



2007 NBMDA ADVANCE PROGRAM



in a word: access

**2007 NBMDA ANNUAL CONVENTION
& TABLETOP BUSINESS SESSION**
November 3-4, 2007 | The Broadmoor | Colorado Springs, Colorado

▶▶ **Early-Bird Registration Deadline:** October 3, 2007
Housing Deadline: October 3, 2007

Visit www.nbmda.org for more information and to register online.



VISTAGETM
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North American Building Material Distribution Association

Dedicated to improving member profitability and growth

Benefit from focused education. Learn best practice solutions. Gain new ideas from those who know.

Keynote Speaker **Make Some Noise**

Saturday, November 3, 2007
9:15 a.m. – 10:30 a.m.

Ken Schmidt
Former Harley-Davidson Motor Company
Executive and Communications Expert



Listen to this fascinating story of building an entirely new corporate culture, rekindling customer relationships and reaching out to new ones in completely untraditional ways.

Ken Schmidt, former director of communications for Harley-Davidson Motor Company, has kept the same philosophy of life and business through the years, "Never do what's expected, make yourself as noticeably different as possible and have a lot more fun than you're supposed to."

Schmidt played an active role in one of the most celebrated turnarounds in corporate history – and got paid to ride motorcycles. He worked with Harley-Davidson from 1985 – 1997, restoring the company's image, creating demand for its motorcycles and serving as primary spokesperson to the media and financial communities.

In 1997, Schmidt joined Chicago-based marketing firm VSA Partners. He started his own business, Ken Schmidt Company, in 1999. Today, Schmidt is a frequent speaker to business groups and academic

communities around the world, sharing his expertise with many of America's leading brands. Schmidt is the author of the book, *100 Years of Harley-Davidson*.

General Session **Executive Mental Fitness:** **Becoming Mentally Prepared for** **Extraordinary Performance**

Saturday, November 3, 2007
1:45 p.m. – 3:15 p.m.

Nikki Nemerouf
Starquest Inc.



During this presentation you will gain information and tools that may form the basis of a mental fitness program that can be practiced daily. The characteristics of mentally fit executives and athletes can be translated into specific skills. These skills will be learned through daily practice.

In this session, you will learn: the art of disciplined focus and positive mental rehearsal, a new approach to giving and receiving effective feedback that inspires accelerated growth and how to quickly regain perspective, balance, and emotional well-being in the face of being negatively triggered.

Nikki Nemerouf has worked with individuals and teams for more than 30 years in areas of team building, "train-the-trainer" programs and mental fitness training programs. His company, Starquest Inc., helps leaders and their

organizations to develop higher levels of performance and adapt quickly and effectively to rapid change while strengthening team cohesiveness in the process.

General Session **Neuromarketing Part I: Or How** **Selling to the Old Brain Will** **Bring You Instant Success**

Sunday, November 4, 2007
8:00 a.m. – 9:30 a.m.

Christophe Morin
SalesBrain™



Unlike any other sales and marketing approaches, "Neuromarketing: Selling to the Old Brain" teaches a process that is rational yet fun, scientific yet simple and repeatable because it is memorable.

During the workshop you will practice four critical steps on your business that every organization or individual should master to sell effectively so that they leave with concrete action items they can start implementing immediately. The workshop uses a mixture of teachings, exercises and stories to make sure that members assimilate, integrate and retain all the concepts.

Christophe Morin is co-founder of SalesBrain™ and is a former Vistage member with more than 20 years experience in marketing and business development. While serving as CEO of Doublet, he won a large bid for the Olympic Games of 1992 in Atlanta. Morin has made multiple media appearances and is co-author of "Selling to the Old Brain."

Visit www.nbmda.org for more information and to register online.

To access additional information on this year's featured speakers, visit www.nbmda.org.

Schedule of Events

Subject to Change

Friday, November 2, 2007 (Pre-Convention Activities)

- 8:00 a.m. – 8:00 p.m. Manufacturer – Hosted Meetings/Functions
- 9:00 a.m. – 11:00 a.m. Executive Committee Meeting (Invite Only)
- 12:00 p.m. – 6:30 p.m. Registration & Information Desk Open
- 4:30 p.m. – 6:30 p.m. Past President's Committee Meeting (Invite Only)
- 4:30 p.m. – 6:30 p.m. CIDA Manufacturer Committee Meeting (Invite Only)
- 6:00 p.m. – 6:45 p.m. First Time Distributor Attendee Orientation
- 7:15 p.m. – 9:30 p.m. Past President's Dinner (Invite Only)
- 7:15 p.m. – 9:30 p.m. Optional Dinner at The Warehouse – All Attendees (Ticket Required)

Saturday, November 3, 2007

- 6:30 a.m. – 5:00 p.m. Registration & Information Desk Open
- 7:00 a.m. – 8:45 a.m. SBPD Steering Committee Meeting & Breakfast (Invite Only)
- 7:00 a.m. – 8:45 a.m. CIDA Steering Committee Meeting & Breakfast (Invite Only)
- 7:30 a.m. – 8:45 a.m. Industry Issues Focus Groups & Breakfast
- 8:00 a.m. – 3:00 p.m. Exhibitor Set-up
- 9:15 a.m. – 10:30 a.m. Keynote Speaker: Ken Schmidt, Former Harley-Davidson Motor Company Executive and Communications Expert
- 10:45 a.m. – 12:00 p.m. "Hot Topics" Discussion Session
- 12:15 p.m. – 1:30 p.m. Awards Luncheon
- 1:45 p.m. – 4:30 p.m. General Session & Roundtable Discussion
- 2:30 p.m. – 4:30 p.m. Spouse/Guest Program: Book Club
- 4:45 p.m. – 5:30 p.m. Exhibitor Orientation
- 5:45 p.m. – 7:15 p.m. Welcome Reception in Exhibit Hall

Sunday, November 4, 2007

- 6:45 a.m. – 4:00 p.m. Registration & Information Desk Open
- 7:00 a.m. – 7:45 a.m. Member & Spouse/Guest Breakfast
- 8:00 a.m. – 9:30 a.m. General Session
- 9:45 a.m. – 4:00 p.m. Tabletop Business Session (Appointments Recommended)
- 11:30 a.m. – 1:30 p.m. Working Luncheon in Exhibit Hall
- 11:30 a.m. – 5:00 p.m. Spouse/Guest Luncheon & Tour
- 4:00 p.m. – 6:00 p.m. Board of Directors Meeting (Invite only)
- 4:00 p.m. – 6:00 p.m. Exhibit Teardown
- 4:15 p.m. – 4:45 p.m. Exhibitor Debrief Meeting
- 6:30 p.m. – 8:30 p.m. Closing Reception & Dinner

"The NBMDA event is the most effective way for me to see my current distributors and meet prospective ones. The speakers, roundtable discussions and committee meetings allow me to really understand my distributor's current needs and issues."

- Naeem Malik, Armstrong World Industries, Inc.

Attention Manufacturers!

All attending manufacturers are welcome and strongly encouraged to attend all scheduled functions including "Hot Topic" Discussion Sessions, optional events and the Closing Reception & Dinner. Lack of participation at these functions are missed opportunities to strengthen and expand your distributor contacts.

"Hot Topic" Discussion Sessions

Saturday, November 3, 2007
10:45 a.m. – 12:00 p.m.

Member firms will be surveyed prior to the start of the convention to gather suggested "Hot Topics" that are impacting today's distributors and stakeholder relationships. These topics will be explored in depth by your peers and trading partners.

Visit www.nbmda.org for more information and to register online.

Attendee Events

Optional Dinner at The Warehouse

Friday, November 2, 2007

7:15 p.m. – 9:30 p.m.

Join your peers and fellow attendees Friday evening for a private dinner in downtown Colorado Springs. Enjoy upscale Continental cuisine with a local Colorado twist at this artistic venue. The Warehouse is continually rated highly by locals for its charming ambiance and freshly prepared dishes. This dinner will include transportation to and from The Broadmoor. Attire is business casual.

Manufacturer-Hosted Meetings & Functions

Friday, November 2, 2007

8:00 a.m. – 8:00 p.m.

Several manufacturers are planning to host special meetings and functions in conjunction with the 2007 NBMDA Annual Convention. These manufacturers will take advantage of the concentration of distributors traveling to the convention by hosting their own corporate meeting. The additional meetings are designed to preview new product introductions, marketing programs or will focus on social functions including receptions, dinners and golf. Ask your supplier if they are planning to host a meeting or function. Manufacturers looking for assistance in planning their meeting should contact Kevin Gammonley (kgammonley@nbmda.org) at NBMDA Headquarters.

Exhibitor-Hosted Welcome Reception

Saturday, November 3, 2007

5:45 p.m. – 7:15 p.m.

The popular Welcome Reception is held in the exhibit hall, which provides an excellent opportunity to interact with current and potential trading partners in a relaxed, casual atmosphere. Exhibitors will be in their booths to

welcome distributors and finalize appointment schedules for the following day. Attire is business casual.

Tabletop Business Session

Sunday, November 4, 2007

9:45 a.m. – 4:00 p.m.

We have united the industry's leading manufacturers and service providers in our Tabletop Business Session to provide you with the most valuable and efficient access to the decision-makers at these firms. The sessions provide you with a unique opportunity to visit with senior executives from your suppliers or potential trading partners for in-depth, uninterrupted discussions. This is your chance to review the past year and plan for the year ahead. NBMDA's Tabletop Business Session is a high-quality, executive interchange between distributors and manufacturers. You will find this experience to be an efficient and cost-effective alternative to the typical tradeshow environment.

Benefits of participation include:

- Insight into emerging trends and market opportunities
- Maximized productivity due to an efficient appointment scheduling system
- Strengthened relationships based on quality dialogue
- Competitive advantage through exposure to new products and market information

Closing Reception & Dinner

Sunday, November 4, 2007

6:30 p.m. – 8:30 p.m.

As the 2007 Convention concludes, it's time to relax with your fellow members and head to the Cheyenne Lodge. NBMDA will provide round-trip transportation to this cozy lodge

located high on the mountainous grounds of The Broadmoor. Be prepared to enjoy the most unbelievable views Colorado Springs has to offer from the patio! Tiki torches and outdoor fireplaces complete the relaxed atmosphere on the terrace.

Mingle throughout the evening as you dine on delicious Rocky Mountain fare. Come prepared to socialize with your peers and trading partners. You may even leave \$10,000 richer as the highly anticipated Education Foundation raffle winners will be announced.

Attire is lodge casual. Be sure to bring a light jacket or sweater as the temperature may be cool in the evening.



NBMDA's Education Foundation Raffle



Founded in 1987, the NBMDA Education Foundation is dedicated to the advancement of distribution in the building material industry. The Foundation operates as a separate entity to meet the industry's need for additional training at competitive prices. At this year's convention, the Education Foundation will raffle off a grand prize of \$10,000 to one lucky winner. Be sure to buy your raffle tickets for a chance to win. This year's drawing will take place on the evening of November 4th during the Closing Reception & Dinner.

Visit www.nbmda.org for more information and to register online.

Spouse/Guest Events

Your spouse or guest is invited to participate in any of NBMDA's planned activities. The spouse/guest registration fee includes the following: (2) breakfasts, (2) luncheons, Saturday's Spouse/Guest Book Club, Saturday's Welcome Reception, Sunday's Tour and Shopping and Sunday's Closing Reception & Dinner.

Book Club

Saturday, November 3, 2007
2:30 p.m. – 4:30 p.m.

Each spouse/guest that registers for the Convention will be sent a book in advance which has been selected by the spouses on the Convention Planning Committee. The book will be a quick-read to ensure that everyone will have sufficient time to complete it prior to the function. The group will gather in a comfortable setting to openly discuss and critique the book. Participation is optional.

Spouse/Guest Luncheon & Tour

Sunday, November 4, 2007
11:30 a.m. – 5:00 p.m.

After lunch at The Broadmoor, tour the most scenic area of Colorado Springs – the Garden of the Gods. This majestic rock garden covers over 480 acres and consists of rock formations over 283 million years old. A tour guide will describe the history and myths surrounding the distinct formations. This leisurely half-mile hike provides spectacular views and glimpses of wildlife distinct to Colorado. After the walk, enjoy a stop at the Garden of the Gods Trading Post. Following the tour, transportation will be provided to the shopping area of Manitou Springs.

General Information

Cancellation Policy

A \$95 cancellation fee will be deducted for written cancellations of convention registrations postmarked by October 20, 2007. No refunds will be issued after October 20, 2007. Dinner ticket fees for the Optional Event are fully refundable through October 20, 2007. No refunds will be given following this date.

Weather

At 6,200 feet above sea level, Colorado Springs is located in relatively arid country on the eastern slope of the Rocky Mountains. Because of its wide range of elevations, Colorado Springs has a delightful mixture of plains and mountain climate. The average high in November is 50 degrees F and the average low is 23 degrees F.

Ground Transportation

Colorado Springs Airport

The Colorado Springs Airport is serviced by several major airlines, providing more than 100 flights daily. The Broadmoor is approximately 20 minutes from the Colorado Springs Airport.

Shuttle bus transportation to/from the Colorado Springs Airport can be arranged directly with The Broadmoor by calling 888.577.5769 or visiting www.broadmoortransportation.com. The cost is \$20 one way and \$30 round trip. For car service arrangements, please call 800.634.7711 and ask to be connected to the Transportation Department.

Denver International Airport

DIA provides nonstop daily service to more than 126 domestic and international destinations. A major international gateway to the Rocky Mountains, Denver International Airport is located 90 minutes from Colorado Springs.

Shuttle buses are not offered to/from The Broadmoor and Denver International Airport. The Broadmoor is happy to arrange a car service for your transportation needs. For information and rates, please call 800.634.7711 and ask to be connected to the Transportation Department.

Parking

Valet parking is available to all overnight guests at the cost of \$16/per night. Self-parking is available in the garage only. The charge to self-park for a 24 hour period is \$14/per night, with in-and-out privileges. Daily rates are \$4 for the first hour and \$2 for each additional hour up to a maximum of \$8 per day (12 hour period).

Attire

Dress for all events is business casual. Suggested attire for men includes slacks and sport shirts with no tie; for women, suggested attire includes slacks/skirts, pantsuits or a casual dress. Attire for the Closing Reception and Dinner is lodge casual.

Visit www.nbmda.org for more information and to register online.

Hotel Reservations and Host City Information

Hotel Reservations

The 2007 NBMDA Annual Convention & Tabletop Business Session will be held at The Broadmoor Hotel. The special NBMDA room rate is \$184 for single/double occupancy (tax and a \$14/night resort fee additional). Guest rooms are available at The Broadmoor at the special group rate until October 3 or until the NBMDA block is full, whichever comes first. Don't delay, make your reservations today!

To make reservations, call the Broadmoor Hotel at 800.634.7711 or visit the NBMDA Web site. You must mention that you are with NBMDA in order to qualify for our negotiated room rates.

Reservation Guarantee/Deposit Policy: A deposit equal to one night's stay is required to hold a reservation. The Broadmoor Hotel will accept payment in the form of personal check, money order or major credit card with expiration date. If cancellation is made 72 hours prior to arrival the deposit of one night's stay will be refunded.

Check-in time: 3:00 p.m. Check-out time: 11:00 a.m.

The Broadmoor Hotel
1 Lake Avenue
Colorado Springs, CO 80906
800.634.7711



Visit www.nbmda.org for more information and to register online.

The Broadmoor Hotel

A luxurious retreat conveniently located just minutes from downtown Colorado Springs, The Broadmoor is the pinnacle of meeting locations in North America with 700 rooms and suites.



The Broadmoor's 3,000 acres are easily accessible, with non-stop flights from Los Angeles, San Francisco, Chicago, Atlanta, Dallas, and Phoenix directly to Colorado Springs

Airport, or from anywhere in the United States through Denver International Airport, just 90 minutes away.

The Broadmoor offers an award-winning spa, fitness center, two swimming pools, three outdoor hot tubs, one lap pool; 54 holes of championship golf, seven tennis courts with camps run by Hall-of-Fame member Dennis Ralston; children's programs; 24-hour room service and 25 specialty retail shops. In addition, the Broadmoor also presents an impressive choice of dining and lounge options in 15 distinctly different facilities, from fine French and Italian to al fresco American. Staying at The Broadmoor allows you additional networking opportunities as you interact with members throughout the property.

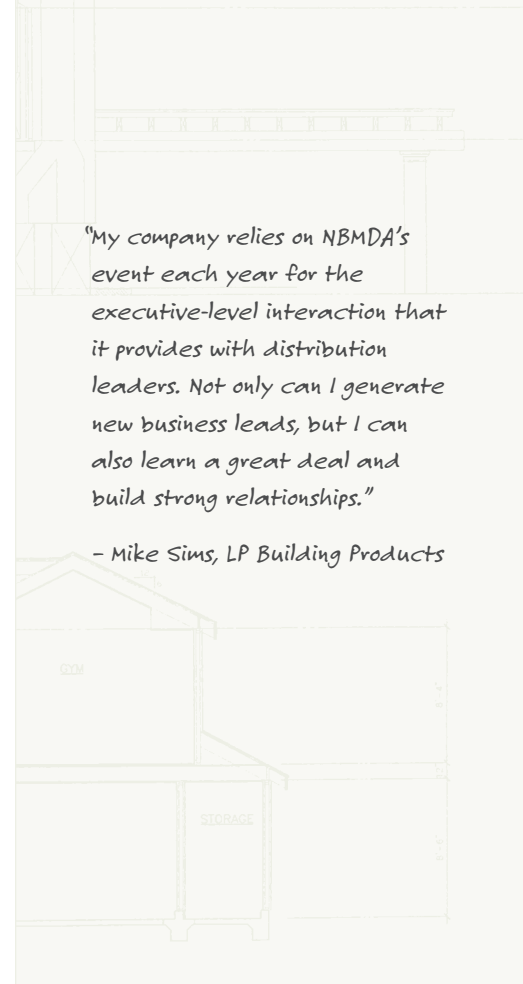
Note:

It is vitally important that you reserve your accommodations at The Broadmoor Hotel. NBMDA is contractually obligated to fill our room block and may be exposed to significant financial liability should our members fail to support this room block.



"My company relies on NBMDA's event each year for the executive-level interaction that it provides with distribution leaders. Not only can I generate new business leads, but I can also learn a great deal and build strong relationships."

- Mike Sims, LP Building Products



NBMDA and Vistage — Content Collaboration



Vistage International

Vistage International, the world's largest CEO membership organization, helps chief executives

become better leaders, make better decisions and achieve better results. Members gain fresh perspectives and find new solutions through a unique combination of peer group meetings, one-to-one coaching, expert workshops, online best practices and a global network of more than 13,000 chief executives and business leaders.

NBMDA and Vistage

NBMDA has teamed with Vistage International to bring a stimulating and highly effective learning experience to attendees of the 2007 NBMDA Annual Convention. The affiliation makes perfect sense as both entities seek to provide business owners with a fresher perspective, a broader outlook and a clearer vision. As NBMDA's content collaborator, Vistage International played an integral role in designing the educational programming for the Annual Convention.

Professionally-trained discussion facilitators

At the core of the Vistage membership experience is the Vistage Chair: a seasoned facilitator, coach and advisor. Vistage Chairs include former CEOs, consultants and business coaches who have keen insights to help executives build better businesses. They engage members in an exciting, energizing and challenging way by applying their business knowledge, interpersonal and listening skills, and passion in an effort to increase the effectiveness of CEOs.

NBMDA committee meetings and roundtable discussion sessions, scheduled during the Convention, will feature Vistage-trained discussion facilitators. See first-hand how these dynamic professionals can help NBMDA members address key industry issues and identify realistic solutions to their most pressing business issues.

Highly-ranked Professional Speakers

Expert resource speakers play a critical role in both the NBMDA and the Vistage experience. Thus, subject-matter experts who inspire fresh thinking and share cutting-edge strategies and insights have been carefully selected to be featured at this year's conference. Vistage expert resource speakers **Nikki Nemerouf** and **Christophe Morin** regularly address Vistage CEO groups and consistently receive only the highest rankings.

These individuals combine first-class presentation skills, fresh perspectives, time-tested solutions and tailored material to create a lasting impact on your business. Most importantly, these presenters offer real-world ideas that you can immediately implement in your business for tangible results.

Interested in Learning More about Vistage?

During the 2007 NBMDA Annual Convention, you will have numerous opportunities to get a taste of the Vistage experience as well as chances to meet representatives from the organization. Additionally, you will have the opportunity to hear first-hand from your fellow NBMDA members regarding the value they receive as current Vistage members. To learn more about Vistage, visit www.vistage.com.



Visit www.nbmda.org for more information and to register online.



North American Building Material Distribution Association

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E-Mail: nbmda@nbmda.org
Web site: www.nbmda.org

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**Early-Bird
Registration Deadline:**
October 3, 2007
Housing Deadline:
October 3, 2007

2007 Sponsors

Education Sponsors:



Event Sponsor:



Content Collaborator:



2007 NBMDA ANNUAL CONVENTION & TABLETOP BUSINESS SESSION

Registration

November 3-4, 2007 | The Broadmoor | Colorado Springs, Colorado

▶▶ **Early-Bird Registration Deadline:** October 3, 2007

Instructions:

A registration form is required for each person attending. Please photocopy this form when registering additional staff. Please type or print all requested information and mail with full payment to **NBMDA, 5261 Paysphere Circle, Chicago, IL 60674** or register online at **www.nbmda.org**. Hotel arrangements should be made directly with The Broadmoor at 800.634.7711 or via the NBMDA Web site. Note: **All registration fees are in U.S. dollars.**

Attendee Information

Check one: Distributor Manufacturer or Service Provider

First-time attendee: Yes No

Name (as you wish it to appear on your badge)

Title

Company Name

Address

City

State/Country

ZIP/Postal Code

Phone Number

Fax Number

E-Mail Address

Spouse/Guest's name (if attending) as it should appear on badge. (NOT for additional company registrations.)

Home Address (NBMDA use only)

Registration Fee

Please indicate number of individuals and total fees per type:

Section A: Convention Registration Fees

	Early Bird Discount (Postmarked prior to Oct. 3)	Standard Fee (Postmarked after Oct. 3)	Total
Distributor Member			
Full Convention	\$495	\$695	\$ _____
Multiple Discount*	\$295	\$495	\$ _____

*Available to registrants after the first two attendees from same company have paid full fee. Spouse/Guest registrants do not count toward discount.

	Early Bird Discount (Postmarked on or prior to Oct. 3)	Standard Fee (Postmarked after Oct. 3)	Total
Distributor Non-Member			
Full Convention	\$695	\$895	\$ _____
Exhibiting Manufacturer/Service Provider			
Full Convention Comp. (Exhibitors receive two (2) complimentary registrations with booth)		Comp.	\$ N/A
Exhibitor PLUS (3rd or more staff)	\$295	\$495	\$ _____
Non-Exhibiting Manufacturer/Service Provider			
Full Convention	\$1,995	\$2,195	\$ _____
First-Time Attending	\$495	\$695	\$ _____
Spouse/Guest Registration			
Spouse/Guest Registration (includes all meal functions, book club event and spouse tour)	\$355	\$455	\$ _____
TOTAL CONVENTION REGISTRATION FEES:			\$ _____

Section B: Optional Events

Payment

Please select one of the following payment methods:

Payment is enclosed. Make check or money order payable to NBMDA.

Charge it to my credit card.
(Payment by credit card only may be faxed to NBMDA at 312.644.0310.)

Visa MasterCard American Express

Name on Card

Signature

Card Number

Exp. Date



NBMDA wants you to enjoy the Annual Convention and Tabletop Business Session. If, due to a disability, you have any special needs or requirements, please check here and we will do our best to accommodate you.

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