



WORLD MILLWORK ALLIANCE®

# 2020 VIRTUAL CONFERENCE PROGRAM

**RESILIENCE • EMPOWERMENT • EFFECTIVE MANAGEMENT**

**OCTOBER 5-7, 2020**

# PRESIDENT'S LETTER



## WELCOME WMA MEMBERS

Dear WMA Members,

Thank you for registering for the 2020 WMA Virtual Conference. It has been a year of considerable change, and while we miss seeing you, we look forward to spending some time with you via this new event platform.

WMA events are the one place where everyone in millwork comes together to connect with other millwork minds to get answers and find solutions to industry and business challenges. So, we have loaded our first virtual conference with highly regarded, thought-provoking speakers, and member panelists who will share their knowledge and valuable insights.

Over the next three days, we encourage you to take advantage of this opportunity to get answers to your questions. We hope the conference helps you discover the strategies to boost performance and sustain your millwork business through these challenging times.

Best regards,

*Rosalie Leone*

President and CEO  
World Millwork Alliance



**arauco**  
MOULDING

## The Right Choice in MOULDING



With more than 20 years of experience in millwork production, ARAUCO offers designers and contractors thousands of precision-milled patterns and profiles, predictable performance and better installation outcomes.

Now joined by Prime-Line, Inc., ARAUCO's presence in the North American moulding industry is stronger than ever! With operations, raw materials and logistics support spanning two continents, ARAUCO offers an integrated solution and enhanced ability to provide customers with value-added products.



renewables for a better life

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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

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 – 3:00 PM	<b>WOMEN IN MILLWORK ROUNDTABLE</b>

### SPECIAL THANKS TO OUR SPONSORS



2020 VIRTUAL CONFERENCE SPEAKER LINEUP

MONDAY, OCTOBER 5, 2020

**arauco**

THE FUTURE OF MOULDING SUPPLY

October 5, 2020  
 10:15 – 10:30

The value attributes of supply; navigating the effects of capacity, quality, import and domestic products, innovation, sustainability, along with service and technology are the topics in this relevant industry discussion with Russell Jordan, Brian Feeney, and Andres Alarcon.

Presented and Sponsored by Arauco



October 5, 2020  
 10:30 – 11:30

**Michael Marks** Partner | Indian River Consulting Group

NAVIGATING THROUGH THE PANDEMIC:  
 WHAT DOES THE NEW NORM REALLY MEAN?

In this unprecedented pandemic, there is great uncertainty for distributors as to what the new normal means. It is beginning to appear that some distributors are doing much better than others. The difference appears to be those that can transition from reacting to initiating will do much better than those waiting for things to go back to January 2020. In the pandemic, how do domestic distributors stack up to Asia, China, and Korea distributors; are there lessons and mistakes to be learned? To achieve success in the new norm, early winners will need to have an effective post-COVID plan for the balance of 2020 and 2021.

This session provides attendees with four key takeaways:

- Understanding the emerging trends
- Key elements to new approaches to succeed in the new norm
- Guidelines to implement in a post-COVID strategy
- Links to additional research information navigating through the pandemic

Mike and his firm, Indian River Consulting Group have been extensively involved with distributor clients around the world. Mike will draw extensively on this experience in his presentation. Attendees will receive copies of presentation materials with many links for additional research.

2020 VIRTUAL CONFERENCE SPEAKER LINEUP



October 5, 2020  
 11:45 – 12:45

**Amy Post** National Marketing Manager | ODL, Inc.

PRACTICAL STEPS FOR TAKING YOUR ‘OLD SCHOOL’  
 BUSINESS DIGITAL

Join Amy Post as she provides practical tips and strategies of how to transform a business with very little or no digital presence into a modern and targeted online sales machine. With the impact of COVID-19 shifting millions of people to their homes, the traditional in-person sales model is also shifting. Businesses who can successfully navigate this pivot will soon become the leaders in supporting their customers through the availability of digital content and resources.

- Find out what your business needs to know to succeed digitally:
- The advantages of a digital, customer-centric approach over the ‘Old School’ traditional sales model
  - Why having a website just doesn’t cut it anymore
  - Practical steps to get started, keep going – and why the finish line doesn’t really exist
  - What data and resources you need to track your success

Amy Post is a former news reporter who turned her passion for writing great content for television into crafting digital content strategies that are laser-focused on business growth. Her experience stretches from several ends of the business world, serving in marketing roles in technology, manufacturing, and higher education. Since joining ODL in early 2019, Amy has been working to revolutionize the company's digital strategy. Amy lives in West Michigan with her husband, Mark, and her two children, Eli and Zoe.



October 5, 2020  
 1:30 – 1:45

FIRST LOOK AT NEW DOOR PRODUCT AND TECHNOLOGY

Get a first look at Masonite’s new Heritage Flush Glaze Craftsman door and new factory-applied AquaSeal TM Technology that will enable wood exterior doors to resist water better than anything on the market, preventing warping, cracking, and shrinking.

Presented and Sponsored by Masonite



# 2020 VIRTUAL CONFERENCE SPEAKER LINEUP



October 5, 2020  
1:45 – 3:15

**Alex Chausovsky** *Senior Business Advisor | ITR Economics*

## LOOKING PAST THE FEAR AND THE NOISE: 2020-2022

Never has it been more critical for company leaders and key decision makers to have a clear, impartial, and data-driven perspective of how factors, such as COVID-19 and oil price volatility, will impact our economic future, and what they should be thinking about in preparation for that future. ITR Economics will help you see what the future holds as you move through the depths of this black swan period and seek the resumption of something approaching normal.

We will:

- Examine the probable timeline for when the economy can move past the COVID-19 and the oil price black swan events
- Present the outlook for the market segments most important to your industry

Alex is an accomplished Speaker and Consultant at ITR Economics who is a highly experienced market researcher and analyst. Alex has more than a decade of expertise in subjects that include macroeconomics, industrial manufacturing, automation, and advanced technology trends.

# We do.

Call it unconditional, all-encompassing, you name it. As a software developer committed solely to the lumber and building materials industry, DMSi has every corner of your operation covered. From inventory and sales to production and procurement, we make sure no corners are cut and no detail is left out. And that's a promise we'll hold true.



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Visit [DMSi.com](https://DMSi.com)



# Michael Marks

Partner  
Indian River  
Consulting  
Group

## NAVIGATING THROUGH THE PANDEMIC: WHAT DOES THE NEW NORM REALLY MEAN?

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## KEY TAKEAWAYS



## Amy Post

National  
Marketing  
Manager  
ODL, Inc.

## PRACTICAL STEPS FOR TAKING YOUR 'OLD SCHOOL' BUSINESS DIGITAL

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## KEY TAKEAWAYS





# 2020 VIRTUAL CONFERENCE SPEAKER LINEUP

# 2020 VIRTUAL CONFERENCE SPEAKER LINEUP

## TUESDAY, OCTOBER 6, 2020



October 6, 2020  
10:00 – 11:00

**Bradley Hartmann** *President | Behind Your Back Sales Co.*  
*WMA Member Panelists: Tim Lyons, Brockway-Smith Co., Mac Mayberry, ECMD, Inc., and John Sewall, The Detering Co.*

### RECESSION – PROOF SELLING SKILLS: UNLEASHING THE TWO DRIVERS OF SALES PREDICTABILITY DURING UNCERTAIN TIMES

Every recession features individuals and companies that grow their business throughout the downturn—they take market share. How? It's not luck and it's not magic. It's a disciplined approach to prospecting and negotiation.

Yet too few sales professionals have tools, processes, and mental models when it comes to prospecting and negotiation. In this session, Bradley will provide the specific methodologies used by top-performing sales professionals to grow their sales predictably, regardless of market conditions.

Entertaining, engaging, and actionable, Bradley Hartmann, (founder of the Behind Your Back Sales Co. and host of the weekly sales leadership podcast, The Behind Your Back Podcast) will help any sales professional think and act differently to make the most out of every selling cycle.

Attendees to this sales training session will learn:

- How to predict your sales future with a simple prospecting framework
- How to create immediate interest when prospecting with the phone
- How to deploy specific questions to determine which prospects are worth your time
- How to customize your sales story up front to minimize the price objection
- How to anticipate the top 5 negotiation tactics professional buyers use against you

### NEW ORGANIC DOORGLASS DESIGNS HELP HOMEOWNERS BRING THE CALMING BEAUTY OF THE OUTDOORS INTO THEIR HOMES

As simple, modern lines influence architecture, find out how and what inspired ODL, Inc. to expand their modern and contemporary doorglass collection.

*Presented and Sponsored by ODL*



October 6, 2020  
11:00 – 11:15



October 6, 2020  
11:15 – 12:15

**Carl McKenzie** *Chief Commercial Officer | U.S. Lumber Moderator and Panel Guests*

### COVID-19: WHAT WE'VE LEARNED FROM THE PANDEMIC

Panel guests will discuss their experience and knowledge of how they adapted business operation through COVID, and share the lessons learned. This interactive discussion will provide insight into their office and DC operations, customer interaction, and company processes for testing employees, customers, and visitors. Find out what strategies WMA members will implement for the remainder of 2020 and 2021 to remain productive through the pandemic and beyond.

### CYBER SECURITY 2020 STYLE

Do you know the top 3 safeguards you and your employees can do to reduce becoming victim to cyber-crime while working remotely? If you have a cyber problem, do you know if your insurance coverage will help? Join Erin L. Selfe, VP of Information Technology, and learn a few valuable tips that you can share with your employees to help them and your company reduce the chances of being victimized. Learn the basics of what cyber insurance really covers.

*Presented and Sponsored by Pennsylvania Lumbermens Mutual Insurance Company*



PLM  
CELEBRATING  
125 YEARS  
\*\*\*

October 6, 2020  
1:00 – 1:15



October 6, 2020  
1:15 – 1:45

**Mike O'Keeffe** *Chief Investment Officer | Stifel Investment Services*

### INVESTMENT STRATEGY BRIEF: AN ECONOMIC AND MARKET UPDATE IN THE TIME OF COVID-19

This session will provide attendees an update on the economy and markets, all in consideration of the COVID-19 crisis we are facing. Mike will also provide an update on various geopolitical topics, including the 2020 election.

This session will allow participants to:

- Gain an understanding of how market participants are monitoring coronavirus and the impact of the pandemic on the economy and markets
- Review multiple scenarios looking forward (base case, bull case, bear case) and the potential drivers of each

Michael O'Keeffe is Chief Investment Officer and Global Head of Investment Strategy for Stifel. He leads the creation of investment insights on markets, strategic and tactical asset allocations, and opportunistic/thematic investment ideas and manages a team comprised of market strategists, portfolio construction consultants, and behavioral and quantitative finance specialists.



2020 VIRTUAL CONFERENCE SPEAKER LINEUP



October 6, 2020  
1:45 – 2:15

**John McNamara** *Managing Director | Stifel Investment Services*  
**CAPITAL MARKET UPDATE: OUTLOOK FOR M&A AND FINANCING ALTERNATIVES FOR BUILDING PRODUCTS COMPANIES**

This session will drill down specifically to the building supply industry and discuss how COVID-19 has impacted mergers and acquisition in the industry, and the impacts on raising capital and financing within the industry. If you are evaluating how to expand your business, buy out a competitor, or looking at how these trends may impact the valuation of your business, then you will want to sit in on this presentation!

- This session will allow participants to:
- Hear how the capital markets and industry M&A activity have been impacted by COVID-19
  - Understand financing alternatives and how to access the capital markets successfully

John McNamara is a Managing Director in Stifel’s diversified industrials investment banking group. Mr. McNamara is responsible for originating and executing transactions in the building products and durable goods industries. He has completed more than 60 M&A, public offering, and private placement transactions generating more than \$10 billion in consideration. He has considerable experience advising light building product manufacturers and distributors.



October 6, 2020  
2:15 – 2:30

**ESSENTIAL TOOLS FOR IMPLEMENTING A DIGITAL STRATEGY**

COVID-19 has amplified the need for businesses to implement a strong digital strategy to successfully survive and thrive during times of change. Kevin Dean, the CEO of ManoByte, a leading digital transformation agency, will outline the essential elements of a comprehensive digital strategy and will discuss the technology and processes that are needed to create sustainable business growth. The digital sales and marketing maturity model will be introduced to help you assess where your business is currently, and what steps you should take next.

*Presented and Sponsored by ManoByte*



October 6, 2020  
2:30 – 3:30

**Tom Gale** *CEO | Modern Distribution Management and Panel Guests*

**THE FUTURE OF WORK IN DISTRIBUTION CHANNELS**

The events of 2020 have challenged the effectiveness of traditional organizational structures. The future will feature a more networked, transparent, and collaborative environment. How do you build a more flexible and adaptive organization to manage disruption as the new normal? In this panel discussion, we’ll explore ways leading distributors and their supplier partners are transforming their teams across the critical levers of talent, technology, analytics, and new sales models.

- Key takeaways for this session:
- How to acquire, train and retain talent in the new “hybrid” workplace
  - Ways to work remotely more effectively and still maintain a culture of accountability
  - Opportunities to shift traditional outside/inside sales roles to sell more effectively
  - Why it’s critical to elevate the role of digital now in your customer relationships

Thomas P. Gale is the CEO of Modern Distribution Management, a market research and media firm that provides market intelligence guidance and services to wholesale distribution executives through its two brands - Modern Distribution Management and MDM Analytics ([www.mdm.com](http://www.mdm.com)). Since 1967, MDM has been the definitive resource for distribution management best practices and market trend analysis through its publications, webcasts, conferences, and market analytics services.

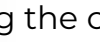
# RON TAYLOR AWARD *of* INTEGRITY & COMMITMENT



**NICK CARTER**

## 2020 RON TAYLOR AWARD RECIPIENT—NICK CARTER

World Millwork Alliance (WMA), is proud to honor Nick Carter as the 2020 recipient to receive the Ron Taylor Award of Integrity and Commitment.



**CARTER**

Nick is the President of WoodWare Systems located in Cordova, Tennessee. Since 1990, Nick's leadership, management skills, and hard work have grown the company into a leading millwork software business. In 2017, WoodWare Systems was a finalist for the Small Business of the Year Award for The Memphis Business Journal. Marking the company's 30th year of providing superior service to its customers, Woodware Systems is highly regarded and recognized throughout the millwork industry.

Nick generously volunteers to numerous groups and organizations and is committed to giving back to his local community. Nick has been actively involved in fundraisers for the St. Louis School and Church, as well as other area public schools in Memphis. He gives his time to mentoring students at JA BizTown, a program by Junior Achievement which combines in-class learning with a daylong visit to a simulated town. Nick enjoyed volunteering for the annual FedEx St. Jude Invitational for many years, and regularly contributes to charity organizations, including the Special Olympics and the Memphis Union Mission. Nick's connection with others earned him the "Most Influential People in the Industry" award in 2007 by Shelter Magazine/DWM. Nick continues to be highly involved with a Memphis Vistage group, a private advisory board working with company CEOs, executives, and business owners.

A longtime supporter and member of World Millwork Alliance, Nick has been committed to supporting the progress and prosperity of the Association. Nick served as the 2009-2011 WMA Associate Vice Chairman, board of director, has chaired and served on numerous committees, is a long-time WMA exhibitor, a WMA Ambassador, and remains an active member in the organization.

Nick has been married to his wife, Shelly, for 41 years and have raised two sons and a daughter together.

All presentations are EST

## RECESSION – PROOF SELLING SKILLS: UNLEASHING THE TWO DRIVERS OF SALES PREDICTABILITY DURING UNCERTAIN TIMES

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## KEY TAKEAWAYS



**Bradley  
Hartmann**

President

Behind Your  
Back Sales Co.





**Carl McKenzie**  
*Chief  
Commercial  
Officer*  
U.S. Lumber

COVID-19: WHAT WE'VE LEARNED FROM THE PANDEMIC

KEY TAKEAWAYS

1

2

3



**Mike O'Keeffe**  
*Chief Investment  
Officer*  
Stifel Investment  
Services

INVESTMENT STRATEGY BRIEF: AN ECONOMIC AND MARKET UPDATE IN THE TIME OF COVID-19

KEY TAKEAWAYS

1

2

3



**John McNamara**  
*Managing Director*  
Stifel Investment Services

CAPITAL MARKET UPDATE: OUTLOOK FOR M&A AND FINANCING ALTERNATIVES FOR BUILDING PRODUCTS COMPANIES

KEY TAKEAWAYS

1

2

3

THE FUTURE OF WORK IN DISTRIBUTION CHANNELS

KEY TAKEAWAYS

1

2

3



## WEDNESDAY, OCTOBER 7, 2020

October 7, 2020  
10:00 – 11:00

Business Roundtable

October 7, 2020  
11:15 – 12:15

Roundtable Moderators

October 7, 2020  
1:30 – 3:00

Women In Millwork Roundtable

# A PERFECT FIT

World Millwork Alliance & You: **Stronger Together**

WMA offers member-only benefits  
that can help your business succeed.

**NETWORK:** 24/7/365 online access to the  
largest network of millwork professionals

**ACCESS:** Codes, standards and safety updates, millwork industry news,  
and product information

**LEARN:** World-class online education, webinars, forum groups  
and professional development

**BENEFIT:** Build industry contacts, targeted marketing opportunities, and  
dedicated millwork advocacy

## BUSINESS ROUNDTABLE

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## KEY TAKEAWAYS

## ROUNDTABLE MODERATORS

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slightly textured appearance and is set against a dark background.

## KEY TAKEAWAYS



This image shows a full page of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## KEY TAKEAWAYS

## ADDITIONAL NOTES

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

## KEY TAKEAWAYS



WORLD MILLWORK ALLIANCE®

# 2020 VIRTUAL CONFERENCE PROGRAM

**RESILIENCE • EMPOWERMENT • EFFECTIVE MANAGEMENT**

THANK YOU FOR ATTENDING!