

How to Keep Cash Flowing



The foundation of any business is cash flow and collections. How do you manage it? What happens when you don't? As a decision maker, how do you decide what is considered past due for your company and how much are you willing to spend to collect? Do you know your customer—who are you selling and what are you selling? How to evaluate them and protect yourself. Finally, collection strategies—how to make use of calls and what to do when they don't pay.

Presented by: Lisa Geth, Manager of Credit, Guardian Building Products
8:00 AM – 9:00 AM | 9:15 AM – 10:15 AM

The Skeptical Lumberman's Guide to Social Media



Bradley Hartmann, recovering purchasing manager and President of the Behind Your Back Sales Co., will be leading an interactive presentation on the two subjects he is most passionate about: sales skills that make it easy for builders to buy and social media strategies that actually drive new sales and higher margins. Hartmann's new book is "The Skeptical Lumberman Guide to Social Media" and it reveals the social media trends for the past three years among the nation's top 100 dealers. Hartmann will share proven strategies and tactics used by dealers across the country that consistently engage new prospects and drive new sales.

Presented by: Bradley Hartmann, President, Red Angle, Inc.
8:00 AM – 9:00 AM | 10:30 AM – 11:30 AM

Understanding the ROI of Incentive Programs



Incentive and loyalty programs are everywhere, but they are not all created equal. Learn how to implement your own program to engage your customers and drive bottom line profitability.

Presented by: Jeff Cagle, Director of Sales, Incentive Solutions
8:00 AM – 9:00 AM | 10:30 AM – 11:30 AM

Hiring Great People 100



Finding the right people is a challenge, especially within the building material industry. In this session, John will share some new and unique ways to find the people you need for the positions you have open.

Presented by: John Upritchard, President, Find Great People
8:00 AM – 9:00 AM

OSHA Compliance



Are you compliant? In 2016 the United States Department of Labor/OSHA began a partnership in the Allentown, PA area designed to reduce accidents and injuries as well as preventing fatalities within the Warehouse, Storage, Distribution and Transportation industries with North American Industrial Classification System (NAICS) Codes. The focus of the Phoenix Environmental, Inc. presentation will be to outline OSHA regulations that may apply to your operations as an awareness level discussion intended to hopefully avoid an unpleasant experience in the event of an OSHA inspection of your operations.

Presented by: Bruce Braswell, President, Phoenix Environmental, Inc.
9:15 AM – 10:15 AM | 10:30 AM – 11:30 AM

Hiring Great People 101



In this second session, John Chesare, Talent Acquisition Manager from Guardian Building Products, will offer live product demonstrations on some of the hiring tools available such as Indeed and LinkedIn and he will share success stories and tips on how to best use their services to accomplish your hiring goals. Matt Gilroy, from Omnia, will share information on their candidate assessment software that will help ensure that the people you choose fit the profile of your position.

Moderated by: Russ Gallimore, Vice President Human Resources, Guardian Building Products
9:15 AM – 10:15 AM

Ultimate Business Succession

Protecting, Strengthening, and Advancing Your Company



In understandable language, business owners will learn needed tools and strategies in the areas of business succession and wealth preservation and eventual transition of assets (with special focus on their business). Typically, the more successful business owners become, they also become more vulnerable. Accordingly, techniques will be discussed showing how to combat those vulnerabilities and assure that the successful business remains just that—successful! Among the areas of focus will be why successful businesses ultimately fail, the importance of coordinating estate plans with succession plans, addressing active vs. inactive children within a family business (does it make sense to leave the business to all the children?), liquidity issues, valuation methodologies that will satisfy the IRS while lowering the tax bill, the proper type of buy-sell agreements that allow for maximum tax savings and most cost efficiency and insurance funding mistakes that often result in millions of dollars in taxes paid that could have been legally avoided and solutions to avoid this scenario. The seminar wraps up by tying in many of the areas of the seminar discussion into a real life compelling family business case study that is sure to strike a chord with everyone in the audience!

Presented by: Leon and Terrance Resnick, Resnick Associates

9:15 AM – 11:00 AM *Please note: this is an extended session

The Magic of Effective Merchandising



Suppliers spend millions of dollars on merchandising their products to increase awareness and drive end-user sales. Do you wish you could partner with a team of supplier-trained, merchandising specialists to give some of your displays and aisles a facelift? Would you be interested in joining a new merchandising program available exclusively through Guardian Building Products to help you take advantage of all the resources and tools available to you as a stocking dealer designed to grow your bottom line?

Courtney Bynum, Marketing Merchant at Guardian Building Products, will be leading a session on the magic of turning makeshift merchandising into sales-driven, effective merchandising. She'll walk through the tools and resources that are being created by our top suppliers to aid in the success of your business and discuss the benefits of joining Guardian Building Products' merchandising execution pilot program.

Presented by: Courtney Bynum, Marketing Merchant, Guardian Building Products
10:30 AM – 11:30 AM