

2012 Illinois Construction Supply Expo

March 19 - 21, 2012

**Peoria Civic Center &
Four Points by Sheraton
Peoria, Illinois**



Co-sponsored by:

**Illinois Lumber & Material Dealers Association
and Home Builders Association of Illinois**



Expo Exhibitors

Thanks in advance to the following exhibitors already supporting this year's show!!

Alexandria Moulding, MW
Allen, Edmund A.
Amerhart, Ltd.
Babb Lumber Company, Inc.
Biewer, John A., Company of Illinois
BlueLinx Corporation
Boise Distribution
Browning & Associates
Central Illinois Woodturners
CertainTeed
CertainTeed "Build-it Tour" Demo Trailer
Coventry Health Care
East Side Lumberyard Supply Co., Inc.
Empire Company
Fairway Vinyl Systems Mobile Showroom
Federated Insurance Companies
GRK Fasteners
Guardian Building Products
Hawkeye Building Distributors
Hixson Lumber Sales, Inc.
Hutchison Lumber & Building Products
Huttig Building Products
Maze Nails
Metal Sales Mfg. Corp.
Mid-Am Building Supply
Moulding & Millwork, Inc. - Midwest
Pennsylvania Lumbermens Mutual Insurance Co.
PrimeSource Building Products

Progressive Affiliated Lumbermen
Quality Edge Building Products
QUIKRETE
Rayner & Rinn-Scott, Inc.
River City Millwork
Runnion Equipment Company
Shelter Distribution
Simpson Strong-Tie, Inc.
Snyder Insurance
Tempco Products Company
U.S. Green Building Council
USC Forest Group
Warrior Building Products
Weyerhaeuser
Wolf Distributing Co., Inc.

(as of 1/18/2012)

Hotel Information

Convention Headquarters Hotel:
NEW LOCATION!!!!!!
Four Points by Sheraton
500 Hamilton Blvd - Peoria, IL
800-368-7764 or
309-674-2500

Make your hotel reservations **NOW** by calling the Four Points by Sheraton at 800-368-7764.

Identify yourself as an ILMDA Convention attendee and receive the following reduced room rate:
Single/Double = \$103 plus tax.

After **March 5th**, rooms may not be available or may be at a higher room rate.

Be sure to visit all the exhibitors, who are here to show you what's new with their company.

Stop by the new demonstration and hands-on training vans that will be on the show floor.

Schedule At-a-Glance

MONDAY, MARCH 19

7:00 p.m. – 10:00 p.m. Texas Hold'em Tournament with Blackjack Tables
Four Points by Sheraton *Sponsored by Tempco Products & Woolf Distributing*
Cash Prizes – Top 8 in Texas Hold'em

TUESDAY, MARCH 20

All Tuesday Activities will be at the Four Points by Sheraton with the exception of the Show Floor which will be held at the Peoria Civic Center.

7:00 a.m. – 11:30 a.m. **Exhibitor Set-Up - Civic Center**

FREE EDUCATIONAL SEMINARS

9:00 a.m. – 10:00 a.m. **Estate Planning Update**
Robert Nash, Nash Nash Bean & Ford
Sponsored by Federated Insurance

10:10 a.m. – 11:10 a.m. ■ **The Top 10 Skills Your Sales Reps Need to Learn**
and again at *Craig Webb, ProSales*
11:20 a.m. – 12:20 p.m. ■ **Using Technology As A Weapon to Compete**
Chris Rader, Rader Solutions
■ **Using Customer Relationship Optimization to Energize Your Business**
Paul Bumblauskas, PFC Services, Inc.

1:30 p.m. – 5:00 p.m. **Show Floor Hours - Civic Center**

5:00 p.m. – 7:00 p.m. **Auction & Reception**
Sponsored by Roberts & Dybdahl
Cocktails and Lumberman of the Year
Sponsored by Federated Insurance
Everyone Invited - FREE hors d'oeuvres, beer, wine and soda!

WEDNESDAY, MARCH 21

*All Wednesday Activities will be held at the Peoria Civic Center. **Educational Seminars are FREE to attend.***

8:00 a.m. – 9:00 a.m. **Deck Building & Construction Workshop – Advanced Course**
Ryan Schaefer, Simpson Strong-Tie
Sponsored by Simpson Strong-Tie

8:30 a.m. – 2:00 p.m. **Show Floor Hours**

11:00 a.m. – 12:30 p.m. **Show Floor Lunch** (\$5.00 per person)

11:30 p.m. – 12:30 p.m. **Solutions to Common Framing Errors**
Cheryl Ciecko, WoodWorks

2:00 p.m. – 3:00 p.m. **Exterior Door Installation – Eliminate Moisture Penetration at the Install**
Cory Williams, Therma Tru Corporation
Sponsored by Huttig Building Products

Message from Our Expo Chairman



Dan Welty
Jones-Berry Lumber
Amboy, Illinois

Welcome to the 2012 ILMDA and HBAI Construction Supply Expo, March 20 and 21, 2012, in Peoria.

We will again host a Texas Hold 'em Tournament on March 19, the evening before the Expo. It will be held at our new convention hotel – the Four Points by Sheraton located two blocks east of the Civic Center. Our sleeping rooms, the ever-popular Auction and Dealer Reception and the educational classes on Tuesday will all be at the Sheraton.

The Peoria Convention Center will provide the space for our Expo. We are excited to report that several new product demonstrations are being scheduled for the Expo floor, courtesy of our suppliers and distributors. The free education line-up includes topics for owners, managers, employees and contractor customers. Many of us have come to rely on these presentations from nationwide experts as a means to keep our businesses on the leading edge of product, management, planning, technology and construction techniques.

An intangible benefit to the educational program and the Expo in general is the opportunity to build relationships with other leading dealers, vendors and suppliers in the industry. Bring your staff and your builders to this once-a-year opportunity to enhance and improve your business and business relations.

Consult the schedule in this brochure for specific times and locations of the events planned to support your building season.

See you there!
Dan

Monday - March 19 Schedule

7:00 p.m. – 10:00 p.m. Texas Hold'em Tournament and Blackjack Tables Cash Prizes - Top 8 in Texas Hold'em

The 6th Annual ILMDA Texas Hold'em Tournament will take place on Monday night in Salon ABC at the Four Points by Sheraton Hotel. It's a fun evening with beginner and "seasoned" poker players, old and new friends, and retail dealers and suppliers...a great time to get to know your supplier or customer better. **Come play poker, hang out at the blackjack tables or just socialize.**

BEGINNERS And "PROS" If you've never played Texas Hold'em, this is a great opportunity to learn how and have some fun at the beginner's tables. And there is plenty of good competition for the more experienced players.

There is no buy-in, but there is a free-will donation of \$25 which will go to the ILMDA Foundation. Please help us plan the number of tables by preregistering on the convention registration form; however, walk-ins are welcome. Snacks and beverages will be provided.

Sponsored by:



WOLF DISTRIBUTING



Please make sure you register for the Texas Hold'em on the Expo Preregistration form.

Bring a bus load of your best customers to the Expo in Peoria!

Tuesday - March 20 Schedule

These educational sessions will be held at the Four Points by Sheraton.

9:00 a.m. – 10:00 a.m.

Estate Planning Update

Presenter: Robert Nash, Partner with law firm Nash Nash Bean & Ford

Sponsored by Federated Insurance

Estate tax laws changed in 2010. After years of building your business, you deserve to have the business continue after you exit. This session will highlight common pitfalls in business succession and estate planning as well as both basics and innovative elements of an exit strategy. The practical ideas discussed may mean saving hundreds of thousands of dollars to you.

As a partner in the firm of Nash Nash Bean & Ford, Robert Nash focuses on all aspects of estate planning, including estate, gift and income taxes, trust and probate administration, real estate and business planning. Mr. Nash has received his Certified Financial Planner designation from the Certified Financial Planner Board of Standards. He also has a Juris Doctor and a Bachelor of Science in Finance from the University of Illinois at Champaign-Urbana.



The following three seminars will be presented at 10:10 a.m. – 11:10 a.m. and again at 11:20 a.m. – 12:20 p.m.

The Top 10 Skills Your Sales Reps Need to Learn

Presenter: Craig Webb, ProSales

LBM experts agree that success for many dealers in 2012 will depend on the ability of their sales reps to spot, qualify, assist and, ultimately, sell building materials to customers. But many of those dealers are setting themselves up for failure because their sales reps lack the skills needed. Which skills are most vital in today's market? In his presentation, ProSales editor Craig Webb draws on his findings from visits to lumberyards across the United States to deliver the top 10 skills that all salespeople should possess. It's a real-world report on what works.

Craig Webb is the editor of ProSales, the magazine serving lumber and building material dealers and distributors. ProSales is the nation's most honored LBM print publication. Since joining ProSales in 2006, Craig has crisscrossed the U.S. meeting dealers and learning about their operations, and that legwork provides much of the information that he uses in his articles as well as in his presentations.



Using Technology As A Weapon to Compete

Presenter: Chris Rader, Rader Solutions

Chris Rader will discuss what technology and software successful dealers are using to generate a profit. If you are thinking about changing software systems, moving to a cloud-based application or want an idea of what software is available, this is a must-see seminar. In addition, Chris will give you simple ideas about leveraging your smart phone, better managing your data and the effective use of email. The basics of CRM, firewalls and remote connectivity will also be included.

While this topic can be cool (geek) and fun, Chris will focus his presentation on the simple side of technology including a no-nonsense approach to making a profit through the use of technology.

Chris Rader was exposed to the fundamentals of the building supply business at an early age while working in his family's lumber business in south Louisiana. After college, Chris returned to the family business to help streamline operations with improved technology. Chris later joined a National LBM Software Company and implemented enterprise-wide computer systems nationwide. After realizing that customers needed more than just an information system, Chris founded Rader Solutions in June of 1998. He writes a biweekly column called "Rader Edge" focusing on management, sales and pricing for ProSales Online. His goal has been for his customers to continue to improve their bottom line and meet their financial objectives through a balanced use of technology, education and training.



Tuesday March 20 Continued

10:10 a.m. – 11:10 a.m. and again at 11:20 a.m. – 12:20 p.m. - Continued

Using Customer Relationship Optimization to Energize Your Business

Presenter: Paul Blumlauskas, PFC Services, Inc.

This session will change the way you view your business and career forever. You will also be able to begin to identify many areas in your business in which you can optimize revenue and gross profit with risk mitigated and keep working capital under control! Following are the objectives for this fast-paced session:

- Learn about “optimization” and why this is different than maximization and minimization.
- Introduction to Demand-Based concepts and why they are so different from what we learned in school and in business.
- Introduction to Comfort Zones and why failure to understand them causes us to fall short on optimizing customer relationships.
- Learn and understand the five drivers of success.
- Understand how to evaluate your role with each customer (pro and retail) and be able to create strategies for each.



Virtually every participant will gain from this experience. So, whether you are an owner, manager, sales associate or involved with administrative support, we encourage you to attend!

Paul Blumlauskas is a business advisor, facilitator and international speaker and is highly regarded by business owners and executives, especially in building material and home décor-related industries. Paul has over 25 years of experience in retail, wholesale and light manufacturing and has amassed unique sets of skills ranging from sales, staffing and store presentation to accounting, human resources, information technology, operations and administration. Paul is currently President of PFC Services, Inc., a consulting and facilitating firm with a dominant client base in retail and distribution. PFC is known for high-impact recommendations that can be immediately implemented.

1:30 p.m. – 5:00 p.m.

Show Floor Open

The Expo Show floor at the Peoria Civic Center will have your favorite suppliers as well as some new vendors exhibiting their quality products and services (please refer to our current list of exhibitors). Other special services will be available as well, such as free massages, shoeshines and great giveaways. So, please plan to attend and bring your contractors too.

Hands-on Training and Demonstrations!

- The CertainTeed “Build-it Tour” specially-equipped trailer featuring product and installation training demonstrations on PVC Restoration Millwork, the Evernew decking lines, vinyl siding and more!
- Fairway Vinyl Systems mobile showroom with hands-on training programs for Fairway railing systems and other products. Manufacturers Reps Onsite.

5:00 p.m. – 7:00 p.m.

Auction and Reception - Sponsored by Roberts & Dybdahl

Cocktails and Lumberman of the Year - Sponsored by Federated Insurance

Please join us on Tuesday night for the annual Auction & Cocktail Party and the important Lumberman of the Year Award announcement! Enjoy free hors d'oeuvres, beer, wine and soda and make some cool buys! This is a really fun event, and a perfect time to network or just get to know your fellow dealers and suppliers. All proceeds will support the association's college scholarship program, education programs/events and legislative representation through the ILMDA Foundation, the Education Fund and the PAC. (Cash, checks and credit cards accepted). See you in the Salon ABC at the Four Points by Sheraton.

Free & Everyone Is Invited!

All Convention Education Seminars are FREE to attendees.

Wednesday - March 21 Schedule

All Wednesday seminars and events are held at the Peoria Civic Center.

8:00 a.m. – 9:00 a.m.

Deck Building & Construction Workshop – Advanced Course

Presented by Ryan Schaefer, Simpson Strong-Tie

Sponsored by Simpson Strong-Tie

This workshop will provide attendees with a detailed review of the structural code requirements for building an outdoor wood deck and porch, based on the International Residential Code, International Building Code and the AF&PA National Design Specifications (NDS) for wood construction guidelines. This program is intended to help suppliers, dealers, designers, builders, contractors, inspectors and deck professionals ensure that their decks are properly constructed and code compliant.

Ryan Schaefer is the territory manager for Illinois. His duties include training, educating and assisting many design professionals, builders, contractors, building officials, suppliers and dealers on the importance of building safer, stronger structures economically. He has been with Simpson Strong-Tie since 2000 and is available to offer additional support in the field to meet or exceed our customers needs and expectations.



8:30 a.m. – 2:00 p.m. Show Floor Open

11:00 a.m. – 12:30 p.m. Show Floor Lunch - \$5.00 per person

11:30 a.m. – 12:30 p.m.

Solutions to Common Framing Errors

Presenter: Cheryl Ciecko, WoodWorks

Based on hundreds of job site inspections, staff at APA–The Engineered Wood Association have identified the most common wood construction framing and sheathing errors found in today’s construction market. This presentation examines the consequences of these errors and provides practical ways to avoid them.

Cheryl A. Ciecko is a Licensed Architect/Technical Director for WoodWorks - a nonprofit initiative of the Wood Products Council. Cheryl is also a member of the Board of Directors for the Association of Licensed Architects and a LEED AP. Licensed for over 20 years with experience in a variety of project types, Cheryl has a BS in Architecture from the Univ. of Illinois - Urbana with High Honors and a Masters of Architecture from the Univ. of Minnesota - Minneapolis. Cheryl is a specialist regarding sustainable design issues.



2:00 p.m. – 3:00 p.m.

Exterior Door Installation - Eliminate Moisture Penetration at the Install

Presenter: Cory Williams, Therma Tru Corporation

Sponsored by Huttig Building Products

This seminar will provide information on how to proactively prevent any moisture from coming in under or around an exterior door unit. The course will also review troubleshooting for common installation issues to reduce call backs and multiple trips for inspection.

Cory Williams joined the Therma Tru Corporation in 2010. Prior to joining Therma Tru Cory has worked in the construction management and estimation field for more than 10 years working both with residential and commercial construction. Cory currently has responsibility for Therma Tru products in Illinois, Missouri, Kentucky and Arkansas.

Come to the Monday night **Texas Hold'em Tourney** and play or just socialize. And don't miss the Tuesday night auction and cocktail party where we will announce the Lumberman of the Year! At both events you can connect with your suppliers or customers in a relaxed atmosphere and enjoy fun and refreshments.

2012 Illinois Construction Supply Expo

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Four Points by Sheraton

Whether you come from a small town and are fairly secure in the business or from a larger area with more competition, retailers and builders alike need to stay on top of changes in the industry and offer the latest products and services to grow your business.

THE EXPO IS THE PLACE TO BE to find out about what's new in the lumber and building material industry by attending seminars, walking the show floor and talking with exhibitors.

**Bring a bus load of your best
customers to the Expo in Peoria!**

Co-sponsored by:

**Illinois Lumber & Material Dealers Association
and Home Builders Association of Illinois**

Illinois Lumber & Material Dealers Association
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