



BSA Annual Committee Goal Results 2014-2015

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

2015 Convention Chairman: Steve Durston, Jamaica Bearing

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 2014/2015:

- Develop tangible content including industry trends, distribution issues and one on one networking opportunities for convention attendees annually. **Strategy 2**

Results: [Click here to view the 2015 BSA Convention schedule.](#)

- Annually maintain a ratio of 1 distributor attendee for every 1 manufacturer attendee represented at the Convention. **Strategy 2**

Results: The 2015 Convention had a ratio of 1 distributor attendee for every 1.6 manufacturer attendees as of 04/15/2015.

- Maintain a minimum of 40 distributor companies attending the Convention with a minimum of 250 total attendees annually. **Strategy 2**

Results: The 2015 Convention had 29 distributor companies and 264 total attendees as of 04/15/2015.

- Distribute a letter in 2014 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**

Results: [Click here](#) to review the letter distributed November 5, 2014.

Distributor Manufacturer Relations Committee:

Chairman: Bill Shepard, BDI

Vice Chairman: Kevin Storer, Motion Industries

Manufacturer Liaison: Randy Bowen, SKF Service Division

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 2014/2015:

- End User Training: A Joint Task Force was formed with members of the Educational Services Committee to develop a customer training program. **Strategy 4**

Results: The Task Force has developed a Basic Bearings draft syllabus and an Advanced Bearings draft syllabus. Manufacturers are being confirmed to develop the curriculum for each subject.

End User Training Materials:

- [Draft Basic Bearings Syllabus](#)
 - [Draft Advanced Bearings Syllabus](#)
 - [Draft Subject Template](#)
- Develop Annual BSA “Excellence” Awards: Increase BSA Brand value and that of its members to the market place thru “Excellence” awards presented to both Distributors and Manufacturers at the annual convention for outstanding service to the end use customer.

Results: An Excellence Awards Task Force was formed and developed draft application for the following awards:

- [Manufacturer Excellence Award](#) to recognize manufacturer companies for innovative and/or excellence in product design
- [CBS Excellence Award](#) to recognize the BSA Distributor Company having the highest percentage of its outside sales force attaining CBS status in a given year

- Consultants and New Business Models: Keep members and manufacturers up to date about the roles of consultants on key contract customers and also the role of new business models on traditional industrial distribution *Strategy 4*

Results: Nylah Razvi of PSAV will be invited to speak at the BSA Fall 2015 Meeting. Dennis Bain of Karass will be invited to speak at the BSA Winter 2016 Meeting.

- Personnel Recruitment: Determine the best sources for recruiting new industry employees. Investigate at least military, four- year colleges, two-year colleges and technical schools, *Strategy 4*

Results: [Click here](#) to view the program details of the 2015 BSA HR Forum held January 26 and 27 in Tampa, Florida.

Marketing Task Force:

Chairman: John Ruth, BDI

Purpose:

To develop a plan to better brand and market BSA through communications with members, other authorized distributors, manufacturers and end users of bearing products and services.

Committee Goals 2014/2015:

- Expand BSA's contact list within member companies to include all branch managers and C level personnel *Strategy 3, Strategy 4*

Results: BSA Members and Manufacturers were sent invitations with instructions to add branch level contacts to the BSA database. [Click here to view draft version of Branch Level News and Views.](#)

- Enhance the use of BSA's website by targeted audiences and to be consistent with new brand and Style Guide in calendar year 2015. *Strategy 3, Strategy 4, Strategy 1, Strategy 2*

Results: The [BSA website](#) was updated to follow the new BSA style guidelines.

- Use of Social Media: Create a defined social media presence for BSA that helps it meet its branding goals concerning recruitment, prospective members, users, expanded member personnel. *Strategy 3, Strategy 1 and Strategy 4*

Results: Project Chairman Kevin Haffey reviewed a [proposal to expand BSA Social Media Presence](#) at the 2015 Winter Meeting.

Educational Services Committee:

Chairman: Brian Davis, Bearings & Drives, Inc.

Manufacturer Liaison: David Zoesch, Schaeffler Group

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 2014/2015:

- End User Training: A Joint Task Force was formed with members of the Distributor Manufacturer Relations Committee to develop a customer training program. *Strategy 4*

Results: The Task Force has developed a Basic Bearings draft syllabus and an Advanced Bearings draft syllabus. Manufacturers are being confirmed to develop the curriculum for each subject.

End User Training Materials:

- [Draft Basic Bearings Syllabus](#)
- [Draft Advanced Bearings Syllabus](#)
- [Draft Subject Template](#)

- Support for member/manufacture entry level training programs. *Strategy 4*

Results: [Click here to view BSA Trainer Program Business Plan.](#)

- 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.

Results: The Publication Review Task Force revised and published the following.

[Industry Brief: Cement Process](#)

[Industry Brief: Poultry Process](#)

Bearing Brief: Load Ratings

- Keep CBS program material up-to-date: Accredited Instructors have the responsibility of reviewing all CBS materials every three years. *Strategy 4*

Results: CBS materials were revised in 2013. Next review by Accredited Instructors is scheduled for 2016.

Long Range Convention Planning Committee:

Chairman: Ellen Holladay, Motion Industries

Vice Chairman: Tim Breen, Motion Industries

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 2014/2015:

- Digitize all BSA photos and select a tool and associated processes for tagging photos and making them accessible to the membership. *Strategy 4*

Results: All BSA photos, slides, and negatives (nearly 5,000) were digitized using the service Scan Café. BSA photos are uploaded to the [BSA SmugMug Site](#) and organized in galleries by year. Each photo is tagged with keywords for year, location, and BSA President of that year.

- Identify possible 2016 Convention topics, presenters, and themes for consideration by the 2016 Convention Planning Committee at their May 2015 meeting. *Strategy 2*

Results: Possible topics previously identified for the 2016 Convention include:

1. Promote the sale of products through BSA member authorized distributors.
2. How to succeed in a global economy.
3. Pros and Cons of face to face relationship business vs. online: How to compete in an online world.
4. Attraction to potential employees: How to attract and retain talent development and exposure to supply chain.
5. How to deal with a catastrophic world; disaster recovery/planning; crisis management.
6. How to prevent products from becoming commodities

- 7. Competing in an online world
 - 8. How to communicate your value
 - 9. Passing knowledge to new generations
- Evaluate 2014 Convention and make recommendations for and monitor 2015 Convention *Strategy 4, Strategy 2*

Results: The Committee evaluated the Convention and made recommendations to the Convention Planning Committee.

Past Presidents Council:

Chairman: Jack Simpson, Applied Industrial Technologies

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 2014/2015:

- Obtain 3 new distributor member companies prior to 2015 Convention. *Strategy 1*

Results: One new member was obtained, Alpine Bearing.

- Research and identify acceptable convention venues for the 2018 Convention and finalize the hotel for the 2017 convention by the 2015 Annual Convention. *Strategy 2*

Results:

2016 Annual Convention
 April 16- 19, 2016
 Turnberry Isle Miami
 Aventura, Florida

2017 Annual Convention
 April 29- May 2, 2017
 Red Rock Resort
 Las Vegas, Nevada

- Identify Honorary and Lifetime Achievement Award Recipients to be recognized at the 2015 Convention. *Strategy 4*

Results: No lifetime achievement award recipients were selected for 2015.

- Identify and nominate officers and members to serve on the Board of Directors for the 2015/2016 fiscal year. *Strategy 4*

Results: Slate of officers and board members will be nominated at the Annual Business Meeting.

Supply Chain Strategy and Technology Committee:

Chairman: Rex Davis, IBT, Inc.

Vice Chairman: Jim Scardina, Bearing Headquarters Company

Manufacturer Liaison: Jennifer Belk, AMI Bearings

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 2014/2015:

- Discuss and process proposed changes to the PPIF as needed. *Strategy 4*

Results: [Click here to view details regarding PPIF 2.5](#). The new version of the PPIF can be downloaded from the Tools You Can Use section of the BSA website at www.bsahome.org/tools.

- Hub Task Force to study methodology and recommend how the PPIF data could be utilized in a new system in real time using a data information exchange. *Strategy 4*

Results: The Task Force developed and distributed the [PIE Benefits and Commitment Form](#). Commitment was obtained from 22 member and participating manufacturer companies.

- PAR and Distributor Reports: Annually assure PAR delivery to participants by May 1 and seek 100% participation by all BSA member companies in both reports annually. *Strategy 4*

Results: All BSA members and nonBSA past PAR participants were invited to participate in the 2015 PAR. 23 companies submitted the survey to PPG.

- Conflict Minerals: The Task Force will recommend an appropriate role for BSA.
Strategy 4

Results: At the September 22 Committee meeting, after brief discussion, the committee agreed not to pursue further action on Conflict Minerals at this time.