

WCLBMA 2nd Growth Summer Conference

July 18-20, 2018

Wednesday, July 18

6:00 p.m. – 9:00 p.m. Opening Reception, Group Dinner, Educational Program

Daniel Lemin is a trusted advisor and bestselling author on online reputation management, word-of-mouth marketing and ratings and reviews. He was an early member of Google's global communications team, and he is the author of two books and has been seen in the New York Times, Fox News, and USA Today.

Talk Triggers: Experiences Worth Sharing

Bonnie Raitt might have said it best: let's give them something to talk about. Think about the last story you shared with a friend or family member. What were the elements of it and why did you share it? Most good stories draw from a good experience, a moment of delight that compels you to share it. It's something that makes you different, and we call them talk triggers. Everyone – our companies, our kids' soccer teams, ourselves at work – can benefit from talk triggers. What is yours going to be? Be inspired to think about the little things you might be able to do different that give people – quite literally – something to talk about.

Thursday, July 19

8:00 a.m. Breakfast

8:30 a.m. – 11:00 a.m. **Daniel Lemin**

Fire Up Your Fans & Propel Your Business

Does anyone ever say anything nice about a business on Yelp? Of course they do, but it can feel like a minefield. What if there was a formula for getting more reliable feedback? We'll explore in this keynote session how your company can harness the power of online feedback to boost your brand while protecting you from bad and fake reviews.

11:00 a.m. – 12:00 p.m. **Vendor Companies Showcase**

Get to know your vendors! Each company sponsoring the complete summer conference level will have time to introduce themselves, their sales teams, and their products to the group. Hear about the latest and greatest products being offered in today's market place.

Friday, July 20

6:30 a.m. **Shotgun Start – Omni Rancho Las Palmas Golf Course**

12:00 p.m. **Golf Luncheon & Golf Awards at Yard House**

Name: _____ Name of Spouse/Guest: _____

Company: _____

Address/City/State/Zip: _____

Phone: _____ Email: _____

_____ @ \$450 – 2nd Growth Member = \$ _____

_____ @ \$300 – Member Spouse = \$ _____

_____ @ \$135 – Golf w/luncheon = \$ _____

_____ @ \$55 – Non Golfer w/luncheon = \$ _____

_____ @ \$975 – Non Member = \$ _____

= \$ _____ **TOTAL AMOUNT DUE**

Card type: MasterCard Visa American Express Discover

Card Number: _____ CCV-CSC#: _____

Name on Card: _____ Expiration Date: _____

If Company Card – Company Name: _____

Cardholder's Signature: _____ Authorized Amount to Charge: _____

Please make checks payable to WCLBMA: 177 Parkshore Drive, Folsom, CA 95630

Phone: 916-235-7490 Fax: 916-235-7496 Email: jeanh@lumberassociation.org

Cancellation policy: NO REFUNDS will be issued after July 9, 2018. If you register and are unable to attend, you will be responsible for payment.

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**Omni Rancho
Las Palmas
Resort & Spa,
Rancho
Mirage, CA**

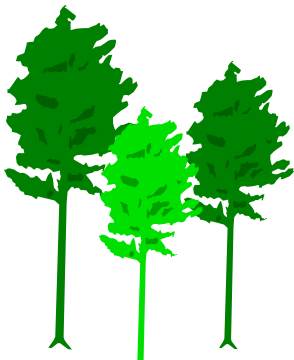
41000 Bob Hope
Drive, Rancho
Mirage, CA 92270

Reservations:
(866) 423-1195

**Reserve your rooms
prior to July 9th**

Group Code:
WCLBMA 2nd
Growth Summer
Conference

Group Rate:
\$139 plus applicable
taxes



2nd Growth