



SPEAKERS & EDUCATION

Session 1:

Build Your Business for the Winner's Circle

Stand out in a crowded marketplace!

We have entered a new way of operating as a business, community, and industry. Learn to utilize proven management methods, essential communication skills and motivational leadership/sales techniques. Lynne Jensen-Nelson has an action packed session planned with the strategies needed to not only survive but THRIVE well into the future.

- Capitalize on influential industry statistics
- Understand the 5 most common obstacles to success
- Examine the impact of human bias on decision-making
- Create clear points of differentiation to set you apart from the competition
- Deliver solutions that meet the changing needs of your customers

Session 2:

Leadership Fueled to Drive Performance

Lynne Jensen-Nelson has an abundance of industry related coaching experience to share. Here, we will really get to know Lynne and she will challenge us to hone our leadership techniques.

- Discover coaching tips designed for LBM owners and managers
- Refine your leadership goals
- Lynne will share some of her personal best entrepreneurial practices

Session 3:

Start Your Engines! What's in store for 2022?

We are on the edge of our seats to find out WHAT IS NEXT for the US financial forecast? Markets have turned upside down and are weathering many impacts of the pandemic, the Federal Reserve's actions, robust housing demands, and the change in presidential office. Going into 2022, find out Dr. Seifried's advice on the scope of the economic impact for the Lumber & Building Material Market. What should we be ready for?

Session 4:

Business Solutions in Zero to 60

This year we have learned to be faster on our feet! Our business's have been challenged, stretched, and in the highest demand. Shane Soule will share solutions we can continue to expand upon to grow our businesses' profit & productivity. Embracing the technology we have, we can provide better service, products and customer loyalty.

Session 5:

Dodging the Carnage of Material Shortage *Panel discussion*

We are joined by specialists at the heart of this incredibly critical shortage:

- Brad J. Strosahl - VP of National Accounts for Huttig
- Brent Alexander - US Lumber - Corporate Supply Chain Manager
- Ike Padgett - VP of Purchasing for Tindell's
- Facilitated by Shane Soule - President of ProTec Panel & Truss

With sales in the fast lane, we have been struggling with material and labor shortages all year. Lead times for our materials continue to wreak havoc on our business and the extremely high prices have rippling effects. These panelists will join forces for solution-based ideas.

Session 6:

Back on Track: Prepping for Next Season

Dealers in small focus groups of peers will lead discussions on business in 2022. What do they plan to keep consistent from 2020 & 2021 moving forward? What improvements have been the best? What will be amended and changed? We will produce a well-rounded outlook on enhancing business in the coming 12 months. The session will be facilitated by Chris Rader, founder & CEO of Rader Solutions.



Lynne Jensen-Nelson is an engaging, results-oriented business expert who parlayed her educational background and master's degree in communication into a 20+ year career in the home improvement and new construction industries. She has mastered effective communication and is a successful entrepreneur. Today she is an award-winning business leader with extensive experience training successful organizations across the country. She is also a highly sought-after keynote speaker for the industry, she works with NARI, NAHB, US LBM, LP Building Solutions, and Marvin Windows.



Dr. Ed Seifried is a Professor Emeritus of Economics and Business at Lafayette College. He's led educational programs as Dean for the West Virginia Banking School and the Virginia School of Banking. He has been on the faculty of many other schools, including Stonier and the Graduate School of Banking at LSU. Most recently, Ed is the Executive Director of the Sheshunoff Affiliation Program.



Shane Soule, President of ProTec Panel & Truss, is armed with 22 years of sales, operations and manufacturing experience in the LBM industry. He consults with LBM and component companies to increase profits and customer/team member experience. Shane has spent the majority of his career at Zeeland Lumber and Supply helping lead growth from 40M in sales to 140M while opening up four branches in two new regions. He has a passion helping LBM companies develop best in class customer and team member experiences by leveraging value add technology and processes.