

LBM Expo 2008

LBM Expo Schedule:

Wednesday, January 23

8:30 a.m. - 5 p.m.

Registration Open

9:30 a.m. - 5 p.m.

Exposition Open

12 - 1:30 p.m.

SMART Earth: The Greening of the LBM Landscape

5 - 6 p.m.

Red Carpet Reception

6:30 p.m.

NRLA Industry Recognition Dinner

Thursday, January 24

8:30 a.m. - 5 p.m.

Registration Open

9:30 a.m. - 5 p.m.

Exposition Open

9 - 10 a.m.

SMART Money: Small Changes, Big Returns

12 - 1 p.m.

SMART Technology: LBM Technology Trends You Need to Consider

3 - 4 p.m.

Northeastern Young Lumber Execs (NYLE) Annual Meeting & Reception

Friday, January 25

8:30 a.m. - 2:30 p.m.

Registration Open

9:30 a.m. - 3:30 p.m.

Exposition Open

9 - 10 a.m.

SMART Brand: Brand This! How to Stand Out from Your Competition

12 - 1 p.m.

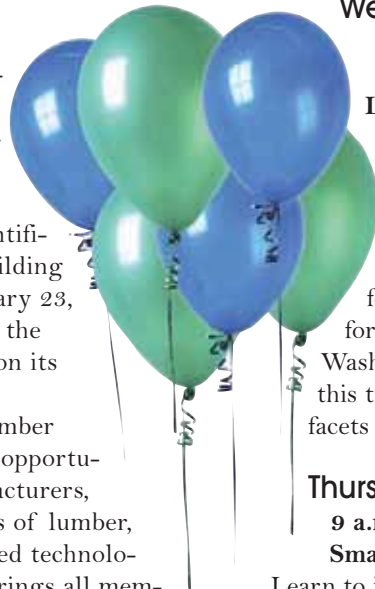
SMART Leader: To Lead or Not To Lead? Today, to Manage is Not Enough

On October 1, 2007, the Northeastern Retail Lumber Association (NRLA) placed a carefully developed plan into action. In a message from the association's president, Rita C. Ferris, CAE, NRLA published a ten-point plan on its website. Number five, in no specific order, was: "The 2008 Lumber and Building Material (LBM) Expo will present value-packed opportunities with show specials, a five-part 'smart yard' educational series, workforce development options, networking events and the identification of new and green building products." Wednesday, January 23, through Friday, January 25, the association will make good on its promise.

LBM Expo gives retail lumber dealers in the Northeast an opportunity to interact with manufacturers, wholesalers and distributors of lumber, building materials and related technologies. In short, LBM Expo brings all members of the industry together and offers everyone some form of opportunity. With nearly 7,000 in attendance and nearly 300 exhibiting companies, it's no surprise the event claims to be unrivaled in the level of purchasing power it offers between independent retail lumber dealers and their vendor partners.

Follow the Balloons

Also among NRLA's promises is: "Identifying new products and services ... will be a critical function in the coming year." Well, you can't make it much easier than the planned approach. When LBM Expo attendees want to find new products, all they have to do is look for blue balloons. Exhibitors who are showcasing new products will be identified in this fashion. Those who would like to discover green products should follow the green balloons. And those who would like to seek out a bargain should look for vendors wearing a "show special" button. Show specific discounts will include: winter buy parameters of extended payment terms and increases in rebate checks.



Pack Your Thinking Cap with ... Your Bib?

All SMART Yard sessions will be conveniently offered over meals. Here's a run down of what you can expect to munch on:

Wednesday, January 23

12 noon - SMART Earth

The Greening of the LBM Landscape

This session will teach you about the origins of the green building movement and what it means to the LBM industry. Ron Jones, founder and editorial director for Green Builder Media LLC in Washington State, will relate how this trend has and will shape all facets of the supply channel.

Thursday, January 24

9 a.m. - SMART Money

Small Changes, Big Returns

Learn to immediately improve the financial operations of your company while eating breakfast. Bill Sharp, president of The Percon Group in Kansas City, Mo., will explain how you can combat the industry slowdown using low-cost, practical tips to improve operations and increase profitability.

Noon - SMART Technology

LBM Technology Trends You Need to Consider

Attend this session to learn how your competitors may be taking business to the next level. John Carroll, director of technology development at Ring's End in Darien, Conn., and Cary Anderson, senior director for LBM Activant in Denver, Colo., will lead a discussion on technology trends and powerful tools already in use by industry trend-setters that improve the way they conduct business.

Friday, January 25

9 a.m. - SMART Brand

Brand This! How to Stand Out from Your Competition

This breakfast session will teach you how to stand out in a sea of suppliers. Kevin




Brown, vice president of account services for Baublitz Advertising in York, Pa., will offer practical advice to help a company of any size conceptualize and build its brand recognition—without breaking the bank.

**Noon - SMART Leader
To Lead or Not To Lead? Today, to
Manage is Not Enough**

Learn how great leaders inspire revolutionary service from their employees. Don Blohowiak, founder and principal of the Lead Well® Institute in Princeton, N.J., has held executive management posts throughout the United States for Fortune 500 companies, high-tech startups and not-for-profits. Blohowiak's company managed to reduce its full-time employee count by 50 percent in two years, while also managing to improve both customer satisfaction and employee morale. He has authored six management books and is frequently quoted by such news sources as *CNN*, *Reuters* and *the New York Times*.

Come Together

The LBM Expo will present a number of networking opportunities, including: a Red Carpet Reception, January 23, from 5 p.m. to 6 p.m.; an NRLA Industry Recognition Dinner, January 23, at 6:30 p.m.; the Northeastern Young Lumber Execs (NYLE) Annual Meeting, to be held Thursday, January 24, from 3:30 p.m. to 4:30 p.m.; and on Thursday, January 24, college students graduating from wood technology, building material and related programs, will attend the show, resumes in hand, and the "SMART Technology" luncheon.

Registration can be made online at www.lbmexpo.com, via fax or by mail. Visit the website for deadlines, instructions and downloadable forms. Quantity discounts are offered and the event will provide ground transportation from a number of hotels, also listed on the event's website. 

This year's LBM Expo will be held at the Seaport World Trade Center Complex in Boston.