



Information for Show Programs

Wednesday, February 3, 2016

8:30 AM – 9:30 AM

STRATEGY: Lower Delivery Expenses

For most building material dealers and distributors delivery expenses are second only to payroll expenses. This seminar will give you valuable insight on how to improve customer service while reducing labor, fuel expenses and truck repairs. Sounds too good to be true? It is happening in progressive companies every day. Attend this seminar and see how it's done! All of our panelists have implemented one of several available programs.

9:35 AM – 10:35 AM ****TBD**

10:45 AM – Noon

GROWTH: How to Calculate the Value of Service In Hard Dollars & Cents

Speaker: Greg Brooks, Building Supply Channel Inc.

Every contractor salesperson has been there: You save your customer thousands of dollars on one project, then lose the next one over a measly \$300. In this seminar you'll learn: 1) How home builders make or lose money on a construction project; 2) How to estimate the dollar value of your contribution to the project; 3) How to communicate your value to close sales and retain customers.



Greg Brooks, president of the Building Supply Channel, Inc. is a market analyst and author specializing in residential construction supply. He is a 45-year veteran of the building material industry. He spent 18 years in the field, was a steering committee member at the Harvard University Joint Center for Housing Studies, and editor of LBM Executive. Brooks has authored or co-authored numerous research.

Thursday, February 4, 2016

Don't wait to sign up. There is no charge for the breakfast program but pre-registration is required.

7:30 AM – 9:00 AM

Breakfast

Growth, Positioning & Strategy – all are important aspects of planning your company's future. Robert Dietz knows your customers and the housing industry and can give you a clearer vision of what's coming. He'll talk about Forecasted Housing Starts touching upon such things as obstacles that the builders are still facing that are holding up any of the recover; short term and long term forecasts for



multi-family housing; new trends in single family housing; new hot products in construction; and effects of the new Energy Codes that are now being implemented.

Robert D. Dietz, Ph.D., is Vice President for Tax and Market Analysis for NAHB, where his responsibilities include economic and legal analysis of tax and policy issues, as well as analysis of housing market data. Dr. Dietz has published academic research on the private and social benefits of homeownership, federal tax expenditure estimation, and other housing and tax issues in peer-reviewed journals, including the Journal of Urban Economics, Journal of Housing Research, the National Tax Journal and the NBER Working Paper series. He has testified before the House Ways and Means Committee, the Senate Finance Committee, and the Senate Banking Subcommittee on Economic Policy on housing and tax issues. He is a native of Dayton, Ohio and earned a Ph.D. in Economics from the Ohio State University in 2003