

*To Our Valued Builder,
Join us at the...*

**120th Annual WRLA Convention
Kalahari Resort & Convention Center,
Wisconsin Dells, Wisconsin**

February 11th, 2010

Grow Your Business



The Wisconsin Retail Lumber Association Inc. has been bringing suppliers & retail dealers together for 120 years to network, and share information the latest on products for the building material industry.

We would like to encourage you, our valued contractor, to join us at the WRLA Convention where you can attend educational sessions including: **Wisconsin Building Codes Update; Keeping the Team Motivated;** and three "how to" seminars: **Metal Roofing; Water Managed Wall Systems; and FutureOffice Network™, H.R. Seminar.**

The **Grand Luncheon/Membership Meeting** will feature keynote speaker Dan Fesler CEO & Chairman of the Board of Lamperts and Chairman of the National Lumber and Building Material Dealers Association.

The **2010 Tabletop Showcase** will be open from 3:30 p.m. to 6:30 p.m. for attendees to view the latest products and services in the building industry. The **Showcase Reception** will be held on the show floor, where you can enjoy a beverage and hearty hors d'oeuvres while touring the tabletops.

Be sure to mark your calendars for this important industry event. For faster check-in, use the attached registration form to pre-register. Mail it to the Wisconsin Retail Lumber Association office at W175 N11086 Stonewood Drive, Germantown WI 53022. On-site registration is also available.

We hope to see you February 11th, 2010

For more information call 800-236-3534



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

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)



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
Contractor Badge & Ticket Order Form



 Company

 Address

 E-mail

 Contact

 Phone

 Fax

BADGE TYPE:
 Contractor Guest of: _____ (Lumber Dealer)

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>	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):
 \$10 Contractor

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

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