Q & A with President-Elect Terry Woodley, CBSE

“Customers are becoming more sophisticated, and we must be more sophisticated as well”

BSCAI President-elect Terry Woodley, CBSE, vice president and chief operating officer of Woodley Building Maintenance, has been in the building service contracting industry for 15 years. Continue reading to see what he has to say about smaller companies aligning themselves with larger BSCs, the most important lesson he’s learned in the business and how he addresses some of the challenges in the BSC industry.

What are some current trends in the industry of which you think BSCs should be aware?

Corporations are bundling facilities into large contracts that cover multiple states. Small companies that could have previously competed for these contracts in their home region typically don’t have the management or financial resources to support these larger contracts.

What do you think smaller companies should do to tackle this?

Smaller companies will need to align themselves with larger BSCs. Many times the larger BSCs have a good business reason to subcontract these facilities to smaller, local BSCs. Many large BSCs attend BSCAI’s events. These are excellent opportunities for smaller companies to network and make themselves known. Our company currently subcontracts approximately $1.2 million annually from other BSCs, and it’s a direct result of being a member of BSCAI.

What are some of the other challenges in the industry, and how are you working to address those challenges?

Customers are becoming more sophisticated, and we must be more sophisticated as well. We need to be able to leverage the technology that is available to us in order to better serve our customers. While I don’t necessarily advocate that technology will in any way replace our greatest asset—our people—we must investigate, understand and enable our people with the best tools available. In addition, some of the legislative issues that have been around for a while, such as illegal subcontracting, immigration issues and health care reform, continue to be problematic. With regards to the legislative issues, it is important to have dialogue with state and federal lawmakers to make sure they understand the impact of these issues on our industry.

How does this relate to your goals within BSCAI?

As a member of BSCAI’s Board of Directors, one of my biggest goals is to see BSCAI become more involved with communicating to legislators these issues that we face every day. Our governmental leaders need to know how their decisions regarding health care, immigration, illegal subcontracting and taxation impact our business.

How do you think the members can do this as well?

I would certainly advocate that individual companies get involved with their local politicians; however, I believe that our voices are louder collectively. BSCAI along with other service industry associations and companies, will continue to ensure that our concerns are known to legislators.

What advice would you give a new BSCAI member?

Get involved! Get to know other BSCs by attending the BSCAI events. Get on a committee and help BSCAI continue to grow. Our new members are our future leaders.

What is the greatest takeaway from your membership in BSCAI?

Networking with other BSCs. As larger corporations continue to bundle their facilities together, larger contractors are the ones getting many of those contracts. It has been important for us to know and be trusted by other BSCs, as many of them have become our customers, as they serve those large corporations.

What is the most important lesson you’ve learned in the business?

The most important thing I’ve learned is that I need to surround myself with people who are smarter than I am and empower them to fulfill their roles.