



# Chapter Focus

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## Educating the Market One BCSI at a Time

Big educational seminars usually get all of the glory. They have advertising and flyers. Meeting rooms are reserved and often lunch is ordered. Turnout can be counted in dozens of attendees. But chapters don't have to schedule high-profile sessions to make a difference. Success can be measured by one BCSI book at a time.

We all have a tendency to overlook the significance of small requests. Things that can be handled with a couple of bucks or a few minutes of our time are not weighted the same when we think about a day's accomplishments. But every detail, big or small, can make a world of difference.

For example, consider a little request the California Chapter fulfilled this summer. A local high school teacher found the SBCA website online and called to request some samples for his class. After discussing what would work best for his group, the chapter sent him:

- 1 BCSI
- 1 Jobsite Package
- 40 B1 Summary Sheets

The cost to ship the materials to California was nearly equal to the cost of the publications! The results, however, have a value far beyond the \$42 cost. The teacher's reply could not have been any better:

*"I just wanted to let you know that I received the information sheets and the book yesterday afternoon. They are awesome – as are you guys! They will be a huge help in the classroom this year. Interestingly, I was reading through the book last night, and I found that the carpenters that installed the trusses at the house my students are training on did not follow your guidelines. I am learning already! I will share this information with the framer on Monday. Hopefully he will incorporate it into his next job. As far as the Field trip [to a truss plant] is concerned, I will let you know what our schedule looks like as soon as we get underway.*

*Thanks again for everything, and please pass on my gratitude to the chapter who sponsored us! You all continue to prove that the construction industry is filled with some of the kindest, most generous people around!"*

It's important to remember that even small gestures can lead to good things: building relationships, educating the industry, training a new generation. So the next time the phone rings with a request, consider the results it might produce. And, the next time you have a few extra minutes at a chapter meeting, consider discussing options for donating materials even before they are requested. You never know where that may lead.