

# Wisconsin Lumber Dealers CONVENTION

February 8-9 • Kalahari Convention Center • Wisconsin Dells



*The best of the* **80s**

## NORTHWESTERN LUMBER ASSOCIATION

U Can't Touch This - MC Hammer • The Future's So Bright, I Gotta Wear Shades - Timbuk 3 • Money - The Flying Lizards • Blinded Me With Science - Thomas Dolby • **FIELDS OF GOLD – STING • I Fought The Law - the Clash • Safety Dance - Men Without Hats • Hungry Like a Wolf – Duran, Duran • I Still Haven't Found What I'm Looking for – U2 • Born in the USA – Bruce Springfield • Blaze of Glory – Bon**

PRODUCED BY:



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## BADGE/SEMINAR/MEAL COSTS

### BADGE REGISTRATION COSTS

NLA RETAIL MEMBERS	FREE
RETAIL NON-MEMBERS	\$35.00
BUILDERS/CONTRACTORS	
WITH PASS OR MEMBER	FREE
OTHER	\$35.00
ASSOCIATE MEMBERS (SUPPLIERS)	
EXHIBITORS	FREE
NON-EXHIBITING MEMBERS	\$125.00
GUESTS	
(SPOUSES, ARCHITECTS, BUILDING CODE OFFICIALS, APPROVED PRESS, COLLEGE INSTRUCTORS OR RETIRED DEALERS)	FREE
OTHER	\$35.00

### SEMINAR PACKAGE REGISTRATION COSTS

(OPENING SESSION, CHOICE OF SEMINARS & LUNCH)

MEMBER	\$60.00
NON-MEMBER	\$75.00

### MEAL COSTS

#### MEMBERSHIP LUNCH

NLA RETAIL MEMBERS & SPOUSES	FREE
EXHIBITING SUPPLIERS	2 FREE/BOOTH
ADDITIONAL	\$15.00
NON-EXHIBITING SUPPLIERS	\$15.00
ALL NON-MEMBERS	\$15.00

#### OPENING RECEPTION

ALL NLA MEMBERS	FREE
ALL NON-MEMBERS	FREE

## SCHEDULE AT A GLANCE

### WEDNESDAY, FEBRUARY 8

9:00 am – 6:00 pm	Registration Desk Open
12:00 pm – 5:00 pm	Exhibitors Move In
1:00 pm – 4:00 pm	WRLA Board Meeting
5:00 pm – 6:30 pm	Buying Event
6:30 pm – 8:00 pm	Opening Reception

### THURSDAY, FEBRUARY 9

7:00 am – 6:30 pm	Registration Desk Open
7:30 am – 8:00 am	Continental Breakfast
8:00 am – 9:00 am	Opening Session-Chris Rader
9:00 am – 12:00 pm	Exhibit Hall Open
9:10 am – 11:50 am	Dealer Seminars
12:00 pm – 1:30 pm	Membership Meeting and Lunch (Exhibit Hall Closed)
1:30 pm – 6:30 pm	Exhibit Hall Open
5:00 pm – 6:30 pm	Exhibit Floor Reception
6:30 pm – 10:00 pm	Exhibitor Move Out

# EDUCATION

## THURSDAY, FEBRUARY 9

### OPENING SESSION

#### FIELDS OF GOLD

7:30 AM CONTINENTAL BREAKFAST SERVED

8:00 AM – 9:00 AM



Regular *ProSales* columnist **Chris Rader** challenges you to make the transition from lead to gold, and without resorting to alchemy! In this session he'll share lessons learned from today's winning LBM Dealers. Take a journey with him as he explains the characteristics of dealers that have transitioned from loss back to profit. This is a must see presentation for dealers who are highly focused on increasing profits through sales growth, more expense reductions, and people. Chris' approach is simple, and so are the many profit ideas he presents. This session is the next best thing to riding along with Chris as he travels to dealers throughout the United States.

### SEMINARS

#### MARGIN MANAGEMENT

9:10 AM – 10:25 AM

**Chris Rader** has spent over a decade helping LBM dealers increase margins, and he'll share his secrets with you! Learn about Transparent Pricing, Matrix Pricing, Value Added Pricing, Special Order Pricing, and other pricing topics. Chris' goal is for you to go back to your yard with the knowledge to increase your margins by **two percent** without losing business.

#### QUALIFIED PROPER ATTIC VENTILATION

9:10 AM – 10:40 AM

In this interactive seminar with **Bruce Migazzi** of Lomanco, Inc. you will learn about proper ventilation in residential and light commercial applications. You'll learn the what, why, who, and how of ventilation; what factors affect ventilation, and the steps that you must do to properly ventilate an attic.

***This course is approved by Wisconsin for 1.5 CE hours for the dwelling contractor qualifier credential and for the UDC construction inspector certification.***

#### CLOSING THE SALE

10:35 AM – 11:50 AM

Today's salespeople need to do more than ask for the business. They need to be able to close deals without giving away the farm. With **Chris Rader** you'll sample some techniques used by today's dealers, including pyramid selling, relationship selling, drive-by selling, sales funnel selling, and the importance of constantly touching your customers through phone, fax, email, thank you notes, and social media. At the end of this presentation you will be armed with the weapons and ammunition you need to close more deals, beating out your competitors.

## SPEAKER & SEMINAR SCHEDULE

THURSDAY, FEBRUARY 9

#### KEYNOTE

7:30 am – 8:00 am  
Continental Breakfast

8:00 am – 9:00 am  
Fields of Gold – Chris Rader

#### SEMINARS

9:10 am – 10:25 am  
Margin Management –  
Chris Rader

9:10 am – 10:40 am  
Qualified Proper Attic  
Ventilation – Bruce Migazzi

10:35 – 11:50 am  
Closing the Sale –  
Chris Rader

#### MEMBERSHIP MEETING & LUNCH

12:00 pm – 1:30 pm  
(Exhibit Hall Closed)

Overcoming Obstacles –  
Bryce Paup

## KALAHARI CONVENTION CENTER & RESORT

1305 Kalahari Drive  
Wisconsin Dells, WI 53965  
[www.kalahariresorts.com](http://www.kalahariresorts.com)

**Reservations:**  
(877) 253-5466 or  
(877) 525-2427

Group Rate: \$99.00 + tax  
Cut Off Date:  
Sunday, January 8, 2012

Convention Produced by:

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# MEMBERSHIP MEETING AND LUNCH

THURSDAY, FEBRUARY 9



## OVERCOMING OBSTACLES

12:00 PM – 1:30 PM

Think you have obstacles to overcome? How about evading a 300 pound lineman? Or trying to tackle a speedy running back? Former Packer linebacker and defensive end **Bryce Paup** will be telling you stories from his pro football years of how he has overcome these obstacles and others. You won't want to miss him. And you'll have a chance to ask questions, so be ready to ask about those football mysteries you've always wanted revealed!

## BUYING EVENT

WEDNESDAY, FEBRUARY 8

5:00 PM – 6:30 PM

New this year we've added a special, limited time **Buying Event** for retailer buyers *ONLY*. On Wednesday evening, February 8, from 5:00 pm to 6:30 pm retailers can walk the trade show floor to see the new products and show specials offered by suppliers, as well as spend more one-on-one time with them. No contractors or builders will be allowed on the trade show floor during this time so potential buyers and suppliers can openly discuss pricing, incentives, discounts, etc. in a comfortable and casual buying atmosphere. Any supplier specials offered to the attendees will only be available during the Buying Event unless otherwise noted by the supplier.

On Thursday, the trade show floor will be open all day to everyone so make sure to return again with your contractors.

## OPENING RECEPTION

WEDNESDAY, FEBRUARY 8

6:30 PM – 8:00 PM

Keg beer, heavy hors d'oeuvres, big hair and 80s attire will make this an event you won't want to miss! Mingle with peers and friends and meet new people as you enjoy the flashback. We will be awarding a prize to the individual who best represents the 1980s, so make sure to sport those mullets, jelly bracelets, shoulder pads, denim jackets and an exorbitant amount of hair product for the big do!

This is a reserved ticket event (no charge), so make sure to sign up on the enclosed registration page and fax or email back today! Tickets will be with your badge at the registration desk upon check in.

## EXHIBITORS

(as of 11/01/11)

American Building Components  
Badger Corrugating  
Boise Cascade  
Builders Insurance Group  
CP Supply — a Division of  
Packaging Inc.  
DMSi Software  
Do It Best Corp.  
Federated Insurance  
GRK Fasteners  
Guardian Building Products  
Hayfield Window & Door  
Hutchison Lumber  
Lake States Lumber, Inc.  
Manion's Wholesale Building  
Supplies  
Metal Sales Mfg. Corp.  
Pennsylvania Lumbermens  
Mutual Insurance Co.  
Progressive Affiliated  
Lumbermen  
Quality Edge  
Rader Solutions  
Rollex Corporation  
Simpson Strong Tie  
TAMKO Building Products  
Thermo-Tech Windows  
Vinylite Windows

## SPONSORS

(as of 11/01/11)

PLATINUM SPONSORS (\$1,000)

Amerhart  
Reception Sponsor

SILVER SPONSORS (\$500)

Federated Insurance  
Membership Lunch Sponsor

BRONZE SPONSORS (\$250)

Manion's Wholesale  
Building Supplies  
Reception Keg

Pennsylvania Lumbermens  
Mutual Insurance Company  
Educational Seminars