



**July 21-22, 2022**

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

Address:  
41000 Bob Hope Drive,  
Rancho Mirage, CA 92270

Reservations:  
(866) 423-1195  
Reserve your rooms prior  
to Friday, July 8<sup>th</sup>.

Group Code:  
WCLBMA 2<sup>nd</sup> Growth  
Summer Conference

Group Rate:  
\$149 plus applicable taxes

All WCLBMA members are  
invited to attend this  
conference!

Questions? Please contact  
Jean Henning, WCLBMA,  
800-266-4344 or  
[jeanh@lumberassociation.org](mailto:jeanh@lumberassociation.org)

Looking forward to seeing  
all of you in July!

# WCLBMA 2<sup>nd</sup> Growth Annual Summer Conference

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

July 21-22, 2022

**Thursday, July 21**

6:30 a.m. Golf Shotgun Start – Omni Rancho Las Palmas Golf Course  
11:30 a.m. Group Luncheon with Golfers at Yard House – All are invited to attend!!  
6:00 p.m. – 9:00 p.m. Opening Reception Meet & Greet / Group Dinner / Lumber Jeopardy  
Test Your Lumber & Building Materials Knowledge! Discover how smart you really are. Members will compete in this trivia contest regarding all things related to lumber, building materials, history, and the forest. Who will take home this year’s first place title?? Join us for a fun evening of education, team building, and most importantly, meeting up with your lumber industry peers.

**Friday, July 22**

8:30 a.m. Group Breakfast  
9:00 a.m. – 10:00 a.m. Vendor Companies Showcase  
Get to know your vendors! Each company sponsoring the complete summer conference 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 marketplace.  
10:00 a.m. – 12:00 p.m. Chad Pilbeam  
*Everything I Ever Needed to Know About Differentiation and Risk Taking, I Learned from Beer*  
Chad’s dynamic and interactive presentation will provide us with the knowledge and tools we need to avoid becoming a commodity and avoid being boring. He will teach us how to build our identities around interesting, relevant, and exclusive – differentiation. Chad will also teach us about risk taking, encouraging us to stand out, be bold, take calculated risks, mitigating risks that are not recoverable, and realizing we admire the risk takers, yet most of us aren’t willing to do what we admire. Chad will present case studies, facts, anecdotes, and humor that will challenge us to be different and to be bold, taking calculated risks so we too can be interesting, relevant, and exclusive.

Name(s): \_\_\_\_\_ Spouse/Guest: \_\_\_\_\_

Company: \_\_\_\_\_

Address/City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_\_ @ \$525 – 2<sup>nd</sup> Growth Member = \$ \_\_\_\_\_

\_\_\_\_\_ @ \$400 – Member Spouse = \$ \_\_\_\_\_

\_\_\_\_\_ @ \$150 – Golf & Lunch @ Yard House = \$ \_\_\_\_\_

\_\_\_\_\_ @ \$55 – Lunch @ Yard House = \$ \_\_\_\_\_

\_\_\_\_\_ @ \$975 – Non Member = \$ \_\_\_\_\_

= \$ \_\_\_\_\_ **TOTAL AMOUNT DUE**

Card type:  MasterCard  Visa  American Express  Discover

Card Number: \_\_\_\_\_ CVV#: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

If Company Card – Company Name: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Cardholder’s Signature: \_\_\_\_\_ Authorized Amount to Charge: \_\_\_\_\_

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

Phone: 916-235-7490, 800-266-4344, or Email: [jeanh@lumberassociation.org](mailto:jeanh@lumberassociation.org)

Cancellation policy: NO REFUNDS will be issued after July 6, 2022. If you register and are unable to attend, you will be responsible for payment.