

# WCLBMA Annual Convention

November 13-14 • Embassy Suites Sacramento • Sacramento, CA

INDUSTRY SEMINARS • SPEAKERS • EXHIBITORS EXPO • NETWORKING • GROUP EVENTS

WEST COAST  
**LUMBER &  
BUILDING MATERIAL**  
ASSOCIATION



## 2020 Vision – Looking Forward

### SCHEDULE OF EVENTS

#### Wednesday, November 13

1:00 p.m. – 3:00 p.m.

Board of Directors Meeting

5:30 p.m. – 7:30 p.m.

Exhibitors EXPO & Opening Cocktail Reception

#### Thursday, November 14

8:30 a.m. – 9:30 a.m.

General Session

- WCLBMA Update
- Government Affairs Update
- Annual Meeting & Nominating Committee Report

9:30 a.m. – 11:30 a.m.

Tony Misura, President of Misura Group, a recruiting and consulting firm specializing in the building materials industry will cover *How You Stack Up: Measuring Your Company's Recruiting Skills; Goals vs. Behaviors; Core Values; Are We Running At Full Power; and Are You Taking Control Of Your Sales.*

12:00 p.m. – 1:30 p.m.

Group Luncheon

Iain MacDonald, Director of the TallWood Design Institute, will present a program that is working to expand the use of wood-based products and systems in non-residential and multi-family construction in order to create high-value jobs in the forest products sector, improve construction sector efficiency, and reduce our environmental footprint. Learn how legislation and regulations are easing the restrictions on mass timber construction codes, and how mass timber is moving from a niche construction technique to an industry standard.

1:30 p.m. – 3:00 p.m.

Tom Shay, "Profits Plus", will cover the Characteristics of a Successful Business which will have importance for all segments of this industry from producers, suppliers, and retailers. His knowledge of small business marketing, business strategy, staffing, and financial management will provide business owners with the help necessary to increase your profits plus build your business for the future.

3:00 p.m. – 4:30 p.m.

Concurrent Roundtable Sessions Including:

Updates on Proposition 65/Treated Wood Legislation and Regulation Changes  
OSHA Top 10 Citations and Distracted Driving  
Captive Medical Plans for LBM Businesses  
Succession Planning and Retirement Programs  
Credit Management

6:00 p.m. – 6:30 p.m.

Cocktail Reception

6:30 p.m. – 8:30 p.m.

President's Dinner and Awards Presentations