

Convention Highlights

FBMA Tom Stead Classic “The Tom”

Wednesday, October 4

7:30 a.m. Registration/8:30 a.m. Shotgun Start

FBMA hosts the Tom Stead Classic “The Tom” in memory of dedicated FBMA member, friend and building industry professional, Tom Stead. A passionate golfer who was known for his straw hat, Tom’s memory is kept alive with this special tournament that is enjoyed by all who attend.

This year’s tournament will take place at Orange County National in Orlando, Florida. Guests can enjoy playing on Panther Lake and Crooked Cat golf courses, two of the best courses in Florida. Orange County National offers pure golf, the way it was meant to be played, in peace and tranquility with nothing to distract your game except the rugged natural beauty of your surroundings. **Space is limited. To ensure a spot in the tournament, you should register early as registrations will be on a first come, first serve basis.**



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Kick-off Reception - A Great Networking Opportunity!

Wednesday, October 4

5:00 p.m. to 7:00 p.m.

An FBMA tradition, the Kick-Off Reception is the “after golf and pre-dinner” gathering spot. It’s where the accomplishments on the golf course are recounted; where you look to find customers, suppliers and friends and where people meet and make dinner plans. Have a cold drink, complimentary snacks and enjoy the music of live entertainment!



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Rosen Shingle Creek Resort and Convention Center

When you combine the exquisite peacefulness of a natural Florida setting with the luxury of the finest amenities, you have a hotel that exceeds the appetite of every traveler for business and leisure alike. Nested along historic Shingle Creek, Headwaters of the Florida Everglades, Rosen Shingle Creek’s sheer beauty creates a setting that is so tranquil, it is hard to imagine civilization is nearby. Nature trails, inviting swimming pools, spa, championship golf, tennis, sand volley, fishing and tropical foliage offering a serene environment, perfect for relaxation.

FBMA has negotiated a special rate of \$159 per night, taxes and gratuities not included. To receive your discounted rate, visit www.fbma.org or call 866.996.6338. To assure room availability, reservations must be made by September 12, 2017.

2017 Main Event - FBMA’s Convention and Gulf Atlantic Building Products Expo



Rosen Shingle Creek Resort and Convention Center

Wednesday, October 4 - Friday, October 6

Florida Building Material Association

P.O. Box 65, Mt. Dora, FL 32756

Ph: 352/383-0366; Fax: 352/383-8756; Email: Betty@FBMA.org

Visit www.fbma.org for up-to-date information!

Convention Highlights

Kickoff Breakfast - With Keynote Speaker Brian Billick, FOX NFL Analyst, NFL Network Contributor and Former Super Bowl-Winning Head Coach, Baltimore Ravens (1999-2007) Thursday, October 5 7:30 a.m. to 9:15 a.m.

From 1999-2007, Billick served as the head coach of the Ravens, a new franchise with the youngest players in NFL history. In his first year as head coach, Billick guided the Ravens to their first non-losing season (8-8) in 1999. In 2000, he led the Ravens to a decisive 34-7 Super Bowl XXXV victory over the New York Giants. The Ravens returned to the NFL playoffs in 2001 and 2003. In 2006, the team produce its best regular season in team history, winning the tough AFC North with a 13-3 record.

Billick participated enthusiastically in community work in Baltimore, including working with the United Way of Central Maryland (the Leukemia and Lymphoma Society), hosting golf tournaments for the National Breast Cancer Foundation and serving as the honorary chairman for the American Lung Association's Breath of Life Celebration. He also serves on the board of directors of the Living Classrooms Foundation. The Multiple Sclerosis Society, Maryland Chapter selected Billick as its 2001 "Champion of the Year."

Billick has co-authored three books: *Competitive Leadership: Twelve Principles for Success* (with Dr. James A Peterson), *Finding the Winning Edge* (with NFL Hall of Fame coach Bill Walsh and Dr. Peterson) and his latest book, *More Than a Game: the Glorious Present and Uncertain Future of the NFL* (with Michael MacCambridge). *Finding the Winning Edge* is a blueprint for developing an NFL team, covering everything from practice schedules to front office structure.



Following his coaching career, Billick has been a game day analyst for the NFL on FOX and a contributor to the NFL Network. He also has a major presence on Foxsports.com and NFL.com.

Sponsored By:



Industry Panel Discussion "What Can We expect in the Next 12 Months?" Thursday, October 5 9:30 a.m. to 11:15 a.m.

This yearly event has become equal in popularity to our Kick-Off Breakfast. "Standing Room Only" is the best way to describe the attendance of our "Industry Panel Discussion". Our moderator, Don Magruder, has assembled a star-studded panel of industry leaders and political insiders to interact in a point, counter-point discussion on the challenges and opportunities facing businesses in Florida. Make sure you add this event to your schedule. **I promise you, you don't want to miss it!**

Moderated by Don Magruder, CEO, Ro-Mac Lumber & Supply, Inc. *ProSales Columnist*



Sponsored By:



Hospitality Row - "Red, White and Blue" Thursday, October 5 6:30 p.m. to 9:00 p.m.

Come join us for a night of fun with a great DJ, casino tables, delicious food and host bar. Random drawings for \$100 will be given throughout the night - plus a grand prize drawing of **\$1,000** at 8:55 p.m.

Admission to Hospitality Row is by invitation from one of the sponsors below; however, ALL Retail Dealers are invited.



Sales Expertise Breakfast "STAND OUT! Differentiate or Disappear Why Should I Buy From You?" Friday, October 6 9:00 a.m. to 10:15 a.m.

Whether you're a distributor, a manufacturer or a dealer, you'd better be able to give your prospects a good reason...better yet, three good reasons why buying from you is their best move. In this lively program, we'll take a hard look at each step in the brand building and sales growth process. You'll use Larry's 'Brand Ladder' to walk people step-by-step from total stranger to customer, all the way to evangelist. You'll learn how to position your brand and products versus the other options your prospective buyers might consider and come out on top. Then take in the Five Traits of a Sales Superstar. Whether you hire and train your sales team...or you ARE your sales team... you'll see what to look for and develop in the future. Start getting the return on investment you deserve from your marketing budget and sales activities. Plan your day around this program!

Smart business leaders, marketers and sales professionals know who to turn to for the ideas and insights they need to grow their sales and profits; Larry Mersereau, CTC. Niche as a business growth revivalist, he is the author of four books on the topic and a professional speaker who addresses dozens of audiences, in a broad range of industries every year. He's the only speaker who shares the simple, doable... effective growth strategies and tactics that made his books so popular and have helped so many businesses and individuals succeed.



Sponsored By:



Hall of Fame Luncheon Thursday, October 5 11:30 a.m. to 1:00 p.m.

The Hall of Fame Luncheon allows everyone to see old friends and people from our industry. Please join us as we welcome our new honorees, Clark Yandle, Yandle Building Materials, and Cecil Skinner, BlueLinx Corporation, and recognize our prestigious list of alumni that we have honored over the years. We encourage audience participation. We pass the microphone around the room and friends have a chance to tell the audience something about one of our honorees, a personal story, how they met or how that person has impacted their life since knowing them. This proves to be great fun and everyone enjoys the comments.

Due to last year's low attendance (thanks to Hurricane Matthew), Spike Cissel and Robert Pearce will be at this event to support Clark and Cecil. Attendees will be given the opportunity to say a few words about them.



Clark Yandle



Cecil Skinner

Sponsored By:



The Gulf Atlantic Building Products Expo

Every year, the Gulf Atlantic Building Products Expo is one of the largest industry shows of it's kind in the southeast. Why? Because our trade show floor is packed with exhibitors displaying the newest and best products on the market. See what is new in our industry. Take advantage of show specials and special buys. Visit with old friends and make new ones. Networking and relationship building is always a big part of why so many choose to attend our show.

I want to thank our exhibitors and sponsors. Their participation and financial contributions are what make our convention and trade show possible!



Greg Bell
FBMA Convention Chairman

2017 Exhibitors (As of August 3, 2017)

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| All Points Screw, Bolt & Specialty | ECI Software Solutions | Huber Engineered Woods | National Nail | Sakrete of North America |
| Allied Building Stores, Inc. | Exclusive Wood Doors | Huttig Building Products | Nationwide Payment Solutions | Sales and Marketing |
| Allura USA | Fastening Specialists - Tiemax | Innovative Window Concepts | Nationwide Payment Solutions | Simpson Strong-Tie Company |
| Alpine/ITW | Feel Good, Inc. | James Hardie Building Products | Norbord Industries | Strybuc Industries |
| American Fidelity Assurance Co. | Florida Iron Doors | Jeld-Wen Windows and Doors | Novagard Solutions | Sunbelt Forest Products |
| Berg Wholesale | Florida Made Doors | JRC United Corporation | ODL | The Jeske Company |
| BlueLinx Corporation | E.P.G. Wholesale | Kenyon's Glass | Origin Doors and Windows | TicketsatWork |
| BlueTarp Financial | Franklin, Inc. | Klausner | Pacific MDF Products | Timberland Door |
| Boise Cascade | Full House | Kop-Coat | Pamex, Inc. | U. S. Lumber |
| Boral Light Building Products | Georgia Pacific Corporation | Langdale Company | Parksite | Weyerhaeuser |
| Brinks Home Security | Gilman Building Products | LBM Advantage | PGT, Inc. | WM Coffman |
| Builders Hardware, Inc. | Global Fireproof Solutions | LMC | PLM/ILM Insurance | Woodford Plywood |
| Cedar Creek | GMC Business Elite | Logan Lumber | PrimeSource Building Products | Woodgrain Distribution |
| Center-Line Trailers | Great Southern Wood of Florida | LP Building Products | Protecto Wrap Company | |
| Coastal Forest Resources Co. | Green Forest Industries | Masonite Corporation | Quikrete Companies | |
| Dex Imaging | Henkel Corporation | Metrie | Red Horse USA | |
| Dixieply | Hiab USA Inc. | Millwork Sales | Robbins Manufacturing | |
| Dyke Industries | Hood Distribution | MiTek/USP | Robbins Wood Preserving/UFP | |
| Empire Company | Hoover Treated Wood Products | Morris Marketing | Roseburg | |