

EXPO EDUCATION & KEYNOTE



“Less Really is More: Cutting Through the Communications Clutter” By Justin Bieganeck

Monday, January 28th 12:00 pm – 1:15 pm

Marketing effectively is a problem that runs rampant throughout the lumber and building material industry. Many are reluctant to let go of communication methods that have lost effectiveness while continuing to add more communications, thus increasing the clutter. During this interactive workshop, attendees will engage in smart thinking and strategic planning around their communications. This workshop will give you a hands-on opportunity to dive into your current communications and make some decisions that will help streamline your marketing efforts. Being in a room full of your peers, all with varying degrees of experience and unique perspectives, is a powerful opportunity.

With bright eyes and big ideas, Justin Bieganeck created and founded Mercury Creative Group. A graduate of the University of Minnesota with a BS in Design Communication and Studio Arts, Justin is a fearless team leader. He shines in his ability to truly partner with business owners and become a strategic business consultant offering creative, brand-focused suggestions that lead to business growth. www.mercurycreativegroup.com



“What are the 5 Top Factors in a Great Hiring Process?” By Tony Misura

Monday, January 28th 12:00 pm – 1:15 pm

Factors include:

- Flow of Talent (networks are the X factor)
- Culture
- Talent Value Proposition
- Best Vetting Practices/ Score-Cards (protection from being emotionally hijacked!)
- Trust/ Impact

During this presentation, Tony will explain the proven methods of how to lower your compensation and benefits while improving the quality of your talent in your hiring process. He will be committed to making certain everyone walks away with actionable steps to improve their recruiting programs. Tony is passionate about helping leaders and professionals create a competitive edge in focusing their resources to develop the greatest impact.

Tony is the founder and operating leader for Misura Group, providing recruiting services to the building products industry since 1999. The company’s vision has never changed, “Helping people embrace who they are and discover who they can become”. Building the business to support that vision and serving company leaders in recruiting successful teams is his passion. The dynamics of serving the building products industry for 30 years has allowed Tony to witness best practices in various competitive markets across the nation. He is a frequent industry speaker and regularly contributes articles to ProSales Magazine and LBM Journal. www.misuragroup.com www.linkedin.com/in/tonymisura



“How to Sell More Today Using a Tool That Even Prospects Don’t Know About” By Dave Molenda

Monday, January 28th 1:30 pm – 2:45 pm

The best sales professionals make sure they understand how people buy. During this workshop, you’ll learn how to use the DISC platform, which uncovers the little known fact that everyone falls into one of four categories – D,I,S,or C. We’ll explore the DISC tool and how, when used correctly, you can crush your sales quotas!

Topics Include:

- Understanding what drives prospects;
- Finding new ways to better connect with your prospects;
- Discovering what personality type you are;
- Learning how to better read your prospect;
- Creating customer mapping strategies; and
- Learning from some examples of how people like to be sold to

Dave Molenda is the founder of Positive Polarity, providing coaching, mentoring, and leadership training to companies looking for a positive and encouraging way to grow their businesses. In addition to Positive Polarity, Dave has over 30 years of construction industry experience and is the 2018 President of the Lakeland Builders Association in Lake Geneva, Wisconsin. He is the author of a #1 Amazon Best seller – “Growing on Purpose”.

Positive Polarity works with small to mid-sized businesses to help them better develop meaningful relationships with customers, motivate employees, and nail sales quotas. Positive Polarity is changing the way companies do business by helping them implement profitable, repeatable processes that result in growth. www.positivepolarity.com www.linkedin.com/in/davidmolenda



“Strategies for Success” Dealer Panel Discussion By Rick Schumacher

Monday, January 28th 1:30 pm – 2:45 pm

Business success doesn't happen by accident. It requires careful planning, adapting and sometimes a little bit of trial & error. Join Rick Schumacher, Editor of LBM Journal magazine, and a panel of successful LBM dealers from around the region to discuss concepts their companies have adopted and the changes they've made in their business operations to help them stay relevant and to keep their businesses thriving. Audience members will be encouraged to ask questions and share their thoughts on successful business strategies.

Rick's introduction to the LBM community began in 1990 with Building Material Retailer magazine, and continued with the launch of LBM Journal in 2003. Since then, Rick and his team have built LBM Journal into the leading national media brand (magazine, conference, website, newsletters, webinars, and more) serving the lumber/building material dealers, distributors and manufacturers. With degrees in English and Marketing, Rick is passionate about strengthening the industry by connecting dealers and helping them share their challenges and their success stories.



Membership Meeting with Breakfast & Keynote Speaker Reg Foot

“Canadian Wood Markets – The Challenges and Opportunities Many Mills are Facing Today”

Tuesday, January 29th 8:00 am – 9:30 am

Breakfast is the most important meal of the day so make sure to join NLA at the annual FREE* membership meeting & breakfast on Tuesday morning. Get a hot meal to kickstart your day! After some brief association business, you'll get to enjoy an informative presentation from our keynote, Reg Foot.

*NLA retail members & their spouses/guests can attend for free. Non-member fee is \$20.00 per ticket. Exhibitors (member or non-member) may get two free tickets per 8 x 10 booth purchased, with a maximum of up to 6 free tickets (3 booths). Additional tickets may be purchased for \$20.00 each.

Keynote Topic & Speaker Info

During this year's Membership Breakfast, we will be joined by Reg Foot, Sales Manager for the Carrier Group of Companies. Carrier Group has sawmill operations throughout Canada with a combined production capacity of over 500 million board feet. Reg's logistics and lumber marketing experience has given him a unique perspective and he looks forward to sharing his thoughts on the various challenges and opportunities facing many Canadian mills today such as fiber issues, productivity/quality of inventory, transportation issues, lumber exports and the outlook of supply & demand for 2019-2020. This is sure to be a great opportunity to learn more about the Canadian markets and the impact they may have on supplier and retail businesses. A lifelong resident of Prince George, BC, Reg Foot has over 19 years of lumber selling experience as Sales Manager for the Carrier Group of Companies. Before joining Carrier, Reg spent 7 years as Marketing Manager for a large transportation and logistics company with operations throughout Western Canada.



“The Modern Concierge LBM Sales Leader” by Rick Davis

Tuesday, January 29th 1:30 pm – 4:30 pm

Product knowledge and delivery are not enough. The modern salesperson is a business generalist and networking expert who helps clients succeed. Rick Davis will describe how you can facilitate product sales, operational consultation, and marketing expertise. You will learn to recognize common situations your customers present and how to maximize your outcomes. This session teaches you how to utilize the strategies and tactics to help your clients succeed so you become the vital unpaid employee clients want involved in their business every day. Ultimately, they will look for reasons to buy more products from you.

- Convert price negotiations into “total cost” discussions.
- Improve customer loyalty by building commitments prior to the sale.
- Negotiation tactics that increase margins and defend your price.
- Cross-sell effectively to gain more business from existing customers.
- Discover the secret of turning your job into a career

Rick Davis is the leading sales expert for the construction industry. He is the owner of Building Leaders, Inc., a Chicago-based sales training company devoted exclusively to the construction industry. He is an award-winning sales columnist for ProSales magazine, LBM Journal and the author of The Sales Secret.

During his career he has delivered over 1000 presentations and consulted with industry manufacturers and dealers in 42 states and six Canadian provinces. His methodology and process transform sales organizations and empower salespeople to higher levels of success. His common-sense method for effective selling is a message you will want to hear.