



# Scene *...in a flash*

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**December 2010, Vol. XVII, No. 12**

**December 23-24**  
 NLA Office is Closed

**December 31**  
 NLA Office is Closed

**January 10-11, 2011**  
 Northwestern Building  
 Products Expo  
 Hinckley, MN

**January 29, 2011**  
 FLL Wisconsin Chapter  
 Grand Island, NE

**February 9, 2011**  
 FLL Nebraska Chapter

**February 9-10, 2011**  
 Wisconsin Retail  
 Lumber Convention  
 Wisconsin Dells, WI

**February 11, 2011**  
 FLL MN-Dakotas Chapter  
 St. Cloud, MN

**March 3-4, 2011**  
 Iowa Lumber Convention  
 Coralville, IA

**March 9-10, 2011**  
 Nebraska Lumber  
 Dealers Convention  
 La Vista, NE

## Routing Slip

Pass this around to others in your company for their information.

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**Wishing all of you a very Merry Christmas,  
 Happy Hanukah, and Happy New Year!**

## Welcome Wisconsin and Upper Michigan Members

Welcome Wisconsin and Upper Michigan members to the NLA monthly newsletter – **Northwestern Scene...in a Flash** provides members with up-to-date information on upcoming events, industry and legislative news.

The Northwestern Scene is delivered via e-mail or fax. If you would like to change the way you receive the newsletter, please contact Cody at the NLA office (763) 595-4052 or (800) 896-5130.

## Congrats to Mathew Hall Lumber

Mathew Hall Lumber was awarded Pro-Sales magazine's 2010 Excellence Award for their interactive web site. Not satisfied with what Loran Hall called a glorified

Yellow Pages ad, they redesigned the web site. Read about how they went about it by going to [www.prosales.com](http://www.prosales.com).

## Congrats to Millard Lumber

Millard Lumber was awarded ProSales magazine's 2010 Excellence Award for display room. Read all about the details

that went into designing their 12,250 sq. ft. showroom and see the photos by going to [www.prosales.com](http://www.prosales.com).

## Membership Renewal Time

Thanks to all members who have sent in their dues or plan to do so shortly. We know that every time you write that check you acknowledge the value you find in membership, and we recognize our responsibility to enhance that value.

**Suppliers** - as you travel making your sales calls and discover an independent lumber yard not listed in the NLA Dealer Reference Manual & Buyers Guide or who is not a member, talk with them about NLA and let NLA know!

For those who have not yet submitted your dues renewal payment, we would like to remind you to do so as soon as possible. Renewing your membership with NLA is an investment in your business and in our industry.

As we all know, every dealer and supplier makes a difference and further strengthens the association's efforts to provide you with the best services, products and events. Together we can continue the strong tradition of suppliers and dealers working together through their association to grow their business.

**Dealers** - when that new supplier really comes through for you with great products and service or an existing supplier talks about expanding their territory, talk with them about NLA and let NLA know!

## Education @ Expo 2011

Check out the terrific lineup of classes at the 2011 Northwestern Building Products Expo. We've got something scheduled for everybody!

### Monday, January 10

#### Activant User Group Meeting

Thomas Taylor, senior implementation specialist from Activant, will be there to help you get the most from the software.

### Tuesday, January 11

#### Dealer Seminars

##### Stepping Up to Excellence in 2011

STOP measuring your personal and team performance according to industry average standards. Opportunity for growth in 2011 depends primarily on improving your OWN GAME! Learn FIVE STEPS TO EXCELLENCE in 2011. Sales staff, operational teams, merchants, buyers and leaders at every level are encouraged to incorporate these five new attitudes and aptitudes that will yield immediate and lasting results personally and professionally from day one. Consultant Ken Wilbanks has 30 years in the LBM industry, ranging from entry level to executive responsibilities. A veteran of Home Depot, Lowe's, Ernst Home and Nursery, EBS Building Supply and other LBM and hardware organizations, his rich experience lends insight and clarity to sales and operational training, merchandising and marketing, finance and team development. Ken's talk will launch your Expo experience with gusto and a winning roadmap for all. Exhibitors are welcome to attend, too.

##### What the New Banking Law Means to You & Your Access to Credit: A Work in Progress

New laws have been written and everyone is calling for banks to lend more money to small business. But, is it that simple? Come learn what bankers are facing in this changing environment and what you and your customers can do to establish credit in today's environment. How will these new regulations impact the future of the community bank? What will be the "new normal" in your relationship with your bank? Brian Nicklason, Chairman and President of Woodland Bank, based in Remer, Minnesota, began his banking career in 1985 as a consumer loan officer and joined Woodland in 1991, after spending several years with

the U.S. Treasury Department as a bank examiner. He has served as president and on the board of Community Bankers of Minnesota, and also on the boards of foundations and organizations in northern Minnesota.

##### Principles of Web Site Design

You've heard that newspaper and magazine circulation rates are dropping. Why? More consumers are getting information from the Internet. The result: companies are marketing themselves on the Internet, and if you're not, you should be. It's easy to be overwhelmed when considering content for your site; but it doesn't have to be. Mike Noonan from Infrastructure Technology Solutions (ITS) will provide no-nonsense, useful information on web site design. He'll use real web sites as illustrations of the good, the bad and the ugly. He'll talk about content, how to make your web site more receptive to search engines, and ways to make your website not only informative but also user-friendly. Mike works on business development for ITS, which is NLA's endorsed provider of IT products and services. He also does sales and marketing for Cascade Mfg Co, a supplier of wood construction components. With his lumber, IT and sales background providing a unique perspective, Mike can apply Internet design principles specifically to needs of the retail lumber industry.

##### Developing Your Sales Skills to Meet Your Customers' Changing Needs

As you and your customers know, this is a tough economy. Sales personnel should be developing new skill sets to meet customers changing needs, grow sales and advance their careers. Dave Klun of Organic Compass, formerly of Remodelers Choice, will talk about ways to for sales staff to assess their strengths, build on them, and compensate for weaknesses. He details how to create a professional development plan in conjunction with sales managers. Arming sales personnel with skills and coaching them on the new normal will be critical to your company's long term success.

##### DOT Regulations in Minnesota and Wisconsin

Staying on top of Department of Transportation regulations is a pain – BUT it's absolutely necessary. Know what is

*Continued on page 3*

## EXPO Preview

It's almost that time again! The 2011 Northwestern Building Products Expo is right around the corner. Taking place at the Grand Casino Hinckley in Hinckley, Minn. once again, there will be great social events and learning opportunities on the schedule.

The Exhibitor Reception and Dinner on Monday evening is where you'll want to be to kick off the Expo this year. It'll be an evening full of mingling, music, huge prizes and tasty BBQ. In addition, this year we're adding sponsored hospitality "stations" with the reception and dinner. You will have the opportunity to speak in depth with these suppliers in a relaxing setting without leaving the party. (See a list of current hospitality station sponsors inside this issue.) You'll want to stick around for your chance to win a 32" LCD HDTV or a 2 carat diamond bracelet!

Tuesday morning is filled with various seminars taught by experts in their field about topics that will keep you current on trends and happenings in the industry. You will also have time to spend several hours on the exhibit floor to talk to the suppliers about the products and services they can offer you.

Plan on attending the Membership Meeting & Lunch on Tuesday and listen to our featured speaker, Ken Wilbanks, to get inspired as a leader in the industry.

See the following pages for details on all the happenings at the Expo as well as the registration page insert. Get signed up today!

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## EXPO What's New?

### Marvin Windows and Doors

Marvin's New Glider – Reinventing a Classic!

### Real Closet

New website [www.realcloset.com](http://www.realcloset.com)

We now offer wood dovetailed drawers with full extension glides.

Real closet is now Forest Stewardship Council (Chain of Custody) Certified.

## Education @ Expo 2011...Continued

expected of you by hearing from the experts. Randy Zahn of the Minnesota State Patrol will talk about CSA 2010, CDLs, drugs and alcohol, and the definition of a commercial vehicle. Daniel Slick of the Wisconsin State Patrol will address size and weight laws, inspections, and load securement. Both officers will point out the differences between the two states as each presentation progresses, and there will be ample time for questions and answers. Stay safe and stay in compliance!

### Health Care Reform

Health Care Reform has arrived, and even more changes are on the horizon. This seminar will focus on changes affecting employers that sponsor group health plans for their employees. From required plan document changes and additional disclosure obligations, to tax and employment planning opportunities, Steve Brunn, attorney at Briggs and Morgan, will explore the impact health care reform will have on your business. Brunn specializes in employee benefits, with almost two decades of experience.

### Preventing ID Theft

Every year in the U.S., businesses and individuals lose billions of dollars to identity theft. How are those engaged in this crime motivated? How does identity theft from businesses and individuals occur? Learn about the key role played by information security practices as part of a holistic strategy to defend against identity theft. Mark Eich is Principal in charge of the Information Security Services Group at Larson Allen. He is a CPA and also holds the Certified Information System Auditor (CISA) designation from the Information Systems Audit and Control Association. In his 22 years of experience he has led many IT audits and security assessments and analyses that are balanced with business needs.

### Developing Commercial Construction Business

Each year in the U.S there is a possible commercial construction market for 7.4 billion board feet (BBF) of lumber and 6.4 billion square feet (BSF) of wood structural panels (WSPs). Only 1.5 BBF and 2.3 BSF of WSPs find their way into this market. In 2008, the Wood Products Council launched an initiative called WoodWorks to stimulate the use of structural wood products in commercial

buildings. Tom Milton and Archie Landreman, WoodWorks technical directors, will discuss issues and approaches for increasing wood sales for commercial construction. Topics will include residential v. commercial markets; architects' preferences and issues; working with architects and specifiers; identifying upcoming commercial projects; how to get involved with local projects; how to connect with architects and engineers; using life cycle analysis, forest certification and green building programs to your advantage; and using educational and related support resources. Milton spent several years with APA – The Engineered Wood Association after 25 years as a forest products specialist at the University of Minnesota Extension Service. Landreman has held sales and sales management positions with four large truss manufacturers and two large wholesale distributors of engineered wood products. He also runs his own company, Wood Tech Engineered Products.

### Tuesday, January 11 Membership Meeting and Lunch 12:00 pm – 1:15 pm Don't Toss in the Towel

Keynote speaker Ken Wilbanks considers the LBM, construction supply and home center industry the most challenging sector of retail. Meeting customer demands, navigating finances, balancing strategic planning with day-to-day operations, and the raw pace of the work can fatigue even the strongest leader. Wilbanks examines the scope of a leader's duties and commitments and offers insight based on experience into the depth of leaders' challenges. He also provides direct, meaningful actions to help over-extended senior leaders rejuvenate and find balance in their lives. Be inspired—be very inspired!

### Tuesday, January 11 Contractor Seminars

#### Advanced Framing Techniques with a Renewable Resource

This course will provide unique framing techniques that use less material while still maintaining the required structural integrity. It will also briefly introduce green certification and how it impacts today's building designs. The instructor, Mark Weegman, is a structural frame specialist at iLevel by Weyerhaeuser. He began his career at Weyerhaeuser

in 1991, and has held the positions of strategic, outside and inside sales representative. CE credit approval is pending in both Minnesota and Wisconsin.

### Metal Roofing

The demand for metal roofing is growing for residential and commercial projects. Like any product, you need to understand it. In this program you will learn how to (1) select the right material for the job (residential v. commercial); (2) determine the correct seam application for the material used (standing seam v. architectural); and (3) use the different types of trim. Carlin Copenhaver, metal specialist with Building Products, Inc. (BPI), has over two decades of experience in construction (residential, post frame and metal building), sales of metal components, and implementing residential roofing training courses for lumber yard, contractor, and metal industry employees. Before BPI, he worked for Whirlwind and Metal Sales.

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## Expo Social Activities

### Monday, January 10 6:30 pm – 10:00 pm

#### Exhibitor's Reception & Dinner

To kick off the high energy EXPO, dealers are invited to attend the Exhibitor's Reception and Dinner on Monday, January 10 from 6:30 pm – 10:00 pm. A free event for retail members and exhibitors! This event brings together exhibitors, NLA board and committee members, and dealers with great food and beverages, entertainment and camaraderie.

You'll also want to take notice of the special hospitality sponsor stations set up in the reception and dinner area. Stop, visit and chat with each sponsor in their designated hospitality area during the reception. This is a unique and relaxing opportunity for interaction with these sponsors!

**NEW – You may be the lucky winner of a 32" LCD HDTV or 2 carat diamond bracelet, thanks to the generosity of our sponsors.** This event is sure to leave a lasting impression for all attendees!

# 2011 Northwestern Building Products EXPO Schedule At A Glance

## MONDAY JANUARY 10

8:30 am – 5:00 pm *Activant* User Group Meeting  
 12:00 pm – 6:30 pm Registration Desk Open  
 2:00 pm – 6:00 pm Exhibitors Move In  
 12:00 pm – 4:00 pm NLA Board and Committee Meetings  
 6:30 pm – 10:00 pm Exhibitor's Reception and Dinner

## TUESDAY JANUARY 11

7:00 am – 6:00 pm Registration Desk Open  
 8:00 am – 9:00 am Stepping Up To Excellence in 2011 (Ken Wilbanks)  
 9:00 am – 12:00 pm Exhibit Hall Open  
 9:10 am – 10:10 am What the New Banking Law Means to You and Your Access to Credit (Brian Nicklason)  
 9:10 am – 10:10 am Principles of Web Site Design (Mike Noonan)  
 9:10 am – 10:10 am Developing Your Sales Skills to Meet Your Customers' Changing Needs (Dave Klun)  
 9:10 am – 11:50 am DOT Regulations in Minnesota and Wisconsin (Randy Zahn & Daniel Slick)  
 10:20 am – 11:50 am Health Care Reform (Steve Brunn)  
 10:20 am – 11:50 am Preventing ID Theft (Mark Eich)  
 10:20 am – 11:50 am Developing Commercial Construction Business (Tom Milton & Archie Landreman)  
 12:00 pm – 1:15 pm Membership Meeting and Lunch with Speaker, Ken Wilbanks (Exhibit Hall Closed)  
 1:30 pm – 6:00 pm Exhibit Hall Open  
 1:30 – 2:00 pm 401(k) Update (Lars Froiland & Dan Gardner)  
 1:30 pm – 2:30 pm Contractor Seminar: Advanced Framing Techniques with a Renewable Resource (Mark Weegman)  
 2:45 pm – 3:45pm Contractor Seminar: Metal Roofing (Carlin Copenhaver)  
 6:00 pm – 9:00 pm Exhibitor Move Out & Tear Down

## 2011 Expo Sponsors

CertainTeed Corporation \$1,000  
*Hospitality station at reception*



Marvin Windows \$1,000  
*Hospitality station at reception*



i-Level \$500  
*Entertainment Sponsor*



Pennsylvania Lumbermen's Company \$500  
*Seminar Sponsor*



Thermo-Tech Windows \$500  
*Beverages at Reception*

Bayer Built Woodworks, Inc. \$100  
*Keg Sponsor*



## Iowa Convention – March 3-4, 2011

The response to the move to Coralville and the Marriott Hotel last year was very positive so we will return for the 2011 convention. More seminar programs have been added to the schedule including a customer service program for your inside sales, truck drivers and anyone else who comes into contact with your customer. Ken Wilbanks brings his enthusiasm and inspiration as our headline speaker. Complete details will be released shortly.

The exhibit hall is filling up quickly so act now if you wish to have a booth at the show. Contact Jodie Fleck at (800)896-5134 or go to our web site, [www.nlassn.org](http://www.nlassn.org), for information.

## Nebraska Convention – March 9-10, 2011

Dealers raved about the new seminar format last year. Building on that same format, this year's speakers and programs will be even better. In addition to that, we just confirmed that Carl Pelini, Husker defensive coordinator, will be our keynote speaker at our Membership Breakfast. All the details will be released shortly.

The exhibit hall is filling up quickly so act now if you wish to have a booth at the show. Contact Jodie Fleck at (800)896-5134 or go to our web site, [www.nlassn.org](http://www.nlassn.org), for information.

## NLA Education Winter Class Schedule

The new year will bring both continuity and change in NLA's educational programs. Responding to what our members have told us, NLA is building on what has worked in the past while expanding the choices available for estimating and sales training. Our aim is to better tailor NLA's education programs to the needs of our members and their employees.

Gary Thompson will continue to teach **Project Estimating**, a course that assumes some knowledge of lumber yard products, and that includes use of Excel spreadsheets to speed up calculations.

In a new partnership with Dunwoody College of Technology (DCT) Custom Training Department, NLA will offer a longer, more intensive estimating program in two 3-day modules. **Basic Estimating & Small House** starts at the very beginning, and **Advanced Estimating & Large House** brings students to an advanced skill level.

For sales managers and outside sales reps who work for both retailers and suppliers, NLA is offering a 2-day seminar with the premier sales trainer in the U.S. Rick Davis, a regular contributor to *ProSales* magazine, knows how to improve margins and inspire people to look beyond their normal circle of influence to gain more sales. Don't miss **Sales Boot Camp**!

Days	Dates in 2011	Course	Location	Instructor	Member Price (for one attendee)
W-F	Jan 19-21	Basic Estimating & Small House	Minneapolis, MN	Nate Barsness	\$600.00
M-Tu	Jan 24-25	Project Estimating	Ames, IA	Gary Thompson	\$400.00
M-Tu	Feb 7-8	Sales Boot Camp	Prior Lake, MN	Rick Davis	\$450.00
M-W	Feb 28-Mar 2	Advanced Estimating & Large House	Minneapolis, MN	Nate Barsness	\$600.00

A brochure, emails and faxes are going out soon. Meanwhile, mark your calendar! For questions, contact Suzanne Lechtman, Director of Education, (763) 595-4050 or (800) 469-8744, [slechtman@nlassn.org](mailto:slechtman@nlassn.org).

## Disappointed in Senate's Rejection of 1099 Health Care Tax Repeal

The National Lumber and Building Material Dealers Association (NLBMDA) expressed disappointment again today at the rejection of a newly-revamped Johans Amendment to the Food Safety Bill (S. 510) by a 61-35 vote which would have repealed the onerous 1099 health care tax. The repeal effort was lead by Sen. Mike Johans (R-NE). To pass, this particular amendment needed 2/3 majority which is 67 votes in the Senate. The Johans Amendment would pay for repeal with other federal spending cuts.

In addition, the Senators had another shot at repeal with the introduction of the Baucus Amendment by Senator Max Baucus (D-MT). This amendment would have repealed the 1099 provision with no offsetting spending cuts. Still, it was soundly defeated by the Senate on a 44-53 vote. This too needed 67 votes for passage. In all, three votes have been taken by the Senate to repeal the provision and all three have been defeated.

"Senators on both sides of the aisle, President Obama, even House Speaker Nancy Pelosi have all come out in support of repealing this burdensome provision, and yet the Senate refuses to pass a repeal for a third time," said NLBMDA President Michael O'Brien. "What is it going to take for our Senators and Representatives to stop the party politics and get back to working for the American people and job creators, namely small businesses? NLBMDA will continue to fight for repeal and we urge all of our members to contact their Senators to not only express their frustration with the recent votes, but to continue to urge the repeal of a provision that will significantly hurt lumber dealers and small businesses across the country and severely weaken the already fragile economy."

According to Section 9006 of the 2,409-page Patient Protection and Affordable Care Act, all businesses will be required to send 1099 tax forms to every company or individual from which they purchased more than \$600 in services and goods throughout the tax year, beginning Jan. 1, 2012. The new 1099 requirement is expected to generate \$17 billion over 10 years to help pay for the new health care bill.

## Wisconsin Convention – February 9-10, 2011

Everyone is invited to the Wisconsin Lumber Dealers Convention on February 9<sup>th</sup> & 10<sup>th</sup> at the Kalahari Resort and Convention Center in Wisconsin Dells, Wisconsin.

The convention provides you an opportunity to network with industry colleagues, view products and attend seminars on important industry topics. A convention program and registration form for the

121<sup>st</sup> Annual Wisconsin Lumber Dealers Convention can be downloaded from the WRLA website– [www.wrlamsi.com](http://www.wrlamsi.com).

Any NLA members interested in exhibiting at the Wisconsin Exhibitor Showcase can download information from the WRLA website or can call Connie Johnson at (800) 236-3534. NLA supplier members receive member price on booths and tabletops.

## Intrastate DOT Compliance Regarding Proper Display of DOT Numbers and Company Information

NLA recently received a call from a member in Iowa regarding Intrastate DOT compliance. She was recently stopped by a DOT Officer and issued a warning for not having her company name and DOT # clearly displayed on the outside of her vehicle. The funny thing was, the vehicle was technically her personal vehicle but was registered under her company. The officer cited a recent amendment to the Iowa State Law for Intrastate Carriers and noted that she must be compliant by January 1, 2011.

Due to this call, we would like to remind our dealers of the respective state and federal laws regarding intrastate motor carriers:

**IOWA** – As of February 2010, the Iowa Department of Transportation Office of Motor Vehicle Enforcement announced adoption of a new audit system for intrastate commercial carriers. Under the regulation, all motor carriers operating in Iowa are now required to display their company name and USDOT registration number on their vehicles. This new requirement applies to anyone transporting persons or property in commerce that qualifies as a commercial motor vehicle. For more information about the new registration requirement, please visit [www.iowadot.gov/usdotnumbers.html](http://www.iowadot.gov/usdotnumbers.html) or call (800) 925-6469

**MINNESOTA** – All motor carriers operating in Minnesota are required to display their company name and USDOT registration number on their vehicles. This requirement applies to anyone transporting persons or property in commerce that qualifies as

a commercial motor vehicle. Company name and USDOT numbers must be clearly displayed on both sides of the vehicle and must be visible from 50 feet. For more information, please visit [www.dot.state.mn.us/cvo](http://www.dot.state.mn.us/cvo) or call Linda Kolden, State Commercial Vehicles Office, at (651) 366-3680.

**MICHIGAN, NEBRASKA, NORTH DAKOTA, SOUTH DAKOTA, WISCONSIN** – Require all intrastate commercial motor vehicles with a gross vehicle weight rating or gross combination weight rating, or gross vehicle weight or gross combination weight, of 10,001 lbs. or more to display their company name and USDOT numbers on the outside of the vehicle. Company name and USDOT numbers must be clearly displayed, in sharp contrast on both sides of the vehicle and must be visible from 50 feet. This regulation was adopted by each state from the Federal Motor Carrier Safety Administration. For more information, please visit [www.fmcsa.dot.gov](http://www.fmcsa.dot.gov) or:

MI – [www.michigan.gov/mdot](http://www.michigan.gov/mdot)  
NE – [www.statepatrol.nebraska.gov](http://www.statepatrol.nebraska.gov)  
ND – [www.dot.nd.gov/](http://www.dot.nd.gov/)  
-or- [www.fmcsa.dot.gov](http://www.fmcsa.dot.gov)  
SD – [www.sdtruckinfo.com/docs/MCHandbook\\_chap6.pdf](http://www.sdtruckinfo.com/docs/MCHandbook_chap6.pdf)  
WI – [www.fmcsa.dot.gov](http://www.fmcsa.dot.gov) or Wisconsin Department of Transportation at (608) 662-2010.

If you have any questions regarding purchasing decals for your vehicles, please contact Amber Balts at (763) 544-6822 and she will happily provide a quote for you.

## 2011 Future Lumber Leaders Seminars

The Future Lumber Leaders chapter meetings are an exciting mix of education, entertainment, networking, fun and making friends among the people who will lead the lumber industry in the years to come. Involvement in these organizations encourages men and women working in both the retail and supplier side of the industry to further their careers.

Being part of the Future Lumber Leaders offers these benefits:

- It is a great way to learn more about the lumber and building materials industry, and to increase one's knowledge by forming bonds among retail employees and supplier representatives.
- It encourages business growth by connecting with others to share ideas and to gain support for dealing with the challenges that will face the next generation of leaders.

### Upcoming conferences:

Saturday, January 29, 2011:  
Nebraska Chapter - Grand Island, NE

Friday, February 11, 2011: MN-Dakotas Chapter - St. Cloud, MN

Each of these seminars, which begin at 9:00 am and end at 4:00 pm, include speakers and roundtable discussions. Lunch and breaks are included. All facilities offer special room rates for those wishing to stay overnight; however, these must be reserved well in advance.

Attendees leave these events INSPIRED and typically inspire others as a result.

For more information, call Guy Marzano at (763) 595-4057 or (800) 896-5140.

### Mark Your Calendar for Iowa Theater Night

Saturday, February 26, 2011

See the Musical *Chicago*

**CHICAGO**

Dinner and Show at the Civic Center of Greater Des Moines

Enjoy dinner and intermission in a private dining room in the theater with your friends from the industry. Call Guy Marzano for more information at (763) 595-4057 or (800) 896-5140.

# Badge & Ticket Order Form

Badges and Tickets will be ready for pick-up at registration.

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

**Review, Refocus, Restore**  
 Northwestern Building Products Expo  
 January 10 & 11, 2011  
 Grand Casino Hinckley Conference Center  
 Hinckley, MN 55037



## Badge Type — check one per person

**Exhibitors: Please Use Booth Worker Form Found Online at NLIASSN.ORG**

Non-Exhibiting Supplier** \$125/pp	Retail Member FREE	Retail Non-Member \$35/pp	Contractor/Builder*** FREE or \$35/pp	Guest**** FREE or \$35/pp
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Name: _____	<input type="checkbox"/> Owner/Officer	<input type="checkbox"/> Manager	<input type="checkbox"/> Buyer	<input type="checkbox"/> Sales	<input type="checkbox"/> Office Personnel	<input type="checkbox"/> Guest	<input type="checkbox"/> Spouse	<input type="checkbox"/> Architect	<input type="checkbox"/> Building Inspector	<input type="checkbox"/> Retired Dealer	<input type="checkbox"/> Press	<input type="checkbox"/> Other _____
Name: _____	<input type="checkbox"/> Owner/Officer	<input type="checkbox"/> Manager	<input type="checkbox"/> Buyer	<input type="checkbox"/> Sales	<input type="checkbox"/> Office Personnel	<input type="checkbox"/> Guest	<input type="checkbox"/> Spouse	<input type="checkbox"/> Architect	<input type="checkbox"/> Building Inspector	<input type="checkbox"/> Retired Dealer	<input type="checkbox"/> Press	<input type="checkbox"/> Other _____
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Name: _____	<input type="checkbox"/> Owner/Officer	<input type="checkbox"/> Manager	<input type="checkbox"/> Buyer	<input type="checkbox"/> Sales	<input type="checkbox"/> Office Personnel	<input type="checkbox"/> Guest	<input type="checkbox"/> Spouse	<input type="checkbox"/> Architect	<input type="checkbox"/> Building Inspector	<input type="checkbox"/> Retired Dealer	<input type="checkbox"/> Press	<input type="checkbox"/> Other _____
Carry TOTAL BADGES over to other side												

**Early registration ends December 27, 2010. Badges will be ready for pick-up at registration.**

**Make copies of this form for more registrants**

\* Non-Exhibiting Supplier must be a member of Northwestern Lumber Association.

\*\* Contractors/Builders pay \$35.00 unless they are accompanied by Dealer Member, are signed up for seminars or have a FREE exhibit pass.

\*\*\*Spouses, Architects, Building Code Officials, Press, or Retired Dealers are FREE. All others pay \$35 fee.

TURN PAGE TO ORDER TICKETS

# Bring Your Entire Team!

**Activant User Group Meeting**  
 Monday, Jan. 10th - Includes Lunch - First Attendee  
 Each additional attendee

	Early Registration Members/Nonmembers	Late Registration Members/Nonmembers	
1 X \$ 125/\$200		X \$150/\$225	= \$ _____
X \$ 50/\$75		X \$75/\$100	= \$ _____

**Retailer Seminar Package**  
 Each package is good for all retailer seminars on Tuesday, Jan. 11th  
 Please indicate the number of people attending each session.

**9:10 am – 10:10 am Concurrent Sessions**

- # \_\_\_\_\_ "What the New Banking Law Means to You and Your Access to Credit"
- # \_\_\_\_\_ "Principles of Website Design"
- # \_\_\_\_\_ "Developing Your Sales Skills to Meet your Customer's Changing Needs"

**10:20 am – 11:50 am Concurrent Sessions**

- # \_\_\_\_\_ "Health Care Reform"
- # \_\_\_\_\_ "Preventing ID Theft"
- # \_\_\_\_\_ "Developing Commercial Construction Business"

9:10 am – 11:50 am	X \$ 55/\$70	X \$70/\$85	= \$ _____
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**Contractor Seminar Tickets**

1:30 pm to 2:30 pm	X \$ 25/\$40	X \$40/\$55	= \$ _____
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2:45 pm to 3:45 pm	X \$ 25/\$40	X \$40/\$55	= \$ _____
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**Membership Meeting and Lunch**  
 Retail Members are Free  
 Seminar Package Purchasers are Free  
 Exhibiting Suppliers receive 2 free tickets per 8x10 booth (each additional is \$20.00)  
 Non-Exhibiting Suppliers are Free  
 Non-members \$20.00 each

Monday's Reception and Dinner	X \$ 0/\$15	X \$0/\$15	= \$ _____
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Total Number of Badges (from front side of this form):	X \$ _____	X \$ _____	= \$ _____
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**Grand Total \$** \_\_\_\_\_

**Make checks Payable to:** Northwestern Lumber Association — **Or** — pay by credit card:

MasterCard  VISA  Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CW#: \_\_\_\_\_  
 Cardholder Name: \_\_\_\_\_ Company: \_\_\_\_\_

Signature: \_\_\_\_\_  
**Tickets and Badges will be available for pick up at the show registration.**  
**Return with payment to:**

Northwestern Lumber Association  
 5905 Golden Valley Rd #110 Minneapolis, MN 55422  
**FAX: (763) 595-4060**  
 Phone: (888) 544-6822

Early Registration must be  
 postmarked by  
 December 27th, 2010.



Serving Iowa, Minnesota, Michigan, North Dakota, South Dakota, Wisconsin



## 2011 REGISTRATION FORM

Please use this form to register for any or all of the three Future Lumber Leaders meetings

- **Nebraska Chapter**, Saturday, January 29, 2011, Holiday Inn, Grand Island, NE
- **Minnesota-Dakotas Chapter**, Friday, February 11, Radisson Inn, St. Cloud, MN

Sessions begin at 9:00 AM and end at 4:00 PM and include lunch and breaks. Registration is from 8:30 to 9:00 AM.

Company contact \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

CHAPTERS	Name(s) of attendees	Cost \$95 per person, per event Non-members, \$150 per person, per event
<b>Nebraska</b>		
<b>Minnesota-Dakotas</b>		
<b>BENEFACTORS</b>	Become a benefactor and support the education of future leaders. Benefactors keep the cost down for all participants.  <b>Circle one</b> Cherry (\$500) Maple (\$300) Oak (\$200) Pine (\$100)	
	<b>TOTAL COST</b>	

Method of payment (circle one): Check enclosed      OR      Visa      MasterCard

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Account number \_\_\_\_\_

Expiration date \_\_\_\_\_ Security code (back of card) \_\_\_\_\_

Send your check or credit card information with this form to Suzanne Lechtman, Northwestern Lumber Association, 5905 Golden Valley Road, Suite 110, Minneapolis, MN 55422, or provide your credit card information above. For questions, contact Suzanne at (800) 469-8744 or (763) 595-4050.



Northwestern Lumber Association, 5905 Golden Valley Road, Suite 110, Minneapolis, MN 55422  
(763) 544-6822 - (888) 544-6822 - Fax (763) 595-4060 - [www.nlassn.org](http://www.nlassn.org)