

**9 to 5**  
**WEDNESDAY, MARCH 1, 2017**

# 2017 LBM IDEAS SHOW

At the  
**VALLEY FORGE CASINO RESORT**  
1160 1st AVENUE  
KING OF PRUSSIA, PA

**BE THERE!**

It's the only true LBM Trade Show  
in the Mid-Atlantic Region

# DEALER GUIDE

**MORE THAN 170 EXHIBITS**

**NEW PRODUCT DEMOS**

**FREE FOOD & BEVERAGES**

**FREE CONTINUING ED FOR ARCHITECTS**

**FREE EDUCATION FOR DEALERS**

**FREE HOW-TO CLINICS FOR CONTRACTORS**



**IDEAS**

INDEPENDENT DEALERS EDUCATION  
ASSOCIATION SERVICES

**INVITE YOUR ASSOCIATES,  
BUILDERS, CONTRACTORS  
AND CODE OFFICIALS**

Admission is **FREE** when  
you preregister online at  
[www.IDEASshow.org](http://www.IDEASshow.org)  
(\$10 at the door)

## Maybe a stack of Benjamins will get your attention...



### A DEAL FOR ALL Dealers

If you have 25 or more people associated with your dealership attend the 2017 IDEAS show, you will receive \$1,000 from IDEAS to use for any type of client and/or associate educational purpose.

IDEAS is about education... and we want to make it easy for you to obtain funding for education. So, encourage any combination of architects, builders, remodelers, and your own associates, to attend the show and you will earn an easy grand. No gimmicks — you don't even need to sign up for the program — we'll let you know if you achieve the goal. Does 25 attendees seem a little too steep an objective for you? If you have 15 to 24 attend, we'll give you \$400 toward education. You can't beat this deal with a stick!

**SEE YOU AT THE SHOW!**

**MORE INFORMATION INSIDE** →

# RSVP

HELP STRENGTHEN THE FUTURE OF INDEPENDENT LBM DEALERS AT THE 2017 LBM IDEAS SHOW!

## Join Us the Night Before the Show for Two Industry Powerhouse Speakers! PRE-SHOW DEALER/AMBASSADOR EVENT

Designed strictly for LBM Dealers! Tuesday, February 28, 2017  
In the Parkview Room at the Valley Forge Casino Resort



**ALL FREE— but you must reserve your seats.  
Owners and employees are welcome to attend.**

Please call Lynda at 215-785-3141 to RSVP.

### Cocktails 3:30 - 4:00 p.m.



#### **Bradley Hartmann - 4:00 p.m.**

**Mr. Hartmann will be referencing his book and address what salespeople need to know about the way purchasing agents think and how they perceive you as a salesperson.**

Mr. Bradley Hartmann is the author of **Behind Your Back, What Purchasing Managers Say Once You Leave the Room and How to Get Them to Say Yes**, and the founding President of Red Angle, Inc., a Spanish language training company helping bridge the language gap between English-speaking managers and their Spanish-speaking workers and customers.

While obtaining a Spanish degree from the University of Illinois, Mr. Hartmann spent his summers working in lumberyards and on numerous construction sites. Upon graduation, he joined Pulte Homes in Chicago. Over the next 11 years, Mr. Hartmann continuously advanced within the Pulte organization, and earned his MBA along the way.

In 2011, he launched his own company, Red Angle, Inc., working with clients to improve productivity, safety, and retention through better communication and cultural awareness. In addition, Mr. Hartmann currently serves as a guest lecturer at Purdue University, and he is a monthly columnist at LBM Journal.



#### **Jeffrey Otteau - 5:30 p.m.**

**Mr. Otteau will address The future of residential (including multi-family) real estate trends in New Jersey and the impact of migration to Pennsylvania**

Mr. Jeffrey Otteau has been actively engaged in real estate consultation and valuation since 1974, and manages all facets of his real estate consulting firm, Otteau Valuation Group, Inc. He holds the State Certified General Real Estate Appraiser certification which is the highest level offered.

Frequently quoted in the New York Times and Wall Street Journal, and having made television appearances on CNBC, Bloomberg and NBC News, Mr. Otteau is widely respected for his knowledge and insight into real estate trends. His attention to detail and comprehensive fact finding has made him the go-to person for industry professionals seeking to enhance their competitive position in the marketplace.

Mr. Otteau has provided testimony as an expert witness, authored several texts on property valuation techniques, and lectures throughout the United States and in Canada. Recognized as the foremost authority on residential and commercial real estate in New Jersey and surrounding states, Mr. Otteau's ability to analyze trends and predict the future with accuracy is tremendously beneficial to business owners and sales managers who operate in or sell material into the Garden State.

### Ambassador Companies

Andersen Windows

Boise Cascade

Bridgewater Wholesalers

Eastern Engineered Wood Products

Garden State Lumber

Huber Engineered Woods

Kingspan Insulation

Madison Wood Preservers

Mid-State Lumber

MiTek Builder Products

PLM/ILM

Quikrete

WindsorOne

Wolf Company

# WELCOME TO THE 2017 LBM IDEAS SHOW!

## EDUCATION SCHEDULES

### Breakout Sessions

**9:00 a.m. Behind Your Back** with Bradley Hartmann, author of *Behind Your Back* and owner of Red Angle, Inc. [www.behindyourbackthebook.com](http://www.behindyourbackthebook.com) *Dealer Focus*

**10:00 a.m. Racking Systems** with Clint Darnell, owner of CT Darnell Construction & Sunbelt Rack. [www.sunbelt-rack.com/home](http://www.sunbelt-rack.com/home) *Dealer Focus*

**11:00 a.m. Lean Into Safety** with Jeff Tweten, Managing Member of *WorkSafeWorkSmart.com*, LLC and co-founder of Lumber Buddy, Inc. *Dealer & Contractor Focus*

**1:00 p.m. Construction Calculator** with John Rick, Installation Specialist and Continuing Education Coordinator at Hamilton Building Supply. *Contractor Focus*

**2:00 p.m. Legislation for Contractors** with Jason Harris, owner of Harris Woodworking & founder of Contractors Alliance of New Jersey. [www.canj.org](http://www.canj.org) *Contractor Focus*

### KATZ Roadshow

**9:30 a.m. Waterproof Windows**

WRB technology, adhesive flashings, and window performance

**10:30 a.m. Problem-Free Pre-fit Doors**

The first five fasteners guarantee success

**11:30 a.m. Architectural Exterior Trim**

Craftsman-style entry

**1:00 p.m. Interior Trim: Understanding the Entablature**

The foundation for all casework

**2:00 p.m. Interior Trim: Baseboard Basics**

Production techniques that speed productivity and improve quality

**3:00 p.m. Interior Trim: Conquering Crown 1  
Cut Lists, Setup, & Strategy**

**4:00 p.m. Interior Trim: Conquering Crown 2  
Coping, Pre-Assembly, and Installation**

## Architect CE Courses

ALL ATTENDEES ARE WELCOME

**8:00 a.m. Wood Door Manufacturing**

*Signature Door*

**9:30 a.m. The Makings of a Great Subfloor**

*Huber Engineered Woods*

**11:00 a.m. Understanding Poly Ash Siding & More**

*Boral*

**1:00 p.m. Above Grade Continuous Insulation in**

**Type I-IV Wall Construction** *Atlas*

**2:30 p.m. Understanding the UL Fire Resistant**

**Directory 101** *National Gypsum*

**4:00 pm. Intro to Wind Design in Residential Wood**

**Frame Construction** *MITek*

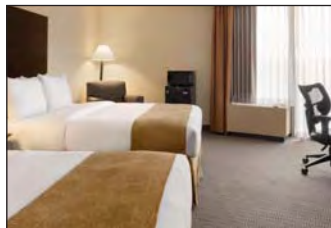
## NEED A PLACE TO STAY?

### Casino Tower

A select number of newly renovated rooms directly above the show space have been reserved for IDEAS. They are available on a first come, first served basis.

### Radisson-Valley Forge

More rooms are available at the adjoining Radisson Hotel.



### Discounted Rates

Tuesday, February 28, and  
Wednesday, March 1, 2017

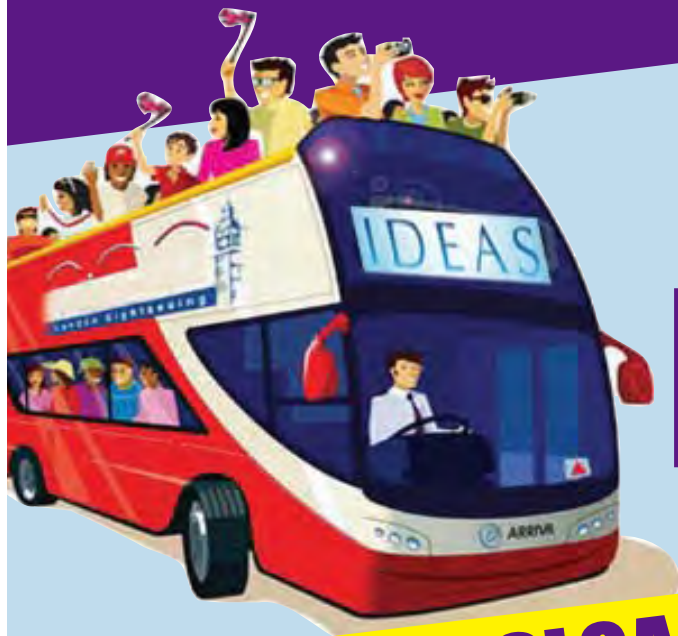
**Rate: \$135/nt + state/local taxes**

Reserve by 5:00 p.m. February 7

**610-354-8118.**

### VFC Hotel Highlights

- Free parking
- On-site restaurants and lounges
- 24-hour business center
- Free in-room high-speed wireless Internet access
- Health spa and fitness center
- On-site casino



# ALL DEALERS!

**BRING A BUSLOAD TO THE IDEAS SHOW**

**IDEAS WILL SPLIT THE BILL!**



**IDEAS**

INDEPENDENT DEALERS EDUCATION  
ASSOCIATION SERVICES

## HERE ARE THE RULES:

1. CONTRACT A BUS TO BRING A LOT OF PEOPLE TO THE SHOW, AND TELL US YOU DID.
2. PRIOR TO THE SHOW, SEND US THE NAMES OF YOUR RIDERS
3. AFTER THE SHOW, SUBMIT A COPY OF YOUR PAID INVOICE TO IDEAS.
4. IDEAS WILL SEND YOU A CHECK FOR HALF THE COST OF THE BUS!

## IT'S SHOWTIME AT THE VFC!

### Time • Date • Place

9:00 a.m. to 5:00 p.m. Wednesday, March 1, 2017

Valley Forge Casino Resort, 1160 1st Avenue, King of Prussia, PA 19406

### Morning Coffee and Pastries Sponsored by Simpson Strong-Tie

9:00 a.m. to 10:00 a.m.

### Catch a Pretzel Break Sponsored by Sika

11:00 a.m.

### Lunch is Served Sponsored by Sika & Sierra Pacific Windows

Noon to 2:00 p.m.