

Western Building Material Association's 106th Annual Convention

Wednesday, November 4th

5:30 p.m. - Welcome Reception

Thursday, November 5th

8:00 a.m. - Breakfast

9:00 a.m. - Survival First - Prosperity Later

Many building material suppliers are in the middle of a perfect storm. Jon Davis has a unique ability to help your firm survive the storm in your area.



The survival lessons that Jon learned during difficult economic times throughout his career prepared him to effectively cope with severe economic downturns and market upheavals. He will share in detail his insights in how to survive a severe economic downturn and position your company effectively for the future. Jon is uniquely qualified to be an effective survival consultant during this economic crisis.

12:00 noon - Welcome Luncheon with Craig Webb



A lot more is changing these days than just the numbers on housing starts. A combination of trends in technology, demographics, attitudes, money and management are combining to reshape the lumber and building material industry in such a way that dealers will be in a much different operating environment once the market gets out of the slump. *ProSales* editor Craig Webb will review the state of the

industry, examine those influences and discuss how he believes life will be different in our industry in the coming years.

2:00 p.m. - Tabletop Product Exhibits

6:00 p.m. - Presidents' Reception

7:00 p.m. - Presidents' Banquet

An evening of camaraderie. Honor WBMA's leadership and recognize 2009's Distinguished Dealer and Supplier of the Year. The evening concludes with WBMA's Casino night with prizes.

Friday, November 6th

8:00 a.m. - Breakfast with John Mitchell

Economic Forecast by John Mitchell
M & H Economic Consultants

9:45 a.m.

What Makes the Generations Tick and What Ticks Them Off™

Challenging times give great organizations a chance to shine and leap ahead of the competition. Anna Liotta will share with you *Five Generationally Savvy™ Solutions* you can use to attract, engage and invigorate each of the four generations currently in your marketplace.



With four generations meeting in the workforce for the first time in history, leaders are challenged daily to find ways to meet each generation's unique set of values, attitude, beliefs, expectations and demands. In this high energy, action pack Keynote Anna Liotta will share how to turn the generations competing needs from obstacles into opportunities. Participants will take away new inspiration and ideas to turn the Generational Mix into a competitive advantage.

11:45 a.m. - Adjourn

November 4-6, 2009

**Benson Hotel
Portland, OR**

Benson Hotel

www.bensonhotel.com

309 SW Broadway - Portland, OR

(503) 228-2000

Room reservation deadline is October 5th