



NAWLA Educational / Business Program

(Open to all attendees)

Thursday, November 5

2:00 p.m. – 5:30 p.m.

Winning Strategies for an Evolving Channel

Presenter: Adam J. Fein, Ph.D., Founder and President, Pembroke Consulting, Inc.

Successful wholesalers are not necessarily larger or luckier than their wholesale distribution competitors. Instead, the executives running these companies are doing a better job of positioning themselves in the common external environment faced by all companies. The difference between the winners and “the also-rans” derives from the ability to link a fundamental understanding of external business trends with an awareness of how to profit from the trends, followed by appropriate strategy execution to deliver results.

In this thought-provoking session, you will hear from well-known distribution expert Dr. Adam J. Fein as he gives you a glimpse into the future of our industry. Dr. Fein will explain his ideas on possible future directions for the building products distribution system as well as discuss success strategies for wholesalers and their suppliers.

He will help you:

- Understand common patterns of industry evolution in wholesale distribution
- Explain the underlying forces that could affect our industry
- Gain perspective on the future trends that will affect the building products wholesalers
- Identify strategies to help you deal with a volatile environment

For further information about Dr. Fein, visit www.pembrokeconsulting.com

Friday, November 6

8:00 a.m. – 9:00 a.m.

Lumber Blue Book and Bank of America Merrill Lynch: Helping to Manage Credit Risk for Your Company

**Presenters: Jim Carr, President & CEO, Blue Book Services
Jim Bartelson, Executive-Vice President, Blue Book Services
Mark Erickson, Vice President, Blue Book Services
Andrew Stinson, Principal, Corporate & Investment Banking
Bank of America Merrill Lynch**



Join NAWLA's recommended and approved service provider, Blue Book Services (BBS) and Bank of America Merrill Lynch, for a general update of credit and credit conditions in the lumber and forest products industry. You will not want to miss this exploration of what Blue Book Services is doing to assist the industry. Learn about *Blue Book Online Services* and how this vital tool can help your company make safe and informed business decisions. The session will close with a Q & A session regarding *Lumber Blue Book*.

For further information about Blue Book Services, Inc., visit www.bluebookservices.com

Friday, November 6

9:15 a.m. – 11:30 a.m.

Green Products: Labels, Building Standards and Selling Tips for the Lumber Industry

Presenter: John D. Wagner, Green Product Consultant & Trainer

Will the demand for green building products affect me and my company? Can my company afford not to “go green?” According to John D. Wagner, yes, they will and no, you can't. Wholesalers and manufacturers alike will not want to miss this three-fold session that will address consensus green principles, promotion of green products, the latest green building standards, and why your company should not miss out on a growing market niche.

Wagner is a nationally recognized expert on green building, products, practices and sales techniques and an award-winning author of many books about green home building, the supply chain and corporations. For further information about John, visit www.johndwagner.com