



Web Site 101

Content is
King

Call for
Nominations

Affinity
Programs

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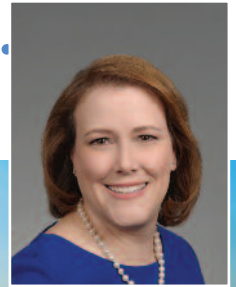
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Suggestions for topics, member news
or article submissions can be sent to:
info@bx-net.org

President's Column



Laura Regan

Happy Summer!

As I sit here typing this, the planroom is humming with activity and my members are busy throughout the area working on projects of all shapes and sizes. As a staff, we're also in the middle of prepping for numerous networking programs as well as getting ready to plot out the training and education offerings for the upcoming months.

It's always satisfying to see how the work that is done in my office directly impacts our members by helping them secure work, educating them on new methods, office practices or safety issues and providing them with opportunities to meet their peers to discuss business and share ideas.

The BXNET Board is looking to do the same for you!

We have been meeting to brainstorm programs and education sessions for the Annual Meeting in January. While we toss around our own thoughts and ideas, we need to hear from you. What tools can we bring you to do your job better? What would you like to learn more about to pass along to your members? What opportunities can we bring to you that you might not have access to at home?

How can BXNET directly impact the work that you do?

I think at times we are all so busy making sure our own members are taken care of that we don't spend the time to answer those questions and look at what can help make us better at what we do. I challenge you to take the next five minutes after reading this to list three things that impact your exchange/association. And then I want you to make notes on what you need to be successful in those areas.

Those are the things we want to hear about. We want to bring you relevant programs that will be the most effective for you when you return to your office. Chances are, those programs are living among your lists and notes and I encourage you to share them or other ideas you may have with me or one of the other Board members so that we can bring you the best sessions possible at the Annual Meeting and future programs. I look forward to sharing a preliminary schedule for New Orleans with you in the next newsletter.

Until then, enjoy the warmer temps and sunshine!

All my best,
Laura



Web Site 101

www.WhatDoPeopleSee?

On Thursday, January 21 Brenda Romano from Virtual Builders Exchange joined the Annual Meeting via Skype to share a presentation called "Web Site 101 www.WhatDoPeopleSee?" Brenda started her presentation by sharing that VBX is now collaborating with SmartBidNet to let their GC's post private projects directly to their Virtual Plan Room. VBX believes it is in their best interest to encourage these GC's to work with other local BX's rather than our national competitors. Consequently, VBX is forwarding SBS ITB's outside their region to fellow BX's for posting. Brenda said they have visited approximately 80 BX websites to find information related to sharing this project information. In doing so, VBX have made some observations about those websites and about our collective "image."

So...what is our image?

We like to keep what we do a secret. In the examples that Brenda showed in the presentation the websites did not include a clear description of exactly what that BX does.

We like to make it difficult (if not impossible) for outsiders to reach us. The research showed lots of email forms with no phone# or contact names or that contact information is buried deep in the website. How do people call you?

We like to say that we do important things, but we often spotlight the least important things we do. Examples shown about the highlights of important things included a scholarship program, a crab feed and the history of the BX.

We are so busy doing important things that we don't take time to update the website or verify that links are working. Keeping your website up to date with working links should be one of those important things.

We give cores services away so people never have to join. One website's front page included a post that said "click here to see a brief listing of active projects in the planroom in bid date order." That brief listing was 17 pages long and included 772 bidding projects. Another website had 43 active plans that were open to the public to view. That is why our competitors love us!

We want people to "join" us, but we don't tell them how, why or what it costs. How much do I pay? An online membership application included the statement "upon receipt of application, applicant will be mailed an invoice, NET PAYABLE UPON RECEIPT."

The fundamentals of website management are easy. Your audience should be current and potential members. Make sure you have answers to the following questions and that it is convenient for your audience to find them.

- What do you do?
- How do I contact you?
- Why should I join?
- How much does it cost?
- What do I get?
- What makes you different?



Content is

KING



By James Raiswell

In today's technological age, the allure of the next great innovation is sometimes too great to resist. But innovating is a risky process, and it doesn't always guarantee success. Good content does.

Technology has been a game-changer for builders exchanges. It's created new tools for recruiting prospective members, new ways of bringing plans and specifications to members, and new opportunities for monetizing content. The challenge for many managers is what to do with technology beyond offering just the basics. The opportunity before them is to bring new ideas and services into the hands of their members in order to make membership as valuable as possible. Everyone wants to hitch his or her wagon to the next great idea. The difficulty lies in knowing which ideas will create the greatest impact, and which contractors and buyers will actually want to use.

Content is king

If the information age has taught us anything, it's that content is king. This fact is as true in the business of running exchanges as it is in any other industry. The sooner managers realize they are in the business of buying and selling information, the better. Content, after all, is the reason members join associations in the first place, and the reason they renew year after year.

The digitization of the plans room marked an important step forward in the delivery of information to members. But it was just that, says Rex Klein, president and CEO of Barryhund Administrators Inc.

"I think many people breathed a sigh of relief when they digitized their plans rooms and added a couple of bells and

whistles like invitation to bid packages," he says. "They assumed the job was done. The reality is that you have to keep improving these things to make them valuable to users. You have to increase and refine the content continuously."

Klein's company develops plan room technology for associations and exchanges. If you've never heard of the business, that's because its products are usually white labeled. Barryhund designs and develops the backbone of the site, while the association brands and skins the user interface to make it their own. Where Barryhund differs from other solution providers is in the company's interactions with its customers. Klein and his team work directly with associations and exchanges to refine and augment their products, and when they arrive at an innovation—an incremental change or a new approach altogether—Barryhund offers that improvement to its other customers. That strategy helps associations offer newer technology and ideas to members with very little risk.



SAVE THE DATE

"Technology is troubling for a lot of managers," he says. "It is difficult to spend into technology that is cash hungry and doesn't guarantee more members. Boards are also a challenge. Often a board is willing to make a big purchase, but few want to revisit tech every other meeting."

Innovations aplenty

For those interested in beefing up their online service offerings, there is a wealth of options available. Products on the market today focus on an almost infinite number of niches: document management for subtrades, supply chain economics, reports on bidders (both prospective and actual), reporting and lead generation—the list goes on.

The aim of each is to extract the maximum intelligence possible out of data, and to give users as much actionable information as possible to bid smarter and win more business.

Keeping up with change

Technology is a complicated and messy business at times. If there's a mantra to be kept in mind, it's the need to add value for members without adding complication. For anyone not up to the task of driving an innovation agenda, joining forces with an outside solution provider like Infinite Source, Barryhund, Dodge Data & Analytics—or even the Internet Planroom Information Network (IPIN) product developed in part by the Cleveland Builders Exchange. Each offers very different approaches. Some focus on digitizing the services that the association normally provides. Others introduce newer tools that are outside of the normal scope of the exchange. Evaluate each carefully, Klein advises, and pick the solution that best fits the needs of your members.

"You need to be part of a system that's going to constantly enhance and contribute to the base technology," he says. "It has to understand your users' needs and wants, and it has to respond to those. Over the last year we have seen major changes in the way subs are bidding jobs. Sample stamps—a cornerstone of imaging—are being removed and a separate document added to the collection instead. Why? Because subs are now submitting whole spec section files from the plan room to the owner and the sample stamp that protected the plan room now is a hindrance to the end user. There are many much more beguiling issues happening and the users often don't share these issues, leaving us guessing at how to improve the tech we use."

It comes down to good reporting

In the end, says Klein, you can spend countless hours—and even more dollars—chasing the next great technological revolution. Some will genuinely help your members; others may be less effective. But what really works is reporting.

"The math is simple: if you concentrate on content, competition is easily managed," he says. "Users go where relevant content is. If a plan room can conquer reporting, it will always do well regardless of the technology it uses."



JANUARY 17-19, 2017

BXNET ANNUAL MEETING

HYATT FRENCH QUARTER NEW ORLEANS, LOUISIANA

Interested in presenting?

Like to hear about a specific topic?

Volunteer or email your suggestions to info@bx-net.org.

CALL FOR NOMINATIONS



Nomination deadline: December 1, 2016

Send nominations to:
Builders Exchange Network (BXNET)
One Regency Drive, P.O. Box 30, Bloomfield, CT 06002
Telephone: (855) 719-0733 Fax: (860) 286-0787 Email: info@bx-net.org



MANAGEMENT AWARD

This award recognizes exemplary skill, vision and leadership in managing the individual's own organization. The winner is required to accept the award in person at the Annual Convention. Staff and self-nominations are encouraged. Awards are given on the basis of merit, and may not be given every year.

The following points contribute to eligibility for the Management Award:

- Developing an effective solution to a challenging situation or problem.
- Developing a program or process that significantly improves the operation or services of the managed organization.
- Demonstrating exemplary management skills, including insight, vision, creativity and foresight through the achievement of a specific goal.

I hereby nominate the following individual to receive the **Management Award**:

Name: _____ Affiliation: _____

Entries may include supporting documentation; such as pictures, testimonials, newspaper stories, brochures, etc.
(attach additional sheets if needed)

1. Please explain the type of problem, challenge, program or process that was addressed by this individual:

2. Please explain the approach that was taken to address the problem/challenge; develop the program/process or achieve the goal:

3. Please explain the Plan of Action that was developed to address the problem/challenge; create the program/process or achieve the goal:

4. Please explain how the Plan of Action was implemented:

5. Please explain the results that were derived from implementing the Plan of Action:

6. Please list any additional information or conditions you feel may be relevant (i.e. observations about reactions, conclusions, costs, etc.) to evaluating the suitability of this nomination for the Management Award:

Name: _____

Telephone: _____

NO BOUNDARIES AWARD

This award recognizes an individual who has consistently demonstrated boldness, creativity, vision and a willingness to challenge perceived limitations. Awards are given on the basis of merit, and may not be given every year.

Eligibility is open to BXNET members and their employees and other individuals of merit. Nominations must be initiated by a third-party (no self nominations) and winners will be selected at the sole discretion of the three most recent winners by unanimous agreement.

The following are examples of characteristics that might be considered in nominating a recipient for the **No Boundaries Award**:

- Exemplifying initiative, vision, creativity, and "out of the box" thinking.
- Approaching challenges in a way which inspires others to push the envelope of accepted belief.
- Developing programs and/or processes which now serve as a model for implementation by other individuals or organizations.

I hereby nominate the following individual to receive the **No Boundaries Award**:

Name: _____

Affiliation: _____

Entries may include supporting documentation; such as testimonials, articles, results, etc.
(attach additional sheets if needed)

Please explain the ways in which you believe this individual personifies the intent of the No Boundary Award:

Name: _____

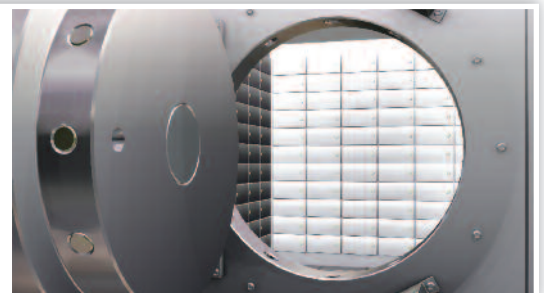
Telephone: _____

ATTENTION MEMBERS!

Be sure to visit the "Vault" at www.bx-net.org to view copies of the BXNET newsletters, slides from past Annual Meeting presentations, articles of interest, sample documents and much more!

USERNAME: ibmember PASSWORD: 2015BXnet

Why re-invent the wheel? Have sample documents or information you think would be helpful to your fellow members? Simply email it to info@bx-net.org to be uploaded into the vault.





Affinity Programs



Sunoco Fleet Fuel

BXNET has arranged for your members to be able to sign up for the Sunoco Fleet Fuel Program for Associations, where participating members receive exclusive fuel rebates, security and fleet management controls that they won't get with a regular charge card. This program is available in the United States and limited areas in Canada. Those of you in Canada who are interested, please contact Jeff directly to see if it is available in the areas you service. Sunoco is offering us a discount of 3% a gallon on the Sunoco SunTrak Fleet Card and 6 cents off a gallon with the Sunoco Universal Fleet Card. That is the maximum discount they offer with no requirements on how many gallons purchased each month! Sunoco will also be waiving the fees associated with this program. Your association would receive a quarterly check for 0.25% of the purchases. This impactful savings comes with the flexibility to fuel at over 5,000 Sunoco locations, or more than 90% of the U.S. fueling stations with the Sunoco Universal Fleet Card. Participants also can benefit from easy, online tools that help fleet managers gain complete control over their vehicles – driver purchase limits, vehicle performance data, robust reporting, consolidated billing, account management and online invoice payment, special tax exempt features... and much more. If you are interested in participating in the Sunoco Fleet Fuel Program your exchange (BXNET member) will need to sign up with the Association Agreement attached to benefit from the payback program. Your members would then complete the Sunoco Commercial Fleet Card Application. Also be sure your members complete the Wextailored Fee Schedule form which will waive the fees associated with this program. These forms can be downloaded from the website vault or obtained directly from the BXNET Executive Office or Jeff Meserve. Please contact Jeff Meserve, Sunoco Regional Sales Representative with any questions or for assistance.



Phone: 860.617.9531; Fax: 207.253.1306 Email: jeff.meserve@wexinc.com
sunocofleetcards.com/Jeff



Multiview

BXNET members that wish to participate in this affinity program will have advertisements, obtained by Multiview, placed on their websites. Those participating will receive 27% of advertising royalty revenue. Multiview is the leading provider of non-dues revenue to associations in North America. They are a full service solution for digital advertising with over 1500 current partners, globally. Multiview provides non-dues revenue at zero cost or risk to the associations. There is no charge for Multiview's services. Interested BXNET members should contact Multiview directly to set up an agreement. Please contact Nathan Cash, Manager of Partnership Development.



Phone: 972.409.5609; Email: ncash@multiview.com
multiview.com

Unishippers

BXNET members that wish to participate in this affinity program are entitled to obtain discounted shipping services through UPS and an annual 1% rebate, based on total shipping volume, to increase non-dues revenue stream. Members of BXNET receive 36% off all air shipments and 8% on ground.



Convenience and Time-savings:

- Single point of contact for all your shipping needs, a single website for all shipment tracking, a single invoice for all shipping costs.
- Get freight quotes, book shipments, create waybills, order supplies, track shipments from multiple carriers, view, edit and void shipments from your desktop.
- Store shipping preferences & 90 days of history.
- Print reports, download data, and select billing options that suit your needs.

Individual Solutions Save U Money: Unishippers consultants will assess specific needs for free and create a complete, individualized solution by analyzing your recent shipping trends. To participate, you must be an active member of the BXNET and have an account set up with Unishippers/UPS. To set up an account, go to: http://www.unishippers.com/shipping-services/IBEE_Form.htm.

RS Means

BXNET members that wish to participate in this affinity program are entitled to purchase Cost Data titles from RS Means at a 30% discount off the retail list price and resell the titles to their membership at a discount level of their choosing. To obtain the current title/price list, please visit the BXNET website vault or contact the office at info@bx-net.org. At the end of each calendar year, BXNET will receive a report from RS Means detailing the purchases of participating Exchanges and Construction Associations, and BXNET will in turn invoice them for 5% of the retail purchase price of all titles purchased during the year as the BXNET Affinity Program fee.



RS Means allows participating Exchanges to return unsold titles at the end of the calendar year for a credit in order to encourage the maintaining of stock on-hand for sales. Exchanges can also opt to order titles on an as-needed basis.

Any BXNET member who wishes to participate in the RS Means Affinity Program should contact Paula Croke at RS Means by phone at 800-334-3509, extension 5117, or by email at PCroke@TheGordianGroup.com.

Momentum Groups

Momentum is sound business Momentum Fleet customers enjoy generous incentives on many models of most popular make vehicles including; Ford, Chrysler, Dodge, and Jeep. Momentum Fleet Management Group can help your company obtain the best program pricing for purchases or leases through the collective buying power of our clients. That means all clients, large or small, can meet manufacturers' criteria for exceptional pricing on vehicles purchased or leased. Momentum also offers effective fleet management solutions including a variety of financing options, high mileage leases, an industry leading discount fuel card, GPS monitoring equipment and software, as-well-as, vehicle maintenance programs.



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Phone: 877.973.5338; Fax: 866.523.8040 momentumgroups.com



The BXNET's Mission, Vision and Strategic Goals

BUILDING OUR FUTURE

"Serving Construction Association and Builders Exchange Professionals"

MISSION

The Builders Exchange Network is a catalyst for the exchange of ideas and experiences amongst the membership to enhance the effectiveness of plan room and construction associations.

VISION

The BXNet is a representative organization of Construction Association professionals and their organizations, dedicated to the pursuit of excellence in Construction Association and Plan Room services through cooperation and participatory action.

STRATEGIC GOALS

Provide the education and access to expertise to help exchange professionals.

Maintain the strength of the industry and association through engaged membership.

Promote the organization, its programs and achievements to the industry.

Maintain the leadership and resources to advance the industry.

