

# EXPERIENCE

## THE FUTURE



**GET YOUR  
LBM EXPO  
BADGES!**



**THE MENTALIST**

**OZ  
PEARLMAN**

# LBM EXPO

**FEBRUARY 5-7, 2020**

**HYNES CONVENTION CENTER  
BOSTON, MA**



Register at

**LBMEXPO.COM**

LBM EXPO IS BROUGHT TO YOU BY **NRLA**  
Northeastern Retail  
Lumber Association

## ATTENDEE BROCHURE

# LBM EXPO AT-A-GLANCE

## WEDNESDAY, FEB. 5

### 8 a.m. – 5 p.m. Registration Open

Welcome to the 126th LBM Expo! Register with us at the Hall D entrance to start the next few days of fun off right.

### 9 – 10 a.m. LBM Launch Opening Session "eCommerce & Amazon: Understanding and Leveraging Digital Solutions in the LBM Retail Industry"

Presented by Zach Williams, Venveo

Join us in experiencing the future of retail digital technology and how it can give your company the advantage in today's LBM market.

### 10 a.m. – 5 p.m. SHOW FLOOR OPEN

Network, interact, and explore on the show floor comprised of retailers and exhibitors to build connections and spark ideas.

### 10 a.m. – 3:30 p.m. Retail Demo Zones

The 126th LBM Expo offers interactive demo zones on Wednesday and Thursday to train, prepare, and educate retailers and their customers on the ins and outs of the LBM industry.

### 12 – 1 p.m. Complimentary Lunch on Show Floor

Enjoy some downtime and indulge in good eats and drinks as lunch opens on the show floor.

### 4 – 5 p.m. NYLE Annual Meeting

Meet the new officers of the Northeastern Young Lumber Execs (NYLE), review the past year, and plan for the future.

## THURSDAY, FEB. 6

### 8 a.m. – 5 p.m. Registration Open

Register with us at the Hall D entrance to delve into the last full day of the convention.

### 9 a.m. – 5 p.m. SHOW FLOOR OPEN

Network nonstop, interact some more, and explore endlessly.

### 9:30 a.m. – 4:30 p.m. Retail Demo Zones

Continue the interactive education sessions in all demo zones.

### 10:30 – 11:30 a.m. Business Connect on Show Floor

Participate in our innovative networking event to bring retail attendees together with exhibitors who can discuss your needs and spark your interests, maximizing your time, resources, and the value of your company.

### 12:30 – 1 p.m. Students & Veterans Industry Recruitment Panel Discussion

Secondary students, post-secondary students, and veterans are given full access to all vendors and demo zones on the show floor. Tune in to the Industry Opportunities panel to learn about what the LBM industry has to offer.

### 1 – 2:30 p.m. Students & Veterans Industry Recruitment Job Fair

Following the Industry Opportunities Panel, market yourself and create a network at our exclusive job fair where you'll be able to meet with LBM leader companies, such as Britton Lumber Company, LLC, Cleary Millwork, Keiver-Willard, MiTek USA, Inc., and National Nail Corp.

5:30 p.m.

**OZ PEARLMAN**

To purchase tickets, go to [lbmexpo.com](http://lbmexpo.com).

## FRIDAY, FEB. 7

### 8:30 – 10 a.m. EGGS & EDUCATION

### Closing Education Session for Attendees and Exhibitors

The Impact of Artificial Intelligence and Robotics Applications for the LBM Industry

Presented by Daniel Faggella, TechEmergence (Emerj)

## MEET YOUR DEMO ZONE PRESENTERS

EXPERIENCE a variety of real world demos from leading building experts who will show you how independent retailers can grow to be a builders most valuable asset.



Matt Whitbeck



Eric Goranson, CKD



Jason Percy



Kevin Keaton



Walt Tomala

# OPENING & CLOSING SESSIONS



## OPENING SESSION

presented by Zach Williams

Wednesday, Feb. 5, 2020 • 9 – 10 a.m.

### eCommerce & Amazon: Understanding and Leveraging Digital Solutions in the LBM Retail Industry

The world of eCommerce can be an incredible advantage for those in the LBM Retail Industry but setting up your eCommerce strategy can feel overwhelming if you don't know where to start. In this session we'll cover examples of LBM companies who are seeing success and will break down a formula that works on both Amazon and other eCommerce platforms including your website.

#### During this session you will:

- Discover how to setup your eCommerce and Amazon stores to see results from day one
- Consider a simple formula for growing awareness for your online efforts
- Explore 3 LBM's who are seeing results and how you can steal their strategies
- Examine the most important metrics for tracking and measuring success

*Zach Williams is the founder and CEO of LBM marketing platform Venveo. In his session "eCommerce & Amazon: Understanding and Leveraging Digital Solutions in the LBM Retail Industry," Williams will discuss the advantages e-Commerce can bring an LBM business. Learn: how to setup your eCommerce and Amazon stores to see results from day one; a simple formula for growing awareness for your online efforts; about 3 LBM's who are seeing results and how you can steal their strategies; the most important metrics for tracking and measuring success.*



## CLOSING SESSION

presented by Daniel Faggella

EGGS & EDUCATION: Friday Feb. 7, 2020 • 8:30 a.m. – 10 a.m.

### The Impact of Artificial Intelligence and Robotics Applications for the LBM Industry

Everyone thinks they have to be "doing AI" or that AI will "take over sectors". These extremes don't help anyone and understanding AI's relevance to independent retailers is critical. The big players in hardware and lumber are moving as fast as they can to stay ahead of the next wave of retail, and this wave will eventually have implications for independents too. Most AI is not accessible to smaller retailers, but some tools are - and surveying that "Accessible" landscape will give ambitious owners a good place to start, based on facts and trends and not on hype.

#### This session will provide a platform to:

- Discover how AI is transforming industries in general
- Analyze AI's impact on the BIG players in the LBM industry
- Consider how Lowe's, Home Depot, etc. are preparing to survive Amazon and thrive in the future of retail
- Explore what is accessible to smaller retailers to employ today
- Examine examples of where things are headed and how to prepare

*Daniel Faggella is CEO and Founder of Emerj Artificial Intelligence Research. Called upon by organizations like the World Bank, the United Nations, INTERPOL, and global pharmaceutical and banking companies, Daniel helps business and government leaders navigate the competitive landscape of AI capabilities, and build strategies that win. Daniel's writing about the business and moral implications of AI and emerging technologies have been featured in publications such as: TechCrunch, Boston Business Journal, VentureBeat, Xconomy, VICE Motherboard, the World Economic Forum, PEW Research and more.*

# DEMO ZONES

## STAGE 1: BEST PRACTICES

WEDNESDAY, FEB. 6

### DEMO STAGE 1 SCHEDULE

10:30 – 11 a.m.	Structural Assembly
12 – 12:30 p.m.	Flashing Problems
1:30 – 2 p.m.	How Tight is Too Tight

THURSDAY, FEB. 7

### DEMO STAGE 1 SCHEDULE

9:30 – 10 a.m.	Roofing Best Practices
11 – 11:30 a.m.	Tips for Complex Roofing
12:30 – 1 p.m.	Hangers, Straps, Tie-Downs, and Fasteners
2 – 2:30 p.m.	Exterior Insulation and Rainscreens Done Right
4 – 4:30 p.m.	New High Performance Products

## What You'll Learn

### Structural Assembly:

**How a lumberyard can help builders choose the right products for a durable house.**

*From the sill plate to the ridge beam, every stick of framing lumber affects the long-term performance of a house. With the right design, and understanding of load paths, builders can create structures that can withstand most any conditions.*

### Flashing Problems:

**Deflection, Drainage, Drying, Durability**

*We all know that moisture related challenges can be costly and often go undetected until they become a major problem. We'll walkthrough how the lumberyard can create a simple, well thought out, water management plan in 30 minutes or less.*

### How Tight is Too Tight:

**No such thing.**

*Undersized and improperly vented equipment are the second largest challenge we're faced with, but with proper use of new technology such as ERV's and HRV's we're able to bring continuous, fresh air, to our buildings.*

### Roofing Best Practices:

**Knowing what components make up a good roof is the key to success. Let's talk about that.**

*The roof is one of the most important components in any building. It's not just ice and water and shingles, but underlayments, drip edge, starter shingles, and flashing that must be incorporated, and installed properly, to ensure a long-lasting life.*

### Tips for Complex Roofing:

**How did they come up with that and how do we build it?**

*Complex roofs require extra attention to framing and water proofing details as we don't want to install a product that comes with a 50-year or lifetime warranty without ensuring the materials underneath will perform for just as long.*

### Hangers, Straps, Tie Downs and Fasteners:

**Code says mechanically fastened...So...?.**

*After figuring out what to use, knowing what fasteners to use with them is half of the half of the battle. Putting all the right ones in is priceless, painless? Nope, neither, but it will ensure no callbacks.*

### Exterior Insulation and Rainscreens Done Right:

**It's like putting a windbreaker over a wool sweater—it makes sense.**

*The key to a house's durability is keeping it dry and temperature controlled, which is fairly easy to achieve on the inside with heat and A/C, but in order to raise the bar to an "A" when it comes to a well-built house we need to include exterior insulation and rainscreens.*

## STAGE 2: NO MORE CALLBACKS

WEDNESDAY, FEB. 6

### DEMO STAGE 2 SCHEDULE

11:15 – 11:45 a.m.	Avoiding Water Leaks
12:45 – 1:15 p.m.	Water Barriers, Air Barriers, and Vapor Barriers
2:15 – 2:45 p.m.	Why Air Sealing Matters So Much
3 – 3:30 p.m.	Drywall Pops, Cracks, & Callbacks

THURSDAY, FEB. 7

### DEMO STAGE 2 SCHEDULE

10:15 – 10:45 a.m.	Common Framing Mistakes
11:45 a.m. – 12:15 p.m.	Choosing and Using Insulation Correctly
1:15 – 1:45 p.m.	Options for Exterior Trim
2:45 – 3:15 p.m.	Deck Framing Blunders

## What You'll Learn

### Avoiding Water Leaks:

**Otherwise known as the #1 Reason for Construction Litigation.** *Modern products, such as flashing tapes, make it easier than ever to stop water intrusion, but they must be installed correctly. You can help your customers avoid lawsuits and lost profits by selling them the right product for the application and making sure they have the information to install it right.*

### Water Barriers, Air Barriers, and Vapor Barriers:

**To prevent mold and rot, builders must understand what each of these barriers does; you can help.**

*Roofing underlayments, housewraps, smart vapor retarders, plywood, drywall and even paint can all help keep a house dry and therefore prevent mold and rot. But in order to work properly, these layers must be well understood and carefully detailed. You can help by selling customers the right product for the job.*

### Why Air Sealing Matters So Much:

How to respond when you hear a builder say that “houses need to breath” and “we’re building them too tight.” If a tight house is less forgiving of air and water leaks, why not just build a leaky house like we’ve been doing for years? The answer is that for maximum comfort and minimum utility bills, tight is the way to go. But in order to stop air leaks, builders have to understand where they happen, and you have to help builders choose the right materials and products to stop those leaks.

### Drywall Pops, Cracks & Callbacks:

The problems can be avoided, but the solution might be in the framing. What can you do at the lumberyard to help your customers avoid drywall problems? Well, for one thing, you can sell your customers on the benefits of engineered studs. They may not be more expensive, once you factor in the callbacks.

### Common Framing Mistakes:

The majority of callbacks can be traced to framing issues. Many framers are specialists who don’t see the big picture. You can win their loyalty (and their business) by helping them understand how the right product choices and the right installation will minimize drywall problems and ease cabinet and trim installation.

### Choosing and Using Insulation Correctly:

Super insulation, double-stud walls, rigid insulation over the wall sheathing; we’ll explain what goes where, why and how much to use. A high-performance house is like a Yeti cooler—a super-insulated box that doesn’t care whether it’s keeping things hot or cold. Choosing the right type of insulation, the correct amount of insulation, and the best location is pretty tricky. We’ll help you guide your customers through the morass.

### Options for Exterior Trim:

Maintenance, durability and health (of the installers) are all factors to consider. Real wood, engineered wood, PVC, fiber cement or something else? It’s all about costs: The cost to purchase, the cost to install, the cost to maintain, the cost to the installer’s health and the cost to the environment. We’ll help you understand the pros and cons of various choices so you can steer your customers to the right product.

### Deck Building Blunders:

How not to have the deck you sold end up on the 6:00 news. Despite advanced building codes, faulty ledger flashing, poor connections to the house, and wobbly newel posts are more common than you think. But specialty hardware, fasteners and flashings are all on your shelves right now to make the job easier and to avoid that dreaded phone call.

## STAGE 3: THE FUTURISTIC ZONE

WEDNESDAY, FEB. 6

THURSDAY, FEB. 7

10 a.m. - 5 p.m.

9 a.m. - 5 p.m.

### What You’ll Learn

#### AMAZON or David and Goliath. How to win:

The word Amazon can strike fear into retailers across the country. However, many times Amazon is not the low-price leader. Having it on the shelf TODAY and for a competitive price can get you the sale today and provide knowledge about the products that Amazon relies on the consumer to research. We will also talk about where I think Amazon will do business and what industries they won’t touch. Will Amazon head into the Lumber business? We will talk about what the future holds.

#### Be the Expert:

Using Home Technology to market your business to builders and remodelers.

Home Centers and online retailers lack one common feature ... They don’t understand the value of product knowledge. Retailers can have a lot to gain by better positioning themselves to upsell. Being the expert is just as important as marketing that you are the expert. Helping your builder consumers navigate connected home technology and using those products to make their homes

stand apart from others, can develop a loyal builder that can’t afford to leave your business for a competitor.

#### 2020 Kitchen and Bath Sales:

Using technology and design trends to Increase your Kitchen and Bath Sales

With new products and new technology, you have an ever-changing retail atmosphere. Kitchen Design has changed in the last 10 years with everything from the Connected Kitchen to where you store or charge mobile devices and your virtual assistant. Where is this going in the next 10 years? You will want to find out.

#### The Virtual Kitchen:

How to set your Design Business up for success and increased margins

The Virtual showroom is about using all the available technology to save money, increase margins, and deliver more accurate kitchen and bath projects. Invest in technology and remove those outdated displays and start bringing profitability back to your business and happy consumers.

#### Showroom Management:

How to partner with the right companies that will keep you on the leading edge

Part of being competitive in the Kitchen and Bath industry is partnering with the right vendors to supply you and your customers. Let’s talk about how to blow your consumers mind with your showroom while keeping it profitable and cutting edge.

# LBM EXPO SPONSORS

As of 10/22/19



**Acadia Insurance / Eastern Insurance Group**  
Booth 611 / Booth 613  
acadiainsurance.com  
easterninsurance.com

Thursday Night Cocktail Reception



**BWI-Masonite**  
Booth 1522  
bwimillwork.com  
2 Entrance Units



**BROSCO**  
Booth 407  
broSCO.com  
Aisle Signs



**Cleary Millwork/ Wholesale Doors**  
Booth 1009  
clearymillwork.com  
Pre-Show Email Blast  
1 Entrance Unit



**DMSI Software**  
Booth 714  
dmsi.com  
Water Stations



**Dupont**  
Booth 1130  
dupont.com  
Demo Zone



**ECI Software Solutions, Inc.**  
Booth 915  
ecisolutions.com  
Badge Lanyards



**Feeney**  
Booth 1726  
epicor.com  
Pre-Show Email Blast



**GAF**  
Booth 1027  
gaf.com  
Demo Zone



**LMC**  
lmc.net  
Thursday Night  
Dessert & Cordials



**Madison Wood Preservers**  
Booth 329  
madwood.com  
Expo Bags



**Mid-State Lumber Corp.**  
Booth 1014  
midstatelumber.com  
Registration Email Confirmation



**NYLE**  
Booth 1721  
nyle.org



**Holbrook**  
Booth 721  
holbrooklumber.com  
Pre and Post Show Email Blast

## SEE OZ PEARLMAN LIVE!



### TICKET PRICE INCLUDES:

- 1 hr. Cocktail Reception with Open Bar
- Pre-Show Mind Reading with Oz Pearlman
- Gourmet Dinner Stations
- Dessert & Cordials

**WARNING:**  
**PREPARE TO BE AMAZED**  
by award-winning  
mentalist, Oz Pearlman.

The Mentalist is best known for being a finalist in *Americas Got Talent*. Oz had over 20 national TV appearances in the last year, along with his own network television special on NBC called *Oz Knows*, which just won an Emmy. Most excitingly, Oz gives more than just a magic show—he makes sure his performance is interactive.

**YOU DON'T WANT TO MISS THIS MIND-BLOWING EVENT!**

**THURS., FEB. 6 • 5:30 P.M.**

**PURCHASE TICKETS: LBMEXPO.COM**

# LBM EXPO EXHIBITORS

*As of 10/9/19*

Acadia Insurance	GRK Fasteners/ITW Brands	Northeastern Lumber Manufacturers Association (NELMA)
Andersen Windows & Doors	Hiab USA, Inc.	Northeast Treaters, Inc.
ARAUCO	Holbrook Lumber Company	Northeastern Retail Lumber Assn.
Atlantic Forest Products	Holden Humphrey Co.	Northeastern Young Lumber Execs (NYLE)
AZEK Building Products	Holt and Bugbee Co.	Nutmeg Forest Products, Inc.
BAM Wood	HOOD Distribution	Orgill, Inc.
BB&S Treated Lumber	Huber Engineered Woods	PSS - Paint Sundries Solutions
Big Apple Crane Certifiers	Huttig Building Products	Parksite, Inc.
BIK Boom Trucks	Hyundai Material Handling	Patwin Plastics
The BILCO Company	IKO Industries, Inc.	Pennsylvania Lumbermens Mutual Insurance Company
BlueLinx Corporation	Interfor	Petrocelli Marketing Group
BlueTarp Financial	Johnson Pine	Portland Stone Ware
Boise Cascade	Kasson & Keller, Inc.	Prime Source Building Products
Britton Lumber Company	Keiver-Willard Lumber Corporation	Quebec Wood Export Bureau
BROSCO	Krauter Auto-Stak	The Quikrete Companies
BWI - Masonite	L.J. Smith, Inc.	Reeb Millwork
Cameron Ashley Building Products	Lamb & Ritchie Co.	Rex Lumber Company
Capital Forest Products	LBM Advantage	Rogue Valley Door
CertainTeed Corporation Exterior Products	Liberty Building Products	Russin Lumber Corp.
Clearly Millwork/Wholesale Doors	Lincoln Windows & Patio Doors	San Group
Coastal Forest Products	L.J. Smith Stair Systems	SBC Cedar
Combilift	Lonza Wood Protection	Seven D Wholesale
CraneWorks, Inc.	LP Building Solutions	Simpson Strong-Tie
CT Darnell Construction/Sunbelt Rack	Luxwood Software Tools	Therma-Tru Doors
Culpeper Wood Preservers	Madison Wood Preserving	True Value Company
DMSi Software	Mariotti Building Products	Trus Joist Weyerhaeuser
Dupont	Marketing & Sales Associates	Top Notch Distributors, Inc.
Eastern Insurance Group LLC	Marvin	Upstate Door, Inc.
ECl Spruce	Masonite	U.S. Lumber
EcoShel, Inc.	Metrie	Warren Trask Company
Emery Jensen Distribution	Mid-State Lumber Corp.	Waska Cedar Shingles
Epicor Software	The Millennium Collection (American Building Supply)	Westwood Lumber Sales
EVERMARK	MiTek USA, Inc.	Willard Financial Group
FastenMaster	National Nail Corp.	WindsorONE
Feeney, Inc.	National Vinyl LLC	Wolf Home Products
GAF	Neuma Doors	Woodgrain Doors
Garden State Lumber Products	NITCO	Yesware Solutions, Inc. (LBM Lift Off)
Georgia-Pacific Wood Products	Norbord	
GPI Group		



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**YOUR ROOM  
IS WAITING**



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