2018 IOWA LUMBER CONVENTION
February 20, 2018
Prairie Meadows Event Center
Altoona, IA

Iowa Schedule of Events

Thank you to the following sponsors:

The 2018 Iowa Lumber Convention is less than two months away! Have you registered for your badges, seminars, and event tickets? Sign up today and save time onsite!

Get Registered

Lumber Yard Dealers, Guests, Other
Online Registration Link
Paper Form Registration Link

Booth Workers
Paper Form Registration Link
Due to some technical glitches with the online registration link, please use the paper form to register.

Trade Show
Click HERE for a list of current exhibitors.

The trade show is the core event of the Iowa Lumber Convention and we’ve scheduled a FULL day of exhibit time from 9:00 am - 5:00 pm (closed only during the Membership Luncheon). So, make sure to spend plenty of your time walking the aisles and talking business with all of the building product suppliers. Stick around until the end of the day to enjoy free beverages and hors d’oeuvres on the trade show floor and for a chance to win $500 cash and a variety of prizes! Click HERE to read more about the events on the trade show floor.

Seminars & Speakers
Studies show that attendees come to conventions for the networking and for the speakers. You’ve got the networking part covered by attending the trade show - make sure to also sign up for the fantastic seminars and keynote speaker taking place! Get up to speed on your selling game with the “Reach Out and Sell Someone” seminar, get an up-close-and-personal look at a product/service you could really benefit from during our product demonstrations, and pull up a chair at the membership luncheon to enjoy a keynote address from speaker, David Bush. Read more about our fantastic Iowa speaker lineup HERE.

Reserve Your Hotel Room
NLA has reserved a block of rooms at The Meadows Hotel (attached to the Prairie Meadows Convention Center) at a discounted rate of $116 plus tax. This block will expire on Tuesday, January 30th, 2018. After this date, prevailing rates and availability will apply so don’t delay.

The block is reserved for Monday and Tuesday nights, February 19th and 20th (actual show is Tuesday, February 20th).

Check-in time is 4:00 pm and checkout time is 11:00 am.

Hotel Room Reservations
The Meadows (Prairie Meadows)
1 Prairie Meadows Drive
Altoona, IA 50009

For Reservations Call: (515) 957-3000
(800) 325-9015

Keynote: David Bush

In This Issue
2018 Iowa Convention
Invite Your School to Attend the Trade Shows
Attend the 2018 Tradeshow for Free as a Member
LumberTech
Upcoming Roundtables
Scholarships Available
Congress Passes Tax Reform Legislation
Share Your Story with NLA
Classifieds

What’s Happening
Jan. 8 & 9, 2018
Bus. Management
Wisconsin Dells, WI

Jan. 11, 2018
Fleet Management
Golden Valley, MN

Jan. 22-23, 2018
EXPO
St. Cloud, MN

Feb. 20, 2018
Iowa Lumber Convention
Altoona, IA

Feb. 28, 2018
NE Lumber Dealers Convention
LaVista, NE

Join Our Mailing List!

Like us on Facebook!

Follow us on Twitter!
Invite Your School to Attend the Trade Shows
To help educate students about the products used in construction along with careers in the LBM industry, NLA invites tech schools and colleges in our region to attend our trade shows and the career presentations. We also encourage members to invite their local high schools to attend. It’s FREE for instructors and students to come to the trade show and career presentation. You can help by personally inviting your local instructors to bring their students to the show (pre-registration is recommended).

- Expo School Invite
- Iowa School Invite
- Nebraska School Invite

Attend the 2018 Tradeshows for Free as a Member
October 1st marked the beginning of the new year for NLA! We appreciate your continued support and we look forward to a prosperous 2017-2018. Your dues must be paid in full and in good standing to receive member discounts on services, programs, professional development and convention registration. If you have questions on your member status or need help renewing, please call Brett or Lindsay at (888) 544-6822.

To those members who have already renewed, we thank you and look forward to serving you in 2018!

LumberTech’s training is specially designed for the LBM industry. NLA’s programs offer something for everyone in your business to gain insight and knowledge. Sign up today for our upcoming classes.

Upcoming Classes in January & February:

- January 8 & 9 - Business Management 1 (a.k.a. Financial Management), Wisconsin Dells, Wisconsin
- January 11 - Fleet Management & DOT, Golden Valley, Minnesota
- January 12 - Yard Safety & OSHA, Golden Valley, Minnesota
- SOLD OUT January 30 - February 1 - Estimating 1-2-3, Madison, Wisconsin
- February 6 - Contractor Sales, Owatonna, Minnesota
- February 8 - Contractor Sales, West Bend, Wisconsin
- February 22 & 23 - Yard & Delivery Workshop, Saint Cloud, Minnesota

To meet facility deadlines, please register for classes at least two weeks prior to the session. Some classes have limited seating. Registrations will be on a first come, first served basis.

Click HERE to download the full LumberTech class schedule.
Click HERE for the LumberTech catalog which highlights each class and the new certificate/diploma programs.

Upcoming Roundtables
NLA’s roundtables bring together non-competing companies to share experiences, best practices, and help one another improve company performance. Now is the time to join an NLA Roundtable group! Set aside 2-3 days a year to meet with your peers and an expert industry facilitator to discuss the issues dealers are facing and develop close relationships with group members you will use throughout the year for candid advice.

- January 23 & 24 - Sales Roundtable, Saint Cloud, Minnesota
  For Sales Managers and key sales staff of companies participating in any of the NLA owner/manager roundtables
- February 12-14 - Classic Roundtable, La Crosse, Wisconsin
  For retail yards with one-two locations with sales volumes of $5 - $10 million
- March 13-15 - Legacy Roundtable, Dubuque, Iowa
  For single retail yard location with sales volume of $1 - $5 million

2018 Meeting TBD - Heritage Roundtable
For Multi-location retailers with sales volume of $25 million +

If you are interested in learning more about the NLA roundtables, contact Cody Nuernberg at (763) 595-4052 or cnuernberg@nlassn.org.

Scholarships Available
Nebraska retail members were mailed information on the employee and high school senior scholarships opportunities. Applications can be found on the NLA website (include link). Please share the scholarship information with your local high school. High school scholarship applications are due January 15th. Applications are also available for the Wisconsin Lumber Dealers Education Foundation. These are for college/technical college scholarships. Forms can be downloaded from the WLDEF website - widef.com. Applications are due to the WLDEF office by March 1st.
Congress Passes Tax Reform Legislation
Congress passed the Tax Cuts and Jobs Act (H.R. 1) on December 20, which makes major changes to the federal tax code. It marks the first time in 31 years that Congress has passed an overhaul of the federal tax code.

Given the budget constraints that lawmakers had in enacting tax reform, most of the tax changes for corporations are permanent and most of the tax changes for individuals expire at the end of 2025 and return to current law. NLBMDA members should start preparing now to determine what effects the changes will have on their business operations.

The most noteworthy changes for residential housing include lowering the mortgage interest deduction cap to $750,000, and establishing a new $10,000 cap for the state and local tax (SALT) deduction. As it relates to the estate tax, although it was not repealed, the exemption levels have been doubled and indexed for inflation.

Click HERE to read a full summary of the legislation and how the new law differs from the old law.

Share Your Story with NLA
Over the years, we have seen some pretty amazing showrooms, product ideas, and accomplishments and we do our best to share them with the membership. Lately, NLA has been doing a feature article on one dealer and one supplier member in the bi-monthly issues of the CONNECTION Magazine. Thank you to everyone who has contributed to our Dealer and Supplier Spotlights...it has been a pleasure writing and learning more about each of you!

Do you have a story to tell or an innovative product to showcase? If so, we would love to hear about it and share it with our members. A great idea or display for one dealer might mean the same for another who hasn’t quite thought of it yet.

To share your story, please contact Cody Nuernberg at cnuernberg@nlassn.org or Tim Dressen at tdressen@nlassn.org to arrange an interview.

Classifieds

<table>
<thead>
<tr>
<th>INTERESTED IN BUYING OR SELLING A YARD?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sell to your employees</td>
</tr>
<tr>
<td>Cash to stockholders</td>
</tr>
<tr>
<td>Low cost plan</td>
</tr>
<tr>
<td>For details contact Ron Dillon-913-888-800</td>
</tr>
<tr>
<td><a href="mailto:ron@dillon-ma.com">ron@dillon-ma.com</a></td>
</tr>
</tbody>
</table>

| FOR SALE: Profitable lumberyard for sale in Northwest Wisconsin. Limited competition and room to grow. Contact Steve McNally broker for Calhoun Companies 715-529-0800 or smcnally@calhouncompanies.com. |

Place a classified ad with the Northwestern Lumber Association and we'll triple your exposure! Ads will be placed on the NLA Website immediately. Advertise for two months or more, and your ad will be printed in the next issues of the Building Products CONNECTION magazine and the SCENE - all for one price.

Click HERE for details.

No winter lasts forever; no spring skips its turn.
Hal Borland