

Economy in 2017: Did We Get What We Expected?

Chris Kuehl, Armada Corporate Intelligence

Dr. Christopher Kuehl (PhD) is a Managing Director of Armada Corporate Intelligence and one of the co-founders of the company in 1999. He has been Armada's economic analyst and has worked with a wide variety of private clients and professional associations in the last 10 years. Chris has a doctorate in Political Economics and advanced degrees in Soviet Studies and Asian Studies, and was a professor of international economics and finance for over 15 years prior to starting Armada. You'll enjoy Chris' down-to-earth insightful presentation on current economic issues and what that means for the rest of the year.



Peak Sales Performance—Rick Davis, President, Building Leaders, Inc.



Rick has emerged as the premier sales trainer in the construction products industry, and has been requested for keynotes and training seminars in 41 states and six Canadian provinces by the leading dealers, manufacturers, and associations in the construction industry because he delivers results. He will share his latest thoughts on peak sales performance. The situations salespeople face are common and predictable including the price objection, blind bid requests, and emergency delivery requests. In this poignant presentation, you will receive tactics to address these common sales challenges and more. At the conclusion of his presentation, you will know how to continually recognize the repeating patterns of client behavior and how to maximize your opportunities for success in each situation.

The Top Issues Dealers Need to Think About in 2018

Craig Webb, Remodeling and ProSales Magazine

Craig is Editor-in-Chief of Remodeling, the nation's leading magazine for professional remodelers, as well as ProSales, a magazine serving lumber and building material dealers and distributors. Dealers have to worry about a myriad of things that can affect their business every day. From the US Economic Forecast, to the Softwood Lumber Agreement, to labor, material shortages, the political landscape, banking regulations and more; the list seems endless at times. Where do we need to cast our awareness? Craig Webb will provide his unique vantage point from his wide-angled perspective on the LBM industry.



Hear directly from Craig what we will need to be focused on in 2018 that will impact our businesses, both the positive and the not so positive, in the year to come. The LBM industry has a number of issues in the works that will affect how we operate in 2018 and beyond. Also, you will learn about Craig's research on the marijuana and opioid epidemic, that was just published in ProSales magazine. This issue continues to have a substantial impact on the already strained labor resources for our industry. It is a fascinating topic, with no easy answers. Learn what other dealers are doing to protect themselves in 2018 and the years to come, and to prepare their organizations for success!

Sell Like You Mean It

Troy Harrison, "The Sales Navigator" Troy Harrison and Associates



Troy Harrison has trained salespeople from 23 different countries on two different continents. He's worked with principals of companies in the United States, Canada, Europe, and the Middle East. That's why they call him the "Sales Navigator" – he navigates the globe teaching the very best and most contemporary techniques for selling and sales management to clients worldwide. He is the author of "Sell Like You Mean It – Outselling Your Competitors By Understanding Your Customers" and "The Pocket Sales Manager." Sales management is one of the biggest challenges in building a business. In this program, Troy will show the best ways to accomplish this by using skills that nearly every sales manager already possesses. The topics will include: How to build productive relationships with your salespeople; Coaching sales behavior the friendly way; Building an Emotional Bank Account with your salespeople – and managing it wisely; Managing the Millennial.

Why Attend?

This program is for owners, managers and key LBM personnel.

The programs are for everyone—lumber and building material dealers and their suppliers.

If you want to learn more about your industry and find better ways to operate, this program is for you. You'll pick up excellent ideas for managing your company today and into the future.

You'll also be sure to pick up ideas from the others who attend, as we annually attract the best and brightest dealers in our area. It's always great to talk with others about problem solving and issues to get fresh ideas and a new perspective.

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Fall Fling Leadership Conference October 4-6, 2017

WHERE SUCCESSFUL DEALERS MEET

Make plans to join us in Kansas City October 4-6th for the first ever joint conference with dealers from MLA and the Mountain States Lumber & Building Material Dealers Association. We will be bringing our dealers together to network, fellowship, and most important, to learn about leadership skills that will help propel our respective organizations to the next level and beyond.

"Don't judge each day by the harvest you reap but by the seeds that you plant." — Robert Louis Stevenson

As the LBM industry continues to evolve, the challenges that we face are multi-faceted. From sales to operations, to governmental regulations to labor challenges, the one attribute that is most important to our individual and collective success is leadership. Leadership sets the course, stands tall in the face of adversity, and guides us to our destinations. Without it, we cannot succeed.

Registration Information

Registration fee for this event is \$275 for member/\$495 for nonmembers. Complete the enclosed registration form and return to MLA by Wednesday, September 13. Let us know who's coming and we'll do all the rest. (You're responsible for your hotel reservations and travel expenses.)

This meeting is sponsored by Federated Insurance, your suppliers and your Association.

Hotel

Our headquarters hotel is the Kansas City Marriott/Country Club Plaza. We negotiated a fantastic rate of \$179 per night, single or double occupancy. Reservations may be made through the hotel link on our website under the Events tab, (www.themla.com) or by calling the hotel at (800) 810-3708.

Guests must call before the September 13 cut-off date and request the "Mid-America Lumbermens Association rate." On the cut-off date, rates will return to their regular level.

This is your chance to join colleagues and friends in a fun atmosphere for a quick get-away. This is a special event for members to have an informative and entertaining two days with industry friends. We hope to see you there!



The conference will wrap up with a luncheon sponsored by Federated Insurance. It's your opportunity to visit with your friends and colleagues, and discuss the important issues and ideas presented during the morning.

MEETING AGENDA

Wednesday, October 4

5:30-6:45 p.m.—Welcome Reception at Boulevard Brewery
7:00 p.m.—Dine-Around Country Club Plaza

Thursday, October 5

7:00-7:45 a.m.—Breakfast (Invitation only)
8:00-11:55 a.m.—Board Meetings (Invitation only)
12:00-12:55 p.m.—Lunch
1:00-1:45 p.m.—Tony Misura, Misura Group LLC
2:00-2:45 p.m.—Bill Male, Tax Favored Benefits
3:00-4:00 p.m.—Ed O'Malley, Kansas Leadership Center
4:00-4:30 p.m.—Patrick Connor, Husch Blackwell LLC
5:30-8:00 p.m.—Reception/Dinner—Jonathan Paine, NLBMDA and
KEYNOTE SPEAKER—Kevin Hancock, Hancock Lumber
8:00 p.m.—Live Music by The Hardwood Ramblers and a Special Guest

Friday, October 6

7:00-7:45 a.m.—Breakfast—Chris Kuehl, Armada Corporate Intelligence
8:00-9:30 a.m.—Rick Davis, Building Leaders Inc.
9:45-10:45 a.m.—Craig Webb, *Remodeling* and *ProSales*
11:00-Noon—Troy Harrison, "The Sales Navigator," Troy Harrison and Associates
12:00-1:00 p.m.—Closing Lunch—Sponsored by Federated Insurance

Live Music by The Hardwood Ramblers

Max Guetz and his band *The Hardwood Ramblers* will be performing live at the Fall Fling after dinner on Thursday evening. Max is a long-time member of the NLBMDA and the Mountain States Lumber & Building Material Dealers Association.

The Hardwood Ramblers is a three-piece acoustic group with guitar, mandolin, dobro, harmonica and vocals. Their music is a combination of southern rock, rock, country and bluegrass. The trio that forms *The Hardwood Ramblers* is Max Guetz on guitar, vocals and blues harmonica. Guetz is the Alpine Lumber District Manager; Paul Preziosi, on the guitar and vocals, works at Pro Build in Littleton, Colorado; Bob Bradeen, seen on the mandolin, dobro and guitar, was formerly with Home Lumber Millwork.



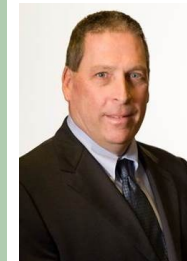
Also you won't want to miss a special guest appearance by someone you all know.



MEET OUR SPEAKERS

Tony Misura, Misura Group LLC

Tony has been in the building materials industry since 1987. In 1999, Tony was recruited to Focus Executive Search, a Minneapolis-based executive recruiting firm, to start up a Building Industry Division. By 2007, the Building Industry Division grew larger than the original Food Division, requiring more concentrated resources to adapt to the changing business environment. Tony bought the Building Industry Division, changed the name to Misura Group, and diversified to include M&A Advisory and Sales and Management Consulting.



Bill Male, Tax Favored Benefits

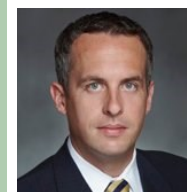
Bill graduated from The University of Kansas (KU) and has been in the finance industry for over 30 years. He has been a financial consultant with TFB for four years. Bill focuses on personal wealth management, as well as education and 401(k) plan portfolio design assistance for employees of our corporate 401(k) client base. He is a registered Representative and Investment Advisor Associate with Ameritas Investment Corp.

Your Leadership Edge—Ed O'Malley, Kansas Leadership Center

The titles "president" and "CEO" may conjure up traditional notions of authoritarian leadership, but Ed O'Malley, who holds those titles at the Kansas Leadership Center, doesn't see them that way. O'Malley spent four years as a state legislator, with a ringside seat for both effective and ineffective displays of civic leadership. To him, leadership is not a title, personality trait or workshop topic. Instead, it's an opportunity that people can grasp and choose to exercise in many different ways and venues.



Preserving Your American Dream—Patrick Conner, Husch Blackwell LLP



Patrick is a member of the Financial Services & Capital Markets industry group at Husch Blackwell LLP. Patrick focuses on estate planning; estate and trust administration; estate and trust litigation, and tax and succession planning for privately held businesses. Patrick's presentation explores the timeless questions all family business owners need to consider when planning their estates. Attendees will gain insight into simplifying the business succession and estate planning process, and learn about Federated's proven planning strategy for bringing a measure of certainty to entrepreneurs as they create, build, and preserve your great American dream.

Government Affairs Update—Jonathan Paine, NLBMDA

Jonathan serves as the President & CEO of the National Lumber & Building Material Dealers Association (NLBMDA). Jonathan is in charge of a Washington, D.C. office and implements board initiatives through the legislative, regulatory, educational, communications, and events staff that report to him. He works closely with NLBMDA leaders, member volunteers and the state and regional building material associations that comprise the NLBMDA federation. He has more than 13 years' experience in the non-profit and public sectors and is an alum of Suffolk University in Boston, Massachusetts.



Leadership Lessons from the Land of Crazy Horse—Kevin Hancock, Hancock Lumber.

In 2010, at the peak of the housing market collapse, I acquired a rare voice disorder known as Spasmodic Dysphonia (SD). SD forced me to re-think and re-design my leadership style because talking for extended periods of time was no longer possible for me. I quickly learned to ask questions, listen more and push power out to others. Originally, this was just a defensive mechanism to protect my voice. In time however I can see 'pushing power out' as more dynamic and meaningful way to lead. In 2012, after the housing market had stabilized I began a series of trips to the remote Pine Ridge Indian Reservation in the SW corner of South Dakota. There I encountered an entire community that felt like it had no voice, like it had been left behind and was not heard. The two events (SD and Pine Ridge) combined to make me think differently about the nature of leadership in the modern age and soon thereafter I came to see my voice disorder as a blessing and a calling to do what I could to help strengthen the voices of others. Back home at our lumber company in Maine I began to ask new questions...What if we could create an organization where everybody led...where every voice felt powerful, respected, trusted and heard? Wouldn't an organization where everybody led outperform a more traditional model where just a few people held all the leadership cards? My talk will explore these learnings and lay out a new model for leadership where the top bosses do less, not more, thereby creating more room for everyone to lead.

