



BSA Annual Committee Goals Plan 2016-2017

Mission: BSA fosters essential industry relationships.

Tagline: BSA builds relationships.

Strategies:

1. **Expand distributor membership by targeting specific qualified distributors.**
2. **Enhance content of convention; leverage member strengths in delivering the content.**
3. **Develop and implement brand/marketing strategy.**
4. **Increase participation among individual member companies.**

Convention Planning Committee

2017 Convention Chairman: Jack Simpson, Applied Industrial Technologies

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Purpose:

The Convention Committee shall, under the supervision of the Board of Directors and the President of the Association, develop the program of events and activities for the BSA Annual Convention. It shall present to the Board of Directors a general outline of Convention programs. The Committee shall also be responsible for all arrangements for the Annual Convention, and shall act to ensure that a balanced budget is maintained and that deficit spending is avoided. BSA staff shall negotiate and conclude all contractual arrangements pertaining to annual convention.

Committee Goals 2016/2017:

- Develop tangible content including industry trends, distribution issues and one on one networking opportunities for convention attendees annually. **Strategy 2**
- Annually maintain a ratio of 1 distributor attendee for every 1 manufacturer attendee represented at the convention. **Strategy 2**

- Maintain a minimum of 40 distributor companies attending the Convention with a minimum of 250 total attendees annually. **Strategy 2**
- Distribute a letter in 2016 from BSA President to all members regarding the importance of Convention attendance and participation and encouraging attendees to send alternates if the principal contact is unable to attend. **Strategy 2**

Distributor Manufacturer Relations Committee:

Chairman: Bill Shepard, BDI

Vice Chairman: Kevin Storer, Motion Industries

Manufacturer Liaison: Marc Dickison, Koyo Bearings North America

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Purpose:

To enhance the relationship between distributor and manufacturer and in so doing enhance their image to the customer. Inherent in this purpose is the long-term viability and value of BSA.

Committee Goals 2016/2017:

- End User Training: Find a resource to develop the content, and conduct the first End User Training session before 2017 Annual Convention. **Strategy 4 [End User Training PSW](#)**

Bearing Curriculum Advisory Group:

Chairman: Bill Shepard, BDI

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- BSA Trainer: Obtain additional commitments (already obtained \$100k) and hire a trainer before 2017 Annual Convention. **Strategy 3, 4 [BSA Trainer PSW](#)**

This Goal was put on hold until the Bearing Curriculum Advisory Group finalized training syllabi and implementation.

- BSA Excellence Awards: Revisit the Award criteria, nominating process, judging criteria and update the Award Timeline before 2016 Fall Meeting, where the Manufacturer Excellence and CBS Awards will be given. **Strategy 3 [Excellence Awards PSW](#)**

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Excellence Awards Task Force:

Chairman: Marc Dickison, Koyo Bearings North America

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- Personnel Recruitment: Utilize HR Forum to aid industry representatives in recruiting the best possible talent for bearing industry distributor and manufacturer companies. **Strategy 4** [HR Forum PSW](#)

HR Forum Task Force:

Chairman: Linda Miller, B&D Industrial

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- Consultants and New Business Models: Provide at least one speaker at meeting of Distributor Manufacturer Relations Committee during fiscal year 2016/2017. **Strategy 4** [Consultants PSW](#)
- Develop a reminder document regarding the importance of buying bearing products and services from authorized distributors. **Strategy 4, 3** [Sale of Unauthorized Bearings PSW](#)

Sale of Unauthorized Bearings Task Force:

Chairman: Bill Shepard, BDI

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- The website redesign task force will continue work with marketing firm to identify the new BSA website design so it will be user friendly, have multi lingual content to enhance the use of BSA's website by targeted audiences. **Strategy 1, 2, 3, 4** [Contact Expansion PSW](#), [Website Design PSW](#)

Marketing Task Force:

Chairman: Ben Padd, Applied Industrial Technologies

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- Use of Social Media: Define BSA's social media strategy; identify ways to reach the defined audience(s) and the associated costs to do so; and identify people to help create content. The identified audience includes: customers and potential future employees. **Strategy 1, 3, 4** [Social Media PSW](#)

This goal has been put on hold until the new website is developed.

Social Media Task Force:

Chairman: TBD

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Educational Services Committee:

Chairman: Tom Weihsmann, Kaman Industrial Technologies Corp.

Vice Chairman: TBD

Manufacturer Liaison: Reid Jajko, NSK Americas

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Purpose:

To develop or identify and recommend educational materials which will enhance expertise in the industry. Oversees the development and implementation of the certification program to instill confidence that bearing specialists have the quality of knowledge and critical skills necessary to provide effective service and solutions.

Committee Goals 2016/2017:

- End User Training: Discuss recommendations for the Bearing Curriculum Advisory Group. Their goal is: Find a resource to develop the content, and conduct the first End User Training session before 2017 Annual Convention. **Strategy 4 [End User Training PSW](#)**
- BSA Trainer: Obtain additional commitments (already obtained \$100k) and hire a trainer before 2017 Annual Convention. **Strategy 3, 4 [BSA Trainer PSW](#)**

This Goal was put on hold until the Bearing Curriculum Advisory Group finalized training syllabi and implementation.

- Review one third of Bearing Briefs and one third of Industry Briefs annually so the entire Industry/Bearing Brief library will be updated every three years. **Strategy 3, 4 [Publication Review PSW](#)**

Publication Review Task Force:

Chairman: David Zoesch, Schaeffler Group

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The following Bearing Briefs are under development and will need to continue development this year:

[Plane Bearings](#) (October 1994)

[Seal Selection](#) (March 1994; Revised February 1999)

[Wear Sleeves and Other Shaft Repair Options](#) (January 2000)

The following Bearing Briefs will need to be reviewed this year in addition to the Bearing Briefs under development listed above:

[Bearing Installation and Fitting](#) (May 2000)

[Bearing Standards Organizations](#) (October 2001)

[Hybrid Ceramic Ball Bearings](#) (March 2003)

[Brief History of Bearings](#) (May 2004)

[Linear Bearings](#) (September 2004)

[Bearings for the Food & Beverage Industry](#) (September 2005)

[Spherical Plain Bearings](#) (March 2006)

[Planetary Roller Screws](#) (April 2006)

The following Industry Brief will need to be reviewed by the task force this year:

[BSA Industry Brief: Wind Power](#) (January 2012)

- Keep CBS program material up-to-date: Accredited Instructors have the responsibility of reviewing one third of the CBS Study Guide during the fiscal year in order to review the CBS Study Guide every three years. **Strategy 4** [CBS Materials Review PSW](#)

CBS Material Update Task Force:

Chairman: TBD

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- Student Recruitment Database: Survey two additional colleges or universities to compare to data already collected before the 2017 HR Forum. **Strategy 3, 4** [Student Recruitment Database PSW](#)

HR Task Force:

Chairman: Linda Miller, B&D Industrial

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Long Range Convention Planning Committee:

Chairman: Jack Simpson, Applied Industrial Technologies

Vice Chairman: Brian Davis, Bearings & Drives, Inc.

Manufacturer Liaison: David Zoesch, Schaeffler Group

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Purpose:

To establish theme/subjects for the business program focus of future conventions beginning in 2000 with a commitment to producing a quality convention in line with the current format and mission statement.

Committee Goals 2016/2017:

- Encourage appropriate tagging by members and manufacturers, Past Presidents, Alums, Honorary Members and Lifetime Award Recipients of all digitized photos. **Strategy 4 [Photo Digitizing PSW](#)**
- Identify the purpose and scope of the Long Range Convention Planning Committee. **Strategy 2**
- Evaluate 2016 Convention and make recommendations for and monitor 2017/2018 Convention. **Strategy 2, Strategy 4**
- Coordinate involvement of the committees, specifically the committee chairmen, in the convention and possibly tie their activities for the year under a common theme or goal. **Strategy 2, 4**

Past Presidents Council:

Chairman: Tim Breen, Motion Industries
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Purpose:

To promote BSA membership to qualified non-member bearing distributors; to identify and invite to the Annual Convention, appropriate manufacturer personnel; to identify and nominate officers and members to serve on the BSA Board of Directors; and to identify and recommend sites for future BSA Conventions.

Committee Goals 2016/2017:

- Define Purpose, Scope and Participants of Membership Advisory Committee and propose next steps to acquire new members before 2016 Fall Meeting and begin implementation before the 2017 Winter Meeting. **Strategy 1 [Membership Committee PSW](#)**

Membership Advisory Committee:

Chairman: Doug Savage, Bearing Service, Inc.
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- Contract 2019 Convention and identify acceptable convention venues for the 2020 Convention before the 2017 Convention. **Strategy 2**
- Identify Honorary and Lifetime Achievement Award Recipients to be recognized at the 2017 Convention. **Strategy 4**
- Identify and nominate officers and members to serve on the Board of Directors for the 2017/2018 fiscal year. **Strategy 4**

Supply Chain Strategy and Technology Committee:

Chairman: Rex Davis, Kaman Industrial Technologies

Vice Chairman: Jim Scardina, Bearing Headquarters Company

Manufacturer Liaison: Jennifer Belk, AMI Bearings

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Purpose:

To keep apprised of advancements and improvements in information technology and distributor supply chain efficiencies and develop, as may be appropriate, specific recommendations for them. This committee also supports the Association by recommending programs that will enhance knowledge, disseminate information, and improve efficiencies in the distributor supply chain.

Committee Goals 2016/2017:

- Discuss and process proposed changes to the PPIF as needed. **Strategy 4**
- BSA PPIF Task Force to continue to review and expand on standardized data fields for new PIE (Product Information Exchange) system; and identify how bearing product information can be delivered more efficiently between individual manufacturers and their distributors. **Strategy 4 [PIE PSW](#)**

PIE Task Force:

Chairman: Jennifer Belk, AMI Bearings

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- Form Task Force to review PAR and Distributor report and determine necessary changes to make both more valuable; Assure PAR Delivery to Participants by May 1 and Seek 100% Participation by all BSA Member Companies in both reports annually. **Strategy 4 [PAR PSW](#)**

PAR Task Force:

Chairman: Bill Shepard, BDI

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- Conduct a one day Supply Chain and Technology Forum at the 2017 ~~Winter~~ Fall Meeting addressing current technology issues that impact our businesses and identify best practices among bearing industry distributor and manufacturer companies. **Strategy 4 [Supply Chain and Technology Forum PSW](#)**

Supply Chain and Technology Forum Task Force:

Chairman: Jim Scardina, Bearing Headquarters Company

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