, marketability, less inventory/less waste, and value.

The hours when the booth will be open on the show floor are: Wednesday from 12:15 pm to 6:00 pm, Thursday from 10:30 am to 5:00 pm, and Friday from 9:30 am to 12:30 pm. Last year, six member companies participated in three-hour shifts. Please let us know if you will be assisting this year!

More information on the show, from the educational sessions to the hotel rooms, is available at [www.bcmcshow.com](http://www.bcmcshow.com). If you have questions about our booth, please contact [Anna](mailto:Anna) (608/310-6719).



**YES, I/we would like to sign up for a shift in the MSRLPC booth**

Your name(s): \_\_\_\_\_

Your company & email: \_\_\_\_\_

Your availability (check all that apply):

<input type="checkbox"/> Tuesday set-up	<input type="checkbox"/> Thursday AM	<input type="checkbox"/> Friday AM
<input type="checkbox"/> Wednesday PM	<input type="checkbox"/> Thursday PM	<input type="checkbox"/> Friday tear-down

Email your reply to [info@msrlumber.org](mailto:info@msrlumber.org) or fax to 888/212-5110 – Thank you!

*We'll communicate with all volunteers by August 15 to set up a schedule that works best for everyone.*