

All presentations are EST

**MONDAY, OCTOBER 5, 2020**

10:10 AM	<b>WELCOME MESSAGE</b> Tim Hicks, WMA Chairman
10:15 – 10:30 AM	<b>THE FUTURE OF MOULDING SUPPLY</b> Presented and Sponsored by Arauco
10:30 – 11:30 AM	<b>NAVIGATING THROUGH THE PANDEMIC: WHAT DOES THE NEW NORM REALLY MEAN?</b> Michael Marks, Indian River Consulting Group
11:30 – 11:45 AM	<b>RON TAYLOR AWARD PRESENTATION</b> Presented by Tim Hicks, WMA Chairman
11:45 AM – 12:45 PM	<b>PRACTICAL STEPS FOR TAKING YOUR ‘OLD SCHOOL’ BUSINESS DIGITAL</b> Amy Post, ODL, Inc.
12:45 – 1:30 PM	<b>BREAK</b>
1:30 – 1:45 PM	<b>FIRST LOOK AT NEW DOOR PRODUCT AND TECHNOLOGY</b> Presented and Sponsored by Masonite
1:45 – 3:15 PM	<b>LOOKING PAST THE FEAR AND THE NOISE: 2020-2022</b> Alex Chausovsky, ITR Economics

**TUESDAY, OCTOBER 6, 2020**

10:00 – 11:00 AM	<b>RECESSION – PROOF SELLING SKILLS: UNLEASHING THE TWO DRIVERS OF SALES PREDICTABILITY DURING UNCERTAIN TIMES</b> Bradley Hartmann, Behind Your Back Sales, and WMA Member Guests: Tim Lyons, Brockway-Smith Co., Mac Mayberry, ECMD, Inc., and John Sewall, The Detering Co.
11:00 – 11:15 AM	<b>NEW ORGANIC DOORGLASS DESIGNS HELP HOMEOWNERS BRING THE CALMING BEAUTY OF THE OUTDOORS INTO THEIR HOMES</b> Presented and Sponsored by ODL, Inc.
11:15 AM – 12:15 PM	<b>COVID-19: WHAT WE’VE LEARNED FROM THE PANDEMIC</b> Carl McKenzie, U.S. Lumber, - Moderator and Panel Guests: Russ Jordan, Arauco; Mark Savage, ProBuild and Jeff Watchko, Home Depot.

12:15 – 1:00 PM	<b>BREAK</b>
1:00 – 1:15 PM	<b>CYBER SECURITY 2020 STYLE</b> Presented and Sponsored by Pennsylvania Lumbermens Mutual Insurance Company
1:15 – 1:45 PM	<b>INVESTMENT STRATEGY BRIEF: AN ECONOMIC AND MARKET UPDATE IN THE TIME OF COVID-19</b> Mike O’Keeffe, Stifel Investment Services
1:45 – 2:15 PM	<b>CAPITAL MARKET UPDATE: OUTLOOK FOR M&amp;A AND FINANCING ALTERNATIVES FOR BUILDING PRODUCTS COMPANIES</b> John McNamara, Stifel Investment Services
2:15 - 2:30 PM	<b>ESSENTIAL TOOLS FOR IMPLEMENTING A DIGITAL STRATEGY</b> Presented and Sponsored by ManoByte
2:30 - 3:30 PM	<b>THE FUTURE OF WORK IN DISTRIBUTION CHANNELS</b> Tom Gale, Modern Distribution Management and Panel Guests
3:30 – 3:35 PM	<b>WMA EVENTS</b> Carl McKenzie, Event Program Committee Chairman

**WEDNESDAY, OCTOBER 7, 2020**

10:00 – 11:00 AM	<b>BUSINESS ROUNDTABLE</b>
11:15 AM – 12:15 PM	<b>ROUNDTABLE MODERATORS</b>
1:30 – 2:30 PM	<b>WOMEN IN MILLWORK ROUNDTABLE</b>

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