

The Effective Leader: Essential Skills for Success

November 1-2, 2022
DoubleTree Suites - Seattle, WA



Tuesday, November 1

9:00 am **WBMA Board Meeting**

12:00 pm **Welcome Luncheon**

1:30 pm **Dave Urso - “The Leader Within”**

- My Leadership Identity
- Core Values
- Defining Progress and Success
- Leading From a Place of Peace

4:00 pm **Supplier Networking and Tabletops**

6:00 pm **Seattle Thunderbirds Hockey Night**
hockey tickets with food and beverage

Wednesday, November 2

Breakfast on own

9:00 am **Dave Urso - “The Leader in Context”**

- Hiring, Onboarding and Team Development
- Communication Skills
- Conflict Management and Difficult Conversations
- Delegation

11:30 am **Adjourn**

Who Should Attend:

- Store Managers
- Sales Managers
- Assistant Managers
- HR Managers
- Operations/Yard Managers

This conference focuses on developing and effectively applying proven leadership techniques.

Any personnel in a leadership position desiring to improve their abilities to lead others to success will benefit by attending this session.



Dave Urso has been teaching seminars and developing leaders for almost 18 years. His mission is to serve as a catalyst of change by engaging others in inspired leadership. His vision is to set the bar for high-quality leadership development and mentorship.

His programs and services are based on four guiding values:

- Every product, program, and deliverable is a sign of EXCELLENCE and pride.
- In lieu of cookie cutter templates, advice is centered on being fresh and offering INNOVATION.
- Interactions are tended to in the hopes of instilling INSPIRATION.
- All efforts are a customized PARTNERSHIP intended to move a specific community forward towards a goal.

*For more information contact:
Stephanie Masters at 360-943-3054 or stephanie@wbma.org*



The Effective Leader: Essential Skills for Success

November 1-2, 2022

DoubleTree Southcenter - Seattle, WA

Western Building Material Association will be conducting The Effective Leader: Essential Skills for Success at the DoubleTree Suites at Southcenter - Seattle, Washington. Dave Urso will be our conference speaker. Dave has been teaching seminars and developing leaders for almost 18 years. His mission is to be a catalyst of change and to set the bar for high-quality leadership development and mentorship.

Topics covered include:

- *My Leadership Identity and Core Values*
- *Defining Progress and Success*
- *Hiring, Onboarding and Team Development*
- *Communication Skills*
- *Conflict Management and Difficult Conversations*
- *Delegation*

Who should attend? This conference focuses on developing and effectively applying proven leadership techniques. Store, Sales, Assistant, HR, Operation and Yard Managers desiring to improve their abilities to lead others to success will benefit by attending this session.

Fees: **WBMA Members: Rate of \$295 per attendee - includes lunch, food & beverage at hockey game**
Regular registration fee is \$395, members receive \$100 discount courtesy of WBMA Training Fund

Discount: If you register 4 or more, you will receive a \$50 discount per attendee

Non-Members: \$695 and must be paid in advance

Meeting Location and Hotel Accommodations: DoubleTree Suites by Hilton Southcenter

16500 Southcenter Parkway - Seattle, WA / 206-575-8220

Conveniently located off I-5 near SeaTac Airport - Complimentary parking

Call or email Stephanie at the WBMA office to get the link for our \$169 room rate.

Important, Register Now! Reservations will be accepted on a first come, first served basis.
Cancellations not received within 72 hours of the conference will forfeit their registration fees.

Attendee _____

Attendee _____

Attendee _____

Attendee _____

Number of Attendees _____

Amount Due \$ _____

Company _____

Address _____

City, State, Zip _____ Email _____

Submitted By _____ Phone _____

Please Return To: Western Building Material Association - Email: stephanie@wbma.org
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