

2010 "Dream Again" Expo



February 8-10, 2010

**Peoria Civic Center &
Pere Marquette Hotel
Peoria, Illinois**

Co-sponsored by:
Illinois Lumber & Material Dealers Association
and
Home Builders Association of Illinois



"Dream Again" Exhibitors

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

Alexandria Moulding, MW
Amerhart, Ltd.
Anasco Inc.
Babb Lumber Company, Inc.
Biewer Company of Illinois
BlueLinx
Boise Distribution
Browning & Associates
Central Illinois Woodturners
Cornick Concrete Products Co.
Cranes & Equipment Corp.
East Side Lumberyard Supply Co., Inc.
The Empire Company, Inc.
Enercept
Federated Insurance Companies
GAF-ELK
GRK Fasteners
Guardian Building Products
Hixson Lumber Sales, Inc.
Hutchison Lumber & Building Products
Huttig Building Products
iLevel by Weyerhaeuser
Krauter Solutions
Lumberock
Marvin Windows and Doors
Maxwell Counters
Maze Nails
Metal Sales Mfg. Corp.
Mid-Am Building Supply
Midwest Perma-Column, Inc.
Midwest Vinyl Products
Moulding & Millwork, Inc. - Midwest
North America Merchant Services, Inc.
Okaw Truss
P2000 Insulation
Parksite

Pennsylvania Lumbermens Mutual
Insurance Co.
PrimeSource Building Products
Quaker Window Products Company
QUIKRETE
Raicas Inc.
Rayner & Rinn-Scott
R.V. Evans Company
River City Millwork
Roberts & Dybdahl Inc.
Rollex Corp.
Shelter Distribution
Simpson Strong-Tie, Inc.
Snyder Insurance
Strap & Wrap
SuperFleet
TASC - Total Administrative Services
Corporation
Tempco Products Company
Wall-Vern Products
Warrior Building Products
Woodworks
Wolf Distributing Co., Inc.

(as of 11/20/2009)

Fill a bus with your best customers and bring them to the Expo in Peoria! Be sure to visit all the exhibitors. They are here to show you what's new with their company and to help you learn the ins and outs of their products.

Please thank them for coming to the Expo and supporting the Association and our businesses.

Hotel Information

Convention Headquarters Hotel:
HOTEL PERE MARQUETTE
501 Main Street - Peoria, IL
(800)447-1676

Make your hotel reservations now by calling Hotel Pere Marquette at (800)447-1676.

Identify yourself as an ILMDA Convention attendee, and receive the following reduced room rate:
Single/Double = \$106 plus tax
Complimentary full breakfast buffet is included every morning

Another Hotel Option:
Holiday Inn City Centre
(309)674-2500

Schedule At-a-Glance

MONDAY, FEBRUARY 8, 2010

7:30 p.m. – 10:30 p.m. (New Time) **Texas Hold'em Tournament** - Pere Marquette Hotel
Sponsored by Tempco Products & Woolf Distributing

TUESDAY, FEBRUARY 9, 2010

All Tuesday Activities will be held at the Pere Marquette Hotel with the exception of the Show Floor Hours which will be held at the Peoria Civic Center.

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

9:00 – 10:00 a.m.

FREE EDUCATIONAL SEMINARS

- **Expanding Your Customer Base (Only Avail 9:00-10:00)**
Mike Butts, LBM Solutions, Inc.
Sponsored by Western Building Products
- **Protecting Your Assets/Lien Rights**
Karen Layng, Vedder Price
- **Distracted Driving - What's the Cost?**
Bill Emanuel, Federated Insurance

10:15 - 11:15 a.m.

FREE EDUCATIONAL SEMINARS

- **Process Improvement (Only Avail 10:15 - 11:15)**
Mike Butts, LBM Solutions, Inc.
- **Protecting Your Assets/Lien Rights (Repeated)**
Karen Layng, Vedder Price
- **Distracted Driving - What's the Cost? (Repeated)**
Bill Emanuel, Federated Insurance

11:30 a.m. – 12:30 p.m.

Buffet Lunch

12:30 p.m. – 2:15 p.m.

FREE EDUCATIONAL SEMINAR

- **"Success Strategy for 2010: Are You Ready?"**
Jim Robisch with The Farnsworth Group

2:30 p.m. – 5:30 p.m.

Show Floor Hours - Civic Center

5:30 p.m. – 7:30 p.m.

Auction & Cocktail Party - Everyone Invited - FREE

WEDNESDAY, FEBRUARY 10, 2010

All Wednesday Activities will be held at the Peoria Civic Center.

8:00 a.m. – 9:00 a.m.

FREE EDUCATIONAL SEMINAR

- **ENERGY STAR® New Homes Program**
Presented by Ameren

8:30 a.m. – 2:00 p.m.

Show Floor Open

11:15 a.m. – 1:00 p.m.

Show Floor Lunch (\$5.00 per person)

11:30 a.m. – 12:30 p.m.

FREE EDUCATIONAL SEMINAR

- **Code Compliant Deck Construction**
Bryan Rychlik and Ryan Schaefer,
Sponsored by and Presented by Simpson Strong-Tie

2:00 p.m. – 3 :30 p.m.

FREE EDUCATIONAL SEMINAR

- **Improving Home Performance**
Sponsored by P2000 Insulation

Monday/Tuesday Schedule

MONDAY, FEBRUARY 8, 2010

7:30 p.m. - 10:30 p.m. (NEW TIME)

Texas Hold'em Tournament

The 4th Annual ILMDA Texas Hold'em Tournament will take place on Monday night in the Cotillion Room at the Pere Marquette 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.

BEGINNERS & "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:



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

TUESDAY, FEBRUARY 9, 2010

9:00 - 10:00 a.m. **Expanding Your Customer Base**

Sponsored by Western Building Products

Mike Butts, LBM Solutions, Inc.

In the traditional LBM model, we primarily target production home builders, single family home builders/contractors and sometimes the homeowner/builder customer. In the yard of the future, we're going to have to change our focus. The single family builder will still be there, production builders may be, homeowner/builders will no-doubt still be around – but can you build a business on maybe? Attend this seminar and explore other alternatives to your traditional customer base. Look at some hard facts from leading industry resources and study groups and see for yourself where business in 2010 and beyond will emerge.

Mike Butts is the founder and President of LBM Solutions, Inc. His abilities and experience have been called "unsurpassed by other consulting firms in the industry". Mike's experience has been gained through extensive work in the field at "street level", implementing the programs and practices he teaches. Mike served for eight years as the Vice President of the Michigan Lumber and Building Material Association. While there, he became known nationally as a recognized industry speaker, delivering his exciting, entertaining and motivational business-building seminars and workshops across the country. Mike is also a featured columnist in ProSales magazine.



10:15- 11:15 a.m. **Process Improvement**

Mike Butts, LBM Solutions, Inc.

We all know that comparative measurements are important in our industry, and for those of you who belong to an industry roundtable – you have access to this information on an ongoing basis. For those of you not involved in these groups; where do you obtain your measurements, what do you benchmark against and how do you start and manage a process improvement program?

This one-hour seminar will provide the framework to begin your in-house, self-administered program. You can begin to see results immediately, determine what areas of your business need improvement and begin the change that will provide measurable results.

Tuesday Continued

9:00-10:00 a.m. and 10:15-11:15 a.m.

The following two educational sessions will be offered at 9:00 a.m. and again at 10:15 a.m.

Protecting Your Assets/Lien Rights

Karen Layng, Vedder Price

This program will provide attendees with:

- Your Rights Under the Illinois Mechanics Lien Act
- Public versus Private Projects: Know the Rules
- Statutes of Limitations: File Early and Often
- Document Retention Issues: Critical Documentation - Required to Perfect Your Lien
- Recent Case Law: The Impact on the Construction Industry in Illinois
- Current Legislation Including the Employee Classification Act

Karen P. Layng, Litigation Practice Area leader of Vedder Price P.C., is also the chair of the Construction Law Group, immediate past chair of the Compensation Committee and a member of the Board of Directors. Ms. Layng's extensive litigation experience includes successfully representing national companies in complex litigation matters before federal and state courts, the I.C.C., the AAA, and other alternative dispute resolution forums. Ms. Layng is a member of the AAA Panel of Arbitrators for commercial and construction disputes. She has taught civil litigation, ethics and intellectual property courses at Roosevelt University for its legal assistants' programs and persuasive speaking and writing at the University of Illinois. Ms. Layng is recognized by her peers with the highest Martindale-Hubbell rating and is an Illinois *Leading Lawyer* in Commercial Litigation and is a member of the Construction Law Advisory Panel for *Leading Lawyers*. Ms. Layng was selected by her peers for inclusion in *Illinois Super Lawyers* 2009.



Distracted Driving - What's the Cost?

Sponsored by Federated Insurance

Bill Emanuel, Federated Insurance

An ever-increasing number of internal and external distractions affects driving – and the safety of your employees. Cell phone use is one example. Learn about the variety of distractions that are competing for the attention of your drivers and influencing their ability to operate your company vehicles safely.

Bill Emanuel began his Federated career in 1988 as a Loss Control Consultant based in Chattanooga, Tennessee. Since 2002 Bill has been located at the Federated Home Office in Owatonna, Minnesota. As Special Accounts Manager, Bill is responsible for working with the largest Federated Accounts (\$1,000,000 premium and above), as well as conducting Designated Risk Manager Seminars throughout the United States. Bill received his Associate in Loss Control Management designation in 1993.



11:30 a.m. - 12:30 a.m. Free Buffet Lunch - Pere Marquette Hotel

12:30 p.m. - 2:15 p.m. Success Strategy for 2010: Are You Ready?

James Robisch, The Farnsworth Group

James Robisch is a Senior Partner of The Farnsworth Group, a market research and consulting firm specializing in the hardware, home improvement, home repair, lumber and building products markets. Robisch directs retail and wholesale service activities for the firm. These include: market analysis, customer satisfaction studies, consumer research, market image and positioning studies, and strategic market planning.

Mr. Robisch served for over twelve years with National Retail Hardware Association and Home Center Institute where he held a number of positions including Director of Research Services and Director of Retail Marketing. He also served as Executive Director of the Do-It-Yourself Research Institute (now the Home-Improvement Research Institute), a non-profit group organized to develop industry information on the home improvement and repair products market. Jim has consulted with over 400 individual retail firms, and over 300 wholesalers throughout the U.S., Canada and abroad. Clients include 30 of the top 100 home center chains, and the largest seven wholesale hardware groups. He has evaluated over 500 trading areas and assessed over 10,000 retail stores. Mr. Robisch obtained his Bachelor of Science degree in business administration and finance and his MBA from Butler University.



Tuesday/Wednesday

2:30 p.m. - 5:30 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, blood pressure checks and great giveaways. So, please plan to attend and bring your contractors.

5:30 p.m. - 7:30 p.m. Auction/Cocktail Party - Free & Everyone Invited

Please join us on Tuesday night for the annual Auction & Cocktail Party! Enjoy hors d'oeuvres and refreshments 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 scholarship program, education programs/events and legislative representation through the ILMDA Foundation, the Education Fund and the PAC. Bring your cash, checks and credit cards to the Marquette Ballroom at the Pere Marquette Hotel from 5:30 to 7:30 p.m. Everyone is welcome!

WEDNESDAY, FEBRUARY 10

8:00 a.m. - 9:00 a.m. ENERGY STAR® New Homes Program Dave Pelton, and Wade Moreland, Ameren Illinois Utilities Act On Energy *Presented by Ameren*

ENERGY STAR Homes Program Benefits and Services include:

- ✓ ENERGY STAR Homes Qualification
- ✓ Verification report for Federal Tax Credit
- ✓ On-site training
- ✓ Energy modeling, design assistance
- ✓ Marketing
- ✓ LEED® for Homes point verification

The instructors will take you through the process:

1. The Builder signs the Ally Agreement with the Ameren Illinois Utilities.
2. The Builder selects a participating Home Energy Rater and completes the EPA Partnership Agreement.
3. The Rater reviews the home plans and works with the builder to make any needed changes to assure the home will meet the minimum program requirements.
4. The Rater enrolls the Project in the ENERGY STAR New Homes Program.
5. The Builder receives an Enrollment Confirmation from the Ameren Illinois Utilities verifying the availability of incentives.
6. The Rater conducts the required Site Inspections and testing to verify the home meets the Program requirements.
7. The Rater submits a Data Collection Form and the REM Rate file to the Ameren Illinois Utilities.
8. Incentives are paid by the Ameren Illinois Utilities to the Builder.

Dave Pelton, Program Director, Ameren Illinois Utilities Act On Energy® residential programs. He oversees 14 gas and electric programs designed to reduce therm and kilowatt usage in the territory served by the utilities. Act On Energy partners with local businesses, state agencies and several subcontractors to ensure each program meets energy savings goals. Dave has long been an advocate for environmental causes. Before joining CSG, he was the President of Trust for the Future, a 25-year-old organization dedicated to energy and environmental stewardship. Operating under the philosophy that good business sense can coexist with good public policy, Dave has worked as a registered lobbyist focused on energy and environmental policy issues.



Wade Morehead, Program Manager, Ameren Illinois Utilities Act On Energy® residential programs. He manages five gas and electric programs designed to reduce therm and kilowatt usage in the territory served by the utilities. His programs promote construction of ENERGY STAR new homes, increasing energy performance of existing homes, and reducing energy usage in multi-family facilities. Wade has worked to promote energy-efficient, sustainable construction for more than 10 years. Before joining CSG, he worked as a design-build project manager in Michigan and Louisiana, specializing in the redesign of commercial prototype building plans to achieve savings in utility costs. In his work as an independent consultant, he focused on designing and implementing cost-effective methods of maximizing energy-efficiency in residential buildings. Wade's work is built on the premise that green construction must be cost effective if it is to become the standard.



8:30 a.m. - 2:00 p.m. Show Floor Open

11:15 a.m. - 1:00 p.m. Show Floor Lunch - \$5.00 per person

Wednesday Continued

11:30 p.m. - 12:30 p.m. Code Compliant Deck Construction

Bryan J. Rychlik and Ryan Schaefer, Simpson Strong Tie

Sponsored and Presented by Simpson Strong Tie

Do decks really need to meet code requirements? Because they look relatively simple to build, many people do not realize that decks are structures that need to be designed to adequately resist certain stresses. Like a house or any other building, a deck must be designed to support the weight of people and objects placed on them, as well as lateral and uplift loads that can act on the deck as a result of wind or seismic activity. This workshop will provide a detailed review of the structural code requirements for building an outdoor wood deck, based on the International Residential Code, International Building Code, and the National Design Specification (NDS) for Wood Construction guidelines. The presentation will be followed by a brief overview of Simpson Strong-Tie products, developed to satisfy those requirements and do so at the lowest installed cost. This program is designed for builders and contractors, residential designers, building officials, and plan reviewers.

Bryan J. Rychlik has been the **Builder Program Manager** for the Northeast and Midwest since 2003. He joined Simpson Strong-Tie in 2000 as the Branch Engineer for the facility in Columbus, Ohio. He is currently a licensed professional engineer in 13 states. His programs focus on the importance of the proper installation of connectors and fasteners, the consequences associated with many common misinstallations, and ways to optimize framing efficiencies

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.



2:00 p.m. - 3:30 p.m. Improving Home Performance

Brian Kumer, Thermal Imaging Services, Inc. and Bob Dickey, Eastern Illini Electric Cooperative

Sponsored by P2000 Insulation

The speakers for this presentation will demonstrate the principles of building science for building or renovating homes. Discover proven methods to increase customer satisfaction and reduce costly callbacks related to comfort, moisture, durability and energy.

Brian Kumer - President - Thermal Imaging Services, Inc. - As an energy consultant for over ten years, Brian Kumer has been on the forefront of pioneering home performance in Central Illinois by getting to the root cause of the comfort, moisture and energy issues that has plagued the building industry. Brian is a Level One thermographer, an HERS rater, a BPI (Building Performance Institute) consultant, a field examiner and trainer, an Instructor for the Illinois Weatherization program, an Executive director of the Illinois Association of Energy Raters and a Board member of the Midwest Building Performance Association (WI). Brian provides energy efficiency training for consultants and contractors in Illinois.

Bob Dickey, Manager of Marketing & Economic Development - Eastern Illini Electric Cooperative - Bob Dickey has been the Manager of Marketing and Economic Development for Eastern Illini Electric Cooperative in Paxton, Illinois for the past 12 years. He, along with his marketing department, has developed several marketing programs that have received national recognition for promoting the use of electricity and energy efficiency. Presently Eastern Illini serves over 13,000 members. Over 800 members heat and cool their homes, businesses and churches with geothermal systems.



**All Convention Education Seminars are
FREE to attendees.**

Bring your best customers to the Expo in Peoria!

Visit [all](#) the exhibitors and let them show you what's new with their company and to help you and your customers learn the ins and outs of their products. You and your best customers can also take advantage of the great FREE education sessions we offer.

Message from our Convention Chairman



Jim McKee
Convention Chairman
McKee & Son Lumber Co.
Thomson, IL

Welcome to the 2010 ILMDA "Dream Again" Construction Expo

Now is the time to mark your calendars and plan to be in Peoria February 8th, 9th and 10th for the 2010 ILMDA "Dream Again" Construction Expo.

This year's convention promises to be bigger and better with the addition of our co-sponsor, the Home Builders Association of Illinois, who will be bringing their builder/remodeler members to the show. Take this opportunity to invite your contractor customers to join you in Peoria. Together you can view all new products and learn from your choice of the many free seminars offered.

Everyone's invited to kick off the convention with the popular 4th Annual Texas Hold'em Tournament on Monday night. Bring your walking shoes because Tuesday and Wednesday will keep you busy attending free seminars and visiting the exhibitors.

Please come and support our association and the exhibitors who generously give their time to help benefit our businesses.

2010 "Dream Again" Expo

February 8-10, 2010 - Peoria, Illinois

**Illinois Lumber & Material Dealers Association
932 S. Spring Street
Springfield, IL 62704**

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