

2019 NLA Convention Season Recap



**Northwestern
Building Products Expo**
January 28-29, 2019
River's Edge Convention Center
St. Cloud, Minnesota

**Iowa
Lumber Convention**
February 26, 2019
Sheraton West Des Moines Hotel
Des Moines, Iowa

**Nebraska Lumber
Dealers Convention**
March 5, 2019
Embassy Suites Conference Center
La Vista/Omaha, Nebraska

The Northwestern Lumber Association would like to thank the dealers, exhibitors, board members, speakers, and guests who attended our annual building product conventions in Minnesota, Iowa and Nebraska. These three events brought in over 1000 people total in a 5-week span! Read below for a recap of our 2019 convention season:

Learning!

There was an abundance of great education at the 2019 conventions, which drew a total of approximately 215 people wanting to soak in the knowledge. Topics included sales, communications, hiring, strategies for success, and legislative updates – all providing useful information for dealers to take back to their yards and apply immediately. In addition, we also brought in industry expert, Rick Davis, to the Northwestern Building Products Expo for a special 3-hour session. Davis shared his vast knowledge on sales and marketing to a full room of eager-to-learn dealers. All shows included exhibit floor product demonstrations for first-hand, close-up knowledge of our featured exhibitors' products.

Networking!

The exhibit floors were bustling, lending a perfect environment for networking amongst the dealers and exhibitors throughout all three of the conventions. We all know nothing brings people together more than food and a cold drink and the Networking Receptions held right on the exhibit floors were no exception. Whether it was standing in line or drinking a cold one at the booths, hundreds of dealers and exhibitors alike gathered together to catch up with peers, meet new friends, and continue building business relationships.

In addition, our 2nd Annual Awards Mixer and Dinner at the Northwestern Building Products Expo drew another great crowd, where almost 200 attendees came together for beverages, a fantastic meal, the award presentation, and some good laughs with the hilarious comedy act that wrapped up the evening.

Association Business!

NLA also accomplished a lot of association business while at the conventions.

- The NLA/NLI board met on Monday, January 28th in St. Cloud, MN to discuss topics that impact the overall association, including membership, upcoming events, future conventions, and more.
- The Iowa Lumber Association (ILA) Board of Trustees met on Monday, February 25th in Des Moines, IA and the Nebraska Lumber Dealers Association (NLDA) Board of Directors met on March 4th in LaVista, NE. Issues impacting the individual state associations were addressed. Each board discussed membership within their state, reviewed plans for their 2019 special events, and discussed ideas for the new 2020 Expo South convention. In addition, a new chairman for ILA and a new chairman for NLDA were both welcomed into office.

Fun!

CASH and PRIZES...what more is there to say?! With seminar prizes, early bird registration prizes, individual exhibitor prizes, and several \$500 CASH awards, many dealers walked away with new gifts, thicker wallets, and a smile on their faces! The "Racing to Connect" theme abounded, with themed booths, games, and prizes – adding an element of fun at the conventions this year!

Recognition!

We recognized many well-deserving individuals and companies while at the conventions. Congratulations to the following for going above and beyond in the industry and for NLA.

2019 DEALERS OF THE YEAR

Minnesota:	Sunny Bowman of Dakota County Lumber	Farmington, Minnesota
Iowa:	Brian Carlson of Red Oak Do it Center	Red Oak, Iowa
Nebraska:	Jerome Polacek of Sack Lumber	Crete, Nebraska

2019 ASSOCIATION PARTNERS OF THE YEAR

Minnesota:	Large Company – Marvin Windows & Doors Small Company – LBM Advantage
Iowa:	CertainTeed Roofing
Nebraska:	Midland Garage Door Mfg.

2019 PRESIDENT’S AWARD

Steve Houle	LBM Advantage
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2019 DISTINGUISHED SUPPORTER

Ron Enter	Retired from wRight County Lumber
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2019 BEST RACING THEMED BOOTH

Minnesota:	Manion Lumber & Truss
Iowa:	Empire Moulding & Millwork
Nebraska:	Dealers Choice

2019 BEST OVERALL DESIGN BOOTH

Minnesota:	Bayer Built Woodworks
Iowa:	Hallmark Building Supplies, Inc.
Nebraska:	Building Products, Inc. – South Dakota

2019 SPONSORS

We also have some incredible sponsors who generously supported our annual conventions to help keep costs low - we could not do these events without them! Thank you to:

All-Fab Building Components, Alpine Truss, Bayer Built Woodworks, Boise Cascade, Center-Line Group, Central Lumber Sales, Dakota Steel and Trim, Dealers Choice, Empire Moulding & Millwork, Fargo Glass & Paint, Federated Insurance, Husker Vinyl, Hutchison Lumber & Building Products, Manion Lumber & Truss, Manion’s Wholesale Building Supplies, Midland Garage Door, NLA 401K MEP, NMC Material Handling, Pennsylvania Lumbermen’s Mutual Insurance Co., and Sprenger Midwest.

What's Next For the NLA Conventions?!

Northwestern Lumber Association is excited to make a game-changing announcement; coming in 2020, we are rebranding and restructuring our annual conventions to include TWO EXPOS, which will now be referred to as “**Expo North**” and “**Expo South**”.

The “**Expo North**”, also commonly known as the existing Northwestern Building Products Expo, will continue to be held in Minnesota. Our aim is to keep building this event to become the best building products event in the Midwest and to draw lumber yard members from our northern region, as well as the suppliers who service these members. *Mark your calendars for January 22-23, 2020 (Wednesday & Thursday).*

The “**Expo South**” is a brand-new event created by uniting the Iowa Lumber Convention and the Nebraska Lumber Dealers Convention into one larger event. Designed to mirror the Expo North, it will encompass more exhibits, more education, more networking and more value. This event will make its debut in February 2020 in Council Bluffs – a central access location for our southern lumber yard members and suppliers wishing to reach buyers in this area. *Mark your calendars for February 27-28, 2020 (Thursday & Friday).*

We encourage everyone to make plans now to participate in these 2020 regional shows. Stay tuned for more details about these upcoming events coming your way over the next year!