

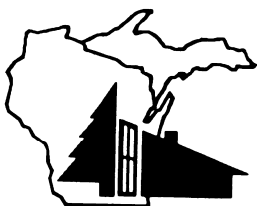
Grow Your Business



WRLA
120th Annual Convention
February 10th-11th, 2010

Kalahari Resort & Convention Center
Wisconsin Dells, Wisconsin

Registration information



Serving the Lumber Industry since 1890



Wisconsin Retail Lumber Association
120th Annual Convention
Grow Your Business
February 10th -11th, 2010

Wednesday, February 10th

Board of Directors Meeting

2:00 pm—5:00 pm

Convention Registration

4:00 pm—6:00 pm

Opening Reception

6:00 pm—7:00 pm

Catch up with old friends and meet new ones at this year's opening reception. Complimentary light hors d'oeuvres, soda, beer and wine will be awaiting your arrival. This is a great networking opportunity in a relaxed social environment.

Thursday, February 11th

Convention Registration

7:45 am—6:00 pm

Ladies Hospitality Suite

9:00 am—4:00 pm

Education Session: Wisconsin Building Code Update

Leroy Stublaski, Wisconsin Department of Commerce

9:30 am—11:30 am

The Uniform Dwelling Code used in Wisconsin was updated in 2009 and many are not familiar with the changes. Are you and your employees up-to-date? Leroy Stublaski, Advance Engineering Consultant for the Wisconsin Department of Commerce, Division of Safety & Building will review the changes to UDC, talk about the most frequently asked building code questions and answer your questions. *Seminar qualifies for Wisconsin Dwelling Contractor Qualifier Certification*

Education Session: Keeping the Team Motivated

Steve Allison, Allison & Associates

9:30 am—11:30 am

If you've ever experienced the frustration of trying to motivate someone who didn't want to be motivated, don't miss this session. There are many philosophies regarding motivation and how well they work. One thing you can count on is that it is possible to demotivate the motivated person. You will discover the ingrained management behaviors that can demotivate members of your team. Some time tested ways to use the traditional methods of incentive and fear will be explored. In addition, you will learn the techniques that will help avoid de-motivation in the future. In this age of "team work", understanding how motivation "really" works can make the difference between success and failure.

Grand Luncheon

Sponsored in part by Pennsylvania
Lumbermens Mutual Insurance



12:00 noon - 2:00 pm

Gather with fellow lumber dealers and suppliers to talk business over lunch. Following lunch there will be a brief membership meeting. We will take time to recognize our convention sponsors and present the award to the Lumber Person of the Year nominated by WRLA members.

This year's keynote speaker is Dan Fesler, CEO and Chairman of Board of Lamperts and recently elected NLBMDA Chair.



"How to be uncommon in a common world". As Dickens once said "it is the best of times, it is the worst of times...we have everything before us, we have nothing before us." Dan will speak on what we need to do to be successful in today's world -how to deliver outstanding customer service and mark yourself as a professional at the highest level.

Lunch will be served at Noon. Tickets should be ordered when registering for badges.

Exhibitor “How To” Sessions: Metal Roofing

Building Products Inc.

2:30 pm—3:30 pm

The metal roofing industry is growing, and is expected to continue growing even when other industries are not. Take an hour to learn how your company can gain the competitive edge.

At this “hands on” session you will learn about different profiles of stone-coated steel roofing. Receive training and installation information on the products and what accessories are available to compliment these roofing products.

Water Managed Wall Systems

Badger Corrugating /Pactiv GreenGuard

2:30 pm—3:30 pm

Water intrusion and the subsequent mold issues remain an industry hot button. Take a look at the proper usage, benefits, and installing techniques of housewraps. You will receive a thorough understanding of all the testing done on hosuewraps and what the results truly mean to the proper function of the housewrap. This presentation also covers proper flashing details around openings, as well as, a new “enhanced” flashing technique that will offer more protection than standard techniques.

FutureOffice™ Network

H.R. Seminar

R&R Insurance Services

2:30 pm—3:30 pm

FutureOffice Network is all about **making your job easier!** Join R&R’s Pete Frittitta and a FutureOffice Network representative as they walk you through the benefits of FutureOffice Network. This online tool assists you with benefits compliance, employee communications, human resources management, compensation administration and employment law.

★ DEALER GRAND PRIZE DRAWING ★
A Flat Panel HD TV

★ EXHIBITOR GRAND PRIZE DRAWING ★
Portable GPS Unit
Must be present to win

Tabletop Showcase & Reception

3:30 pm—7:00 pm

Suppliers at the Tabletop Showcase will share information on their companies latest products & services. Take advantage of this great opportunity to talk about how these products can improve your business.

The **Showcase Reception** will be on the show floor from 5:30 p.m. to 7:00 p.m. Enjoy hearty hors d’oeuvres, your favorite beverages *free of charge* while you tour the tablespots and network. Dealers, make sure you are on the show floor for the drawings for door prizes provided by this years exhibitors and the dealer grand prize provided by the WRLA.

All events are business casual attire.

Convention Registration

For your convenience, a registration form is included with this brochure. If you have any questions, please contact the WRLA office at 800-236-3534. Retail members who return their registration before January 15th qualify for the Early Bird Drawing held at the reception on Thursday evening.

Member dealers, we have also provided you with a builders invitation form. Please return the form to the WRLA office by December 23rd so your builders will have the opportunity to register before the hotel group rate deadline of January 10th. Your builders will be invited to attend the WRLA convention seminars and showcase events on Thursday, February 11th.

Hotel Reservations

To book your room at the Kalahari Resort, call (877) 253-5466 and ask for the spectacular WRLA block price of \$99.00 per night for a standard desert room. Rooms include a waterpark pass for each registered guest. **Reservations must be made by January 10, 2010 to receive the WRLA’s special block pricing.**

Registration Desk

The WRLA Registration Desk will be open **Wednesday from 4:00 p.m. to 6:00 p.m. and Thursday from 7:45 a.m. until 6:00 p.m.** Please pick up your show badge and other registration materials during these hours. Badges must be worn at all WRLA events.

Exhibitor Set Up

The Tabletop showcase will be open from 3:30 p.m. until 6:30 p.m. Exhibitors can set up Thursday between 2:00 p.m. to 3:30 p.m. **The show floor will be closed during the Grand Luncheon.**

2010 Convention Exhibitors

Ads That Care
Amerhart Ltd.
Appleton Supply Company
The Armstrong Creek Company
☆Badger Corrugating Co
Biewer Lumber Co
Building Products Inc
☆CertainTeed Roofing Products
CP Supply a Division of Packaging Incorporated
DECRA Roofing Systems
Do it Best Corp.
The Empire Company
Fabral
☆Federated Insurance
GAF Elk Corp
GRK Fasteners
☆Guardian Building Products
Hayfield Window and Door Company
Hutchison Lumber & Building Products
☆Integrated Merchante Alliance

☆Krauter Solutions
Lake States Lumber Inc
☆Manions Wholesale Building Supplies
Maze Nail Co
Metal Sales Mfg. Corporation
☆MIDCO-BAY Insulation
Midland Garage Door Mfg Co
Millwork Distributors Inc
PAL Co-op Buying Group
☆Pennsylvania Lumbermens Mutual Insurance
Prince Building Systems
☆Quality Edge Inc
R&R Insurance Services
Rayner and Rinn-Scott Inc
Roberts & Dybdahl Inc
Rollex Corp
Staples
Thermo-Tech Windows
☆Western Building Products Inc
Whirlwind Building Components

☆= CONVENTION SPONSOR

Registration Information

DEALER— EXHIBITOR—ASSOCIATE MEMBER REGISTRATION:

For more than 4 attendees from your company, please copy the registration form or call the WRLA office for additional copies. When completing the registration form include:

- Full Name of each registrant as it should appear on the badge.
- Events each registrant will be attending. * *Some events are run simultaneously. Please check the convention schedule when signing up for events*

Tickets are required for admission to the seminars and the grand luncheon. Badges **MUST** be worn to **ALL** events

Your convention packets with tickets and badges will be available for pick up at the WRLA Registration Desk in the Kalahari Resort beginning Wednesday, February 10th at 4:00 p.m.

TO REGISTER: Mail or fax your registration form no later than Thursday, February 3rd, 2010

Because the hotel requires advance guarantee, we will be able to refund registration money only if cancellation is received by the WRLA before Friday, February 5, 2010.

(REMEMBER: Rooms at the Kalahari must be booked by January 10th, 2010 to receive the discounted WRLA block rate. Kalahari Reservation line—877-253-5466)

BUILDER REGISTRATION:

Dealer Members: As a service to you and your valued builders, we have included a builder invitation form with your program. Once you return the completed form to the WRLA office, a convention program and registration form will be mailed to these builders inviting them to attend the convention seminars & showcase events on Thursday, February 11th. To be sure your customers have time to pre-register for the convention and reserve a hotel room under the special WRLA rate, you must return your contractor form to the WRLA office by December 23rd, 2009.



Wisconsin Retail Lumber Association Inc.

W175 N11086 Stonewood Drive, Germantown WI 53022
Phone: (800) 236-3534 or (262) 250-1835 Fax: (262) 250-1842
Email: wrla@wrlamsi.com Web Site: www.wrlamsi.com

Wisconsin Retail Lumber Association
120th Annual Convention Kalahari Resort, Wisconsin Dells, WI
Badge & Ticket Order Form



 Company

 Address

 E-mail

 Contact

 Phone

 Fax

BADGE TYPE:
 Member Dealer Non-Member Dealer Exhibitor Non-Exhibiting Associate Member/Manuf. Rep
 Guest of _____ **Contractors should be registered on Contractor form**

List each name as they should appear on badge and what events each person will be attending. Copy form for additional registrants.

SEMINARS –Check schedule for times

NAME as should appear on badge <i>Please print clearly</i>	Open Reception No charge	Blding Code \$20.00	Team Motivated \$20.00	Metal Roof No charge	Wall Systems No Charge	Future Office No Charge	Grand Luncheon \$20.00	Showcase & Reception No Charge	Event Total

REGISTRATION COSTS (per person):
 \$100—Non Exhibiting Associate Member / Manuf. Rep
 \$10— Non-Member Dealer
 \$50— Per person over 4 per tabletop
 No charge for Member Dealers, or first 4 people per tabletop, or guests

TOTAL EVENTS COST: _____

REGISTRATION COST:
 See chart on left

GRAND TOTAL: _____

** Tickets required for admission to these events
 *Badges **MUST** be worn to **ALL** events

Contractors should be registered on a Contractor form.

DEALERS... REMEMBER TO REGISTER BY JANUARY 15th TO BE ELIGIBLE FOR THE EARLY BIRD DRAWING!
REGISTRATION INSTRUCTIONS ON REVERSE SIDE.

Schedule at a Glance

Wednesday, February 10th
 4:00 pm. -6:00 p.m.
 Registration

2:00 p.m.– 5:00 p.m.
 Board of Directors Meeting

6:00 p.m. —7:00 p.m.
 Opening Reception

Thursday, February 11th
 7:45 a.m.-6:00 p.m.
 Registration

9:00 a.m.-4:00 p.m.
 Ladies Hospitality Suite

9:30 a.m.-11:30 a.m.
 Building Code Update

9:30 a.m.-11:30 a.m.
 Team Motivation Seminar

12:00 noon – 2:00 a.m.
 Grand Luncheon
 Lunch served at Noon

2:30 p.m. -3:30 p.m.
 Metal Roofing Seminar

2:30 p.m. –3:30 p.m.
 Wall Systems Seminar

2:30 p.m. –3:30 p.m.
 FutureOffice™ Seminar

3:30 p.m.—6:30 p.m.
 Tabletop Showcase

5:30 p.m.– 7:00 p.m.
 Showcase Reception

7:00 p.m.
 Hospitality Suites