BLD LUMBERTECH

PROFESSIONAL DEVELOPMENT

Powered by BLD CONNECTION

2026-2027 Catalog

Training and Education

for the

Retail Lumber & Building Materials Industry

In-Person Classes • Online Learning • Peer-to-Peer Roundtables



(888) 544-6822 | info@BLDConnection.org | www.BLDConnection.org

Why Attend LumberTech?

Every strong business starts with a capable team.



LumberTech provides year-round learning opportunities for the retail lumber and building materials industry. From workshops and online courses to roundtables, conferences, and conventions, our programs help you and your team build skills, expand your network, and discover ideas that drive success for your business.

Class Prices - Per Person (3 or more pricing applies to member companies sending 3 or more attendees to the same class)

In-Person/Virtual Class	BLD Member	BLD Member 3 or More	Non-Member
Blueprint Reading & Material Take-off	$650	$620	$1,150
Build Your Competitive Advantage Sales Workshop	$395	$365	$895
Estimating 1-2-3: Two Days	$650	$620	$1,150
Estimating 1-2-3: All Three Days	$825	$795	$1,325
NEW! The LBM Financial Fluency Path™	$995	N/A	$1,295
Lessons from the Road Sales Workshop	$395	$365	$895
Returns, Refunds & Special Orders	$120	N/A	$240
Yard & Delivery Playbook: Redesigned for Today's Challenges	$625	$595	$1,125

Help Us Plan Ahead

Early registration helps BLD Connection coordinate facilities, instructors, and class resources. We encourage participants to register at least 21 days before the class date. To provide the best learning experience, classes must meet minimum attendance requirements in order to be held.

Class Registration Fees Inclusions

For in-person classes, course handouts and lunch are included in your registration fee. Estimating and Blueprint Reading classes also include a set of blueprints, architectural scale and a joist/truss layout scale. Attendees are required to bring a calculator and pencils. ***Hotel accommodations are not included.*** Information on a discount hotel room block for two- and three-day classes will be listed on individual class registration forms found on our website.

Please note: Registration fees, class schedule and locations are subject to change. Check the association website for the most up-to-date information.

Class Cancellation Policy

Substitutions are accepted at any time for individual classes. To receive a full refund, cancellation must be received by the association 14 days prior to the class. Cancellation requests received 13 days or less before the class will be subject to a 50% administration fee. No refunds will be given for no-shows.

Questions on a class? Contact the association office at (888) 544-6822 or email connie@BLDConnection.org

Onboarding New Team Members



Onboarding training shows new hires that you are committed to their success. Classes, online learning and mentorship help employees build the skills and confidence to perform well in their new roles.

Along with required safety training, BLD Connection recommends the following industry-specific training.

Counter Sales/Inside Sales Support
- Online FOUNDATION: Introduction to Building Material Sales
- Estimating 1-2-3 or Blueprint Reading & Material Take-off
  or Online FOUNDATION: Basic Estimating
- Online FOUNDATION: Customer Service
- LumberTech Online Sales & Customer Service courses
- LumberTech Online Core Skills courses

Contractor/Outside Sales
- Estimating 1-2-3
- Sales workshops, including:
  - Lessons from the Road
  - Build Your Competitive Advantage
  - Bradley Hartmann Sales Workshop
- BizCons and Connection Conferences offer sales development opportunities.
- For those with no experience in the LBM industry:
  - LumberTech Online Core Skills courses
  - LumberTech Online Sales & Customer Service courses
  - Online FOUNDATION: Introduction to Building Material Sales

Yard Worker
- Online FOUNDATION: Introduction to Building Material Sales
- Online FOUNDATION: Customer Service
- Online FOUNDATION: Forklift Training
- LumberTech Online Yard & Warehouse courses, including load building

Yard Managers/Foreman
- Yard & Delivery Playbook
- Returns, Refunds & Special Orders
- Online FOUNDATION: Forklift Training
- LumberTech Online Yard & Warehouse courses
- LumberTech Online Supervisory Skills courses
- NEW: Yard & Logistics Leadership Roundtable

Estimators/Design
- Online FOUNDATION: Introduction to Building Material Sales
- Estimating 1-2-3 or Blueprint Reading & Material Take-off
  or Online FOUNDATION: Basic Estimating
- LumberTech Online Core Skills and Estimating courses

Department Managers
- The LBM Financial Fluency Path™
- Returns, Refunds & Special Orders
- Online FOUNDATION: Onboarding
- LumberTech Online Supervisory Skills courses
- BizCons and Connection Conferences offer professional development opportunities to learn from topic experts and industry colleagues.
- Roundtables
- Educational webinars on topics including market updates, safety, risk management, cyber security, hiring practices, and more.

Additional details, the latest class schedule, and registration information can be found on the website at www.BLDConnection.org

Classes & Workshops

Returns, Refunds & Special Orders

Protecting Margin While Building Customer Trust Through Better Processes

Instructor: Emily Overson
Live Online Workshop: 1:00 pm to 2:30 pm



Every lumberyard faces costly returns, difficult refund decisions and special orders that do not always go as planned. The challenge is rarely just whether a written policy exists. It is whether employees understand the process, apply it consistently and communicate expectations clearly to customers.

In this practical 90-minute workshop, attendees will learn field-tested strategies to reduce costly exceptions, improve consistency, protect gross margin and strengthen customer relationships without sacrificing service.

You'll Learn How To:

- Build a return policy employees can confidently and consistently enforce
- Manage special orders before they become expensive problems
- Set clear customer expectations before an order is placed
- Reduce costly exceptions while improving the customer experience
- Understand the true cost of returns, including labor, freight, administrative time and lost margin
- Create refund guidelines that protect both profitability and customer relationships
- Use timelines, documentation and customer signoffs to improve special order accountability
- Handle difficult return situations with greater confidence and consistency
- Create a practical return workflow for in-store returns and jobsite pickups
- Apply best practices that can be implemented immediately after the workshop

Build Your Competitive Advantage

Instructor: Lynne Jensen-Nelson
1-Day Workshop | 9:00 am – 4:00 pm

Today's customers are looking for more than competitive pricing. They want knowledgeable partners who are dependable, solve problems, and help their projects succeed.

Whether you are a seasoned expert or newer to the field, this interactive workshop provides actionable strategies and proven sales skills to help you maximize every selling opportunity. Learn how to lead the sales process using effective customer management methods, essential communication skills, and motivational sales techniques.

Key Learning Topics:

- Market Differentiation: Identify and communicate the strengths that set you and your company apart from the competition.
- Value Articulation: Move beyond transactional selling by demonstrating expertise, reducing customer risk, and communicating value that supports profitable pricing.
- Strategic Positioning: Improve conversion rates by aligning your strengths with customer needs and adapting your sales approach to changing market conditions.

Participants leave with practical strategies to strengthen customer relationships, communicate value beyond price, and win more profitable business.

Classes & Workshops

Yard & Delivery Playbook: Redesigned for Today's Challenges



Instructor: Emily Overson

2-day Workshop. Day 1: 9 am - 5 pm; Day 2: 9 am - 3 pm

Your yard and delivery operation plays a critical role in customer satisfaction, operational efficiency, and profitability. Redesigned for today's LBM leaders, the Yard & Delivery Playbook builds on the foundation of the former Yard & Delivery Workshop with updated content, expanded discussions, and a greater focus on leadership, systems, and operational decision-making.

Through facilitated discussions, roundtable breakouts, and real-world problem solving, attendees will develop practical strategies to improve labor efficiency, inventory control, delivery performance, and overall operational excellence.

Topics include:

- Operational excellence systems that drive safety, speed, and consistency
- Safety culture, including forklift practices, PPE, inspections, and compliance
- Leading today's workforce through clear expectations and accountability
- Inventory shrinkage, including causes, costs, and prevention
- Receiving, load building, and delivery performance
- On-time and in-full delivery practices
- Controlled returns management
- Customer service during challenging situations

Participants leave with practical tools and a personalized implementation plan they can put to work immediately.

Lessons from the Road: Four Sales Truths Learned from the Front Lines

Instructor: Brian McCauley

1-Day Workshop | 9:00 am – 4:00 pm

Drawing from more than 30 years in the building materials industry, Brian McCauley has identified four sales truths that successful sales professionals need to master. Prospecting for new business, growing existing accounts, overcoming objections, and competing against other suppliers all require skills developed through practice and disciplined execution.

This workshop brings those lessons together in a practical program designed for sales professionals who want to improve daily performance and long-term success.

Participants will explore:

- Time and territory management
- Sales call management
- Aligning attitude, focus, and effort
- Communicating a stronger value message
- Building and growing customer relationships
- The importance of work/life balance

Whether participants are new to sales or refining an established approach, this workshop provides practical strategies they can put to work immediately.

Classes & Workshops

Estimating 1-2-3

Instructor: Casey Voorhees
2- or 3-Day Workshop
Class hours: 8 am – 5 pm each day
(attendee chooses between days 1 & 2;
days 2 & 3, or all three days)

"Casey does an excellent job keeping his class engaged and explains things very well!"
Brian

Estimating 1 (day 1)
Introduction to Residential Construction and Blueprint Reading

With an emphasis on how products sold every day are used on the job site, participants will become familiar with residential construction processes, industry terminology, interpreting house plans, and using scales. Attendees will begin applying the techniques by figuring a deck and railing take-off.

Topics covered include:
- Product applications from foundation through finish
- Construction definitions and industry terminology
- Lumber grades and span tables
- Building material math, including board footage, square footage and applying conversion factors
- Blueprint reading
- Using architectural and layout scales
- Estimating decks and railing

Estimating 2 (day 2)
Basic Residential Material Take-Off

This session will lead attendees through the process of completing a material take-off of residential structures. Emphasis is placed on developing a consistent method for measuring and applying formulas to produce an efficient take-off.

Attendees will receive hands-on experience working on an actual set of drawings. Instruction will include various construction methods and estimating formulas while working on a basic home design with a trussed gable roof.

Topics covered include:
- Floor framing
- Wall construction
- Roof systems



Estimating 3 (day 3)
Advanced Residential Material Take-Off

Day 3 of the workshop will progress beyond basic house design and focus on some of the more difficult areas of completing framing take-offs.

Topics covered include:
- Insulation & wallboard
- Irregular floor and roof layouts
- Intersecting roof lines with over-framing including valley and jack rafters
- Multi-pitched roofs
- Vaulted walls and ceilings
- Additional time will be spent on figuring doors, windows and millwork.



Please Note: If students are not familiar with interpreting blueprints, using scales and general construction terminology, they must take Estimating 1 - *Introduction to Residential Construction and Blueprint Reading* prior to attending Estimating 2 & 3. Estimating 3 cannot be taken as a stand-alone class.

Sign up for classes early. Space is limited!

Classes & Workshops

Blueprint Reading & Material Take-Off



Instructor: Casey Voorhees
2-day Workshop
Class hours: 8 am – 5 pm each day

The popular Blueprint Reading & Material Take-Off Workshop provides 2 full days of instruction and discussion of residential construction methods, blueprint reading and material take-off. Attendees will receive hands-on experience figuring a material takeoff from an actual set of working drawings.

Topics covered include:

- Blueprint Reading
- Scale Usage
- Estimating Formulas
- Material Applications
- Wall Framing
- Siding & Exterior Trim
- Roof Systems
- Common, Hip, Valley & Floor Layout Jack Rafters

Attendees will learn basic blueprint reading by identifying lines, symbols and details while developing an understanding of elevations, floor plans, framing and sectional views.

Students will be introduced to various residential construction methods and estimating formulas while working on a material take-off for a basic single-level home with a trussed roof.

NEW! The LBM Financial Fluency Path™

A 10-Part Virtual Learning Series
Instructor: Emily Overson

The LBM Financial Fluency Path™ is designed to strengthen financial literacy, improve decision-making, and build financial discipline throughout lumber and building material organizations.

Rather than focusing on accounting theory, the series connects financial concepts to the everyday sales, operations, purchasing, and leadership decisions that drive business performance. Participants gain practical tools to better understand financial statements, profitability, cash flow, inventory, and long-term business health.

The program combines recorded learning with live virtual sessions for discussion, questions, and practical application.

Developing Your Unfair Advantage

Instructor: Bradley Hartmann
1-1/2-day Workshop
Class hours: Day 1: 8:00 am - 4:00 pm | Day 2: 8:00 am - 11:00 am

Designed for experienced LBM sales professionals, this interactive workshop focuses on advanced strategies for goal setting, time management, prospecting, differentiation and negotiation. Participants will identify their strengths, examine what may be limiting growth and develop a more intentional sales approach.

The optional Day 2 Implementation Workshop helps participants apply the strategies to their own customers, opportunities and sales challenges. Post-event support and an accountability session are included to help put the plan into action.



Online Learning

LumberTech Online, powered by Building Supply Channel Inc., gives members access to more than 100 industry-specific training modules and reference materials through a flexible monthly subscription. Employees can learn at their own pace, while managers evaluate skills, monitor progress and review test scores.

Training covers product knowledge, estimating, blueprint takeoffs, sales, customer service, management, yard and delivery operations, safety and more.

Get started today! www.lumbertechonline.com

Foundation offers additional online training created for the building materials industry. Courses include Casey Voorhees' basic estimating, sales and product knowledge, customer service, forklift training, and HR and workforce development.

As a Foundation affiliate partner, BLD Connection provides member companies discounted access to this industry-specific training.

Get started today at www.foundationlms.org/bld

Webinars

BLD offers business-focused webinars throughout the year covering sales, leadership, succession, HR, operations, AI, marketing, credit, safety, risk management and more. Members also have access to select webinars from Federated Insurance and U.S. Compliance. Recorded sessions may be available following live programs. Watch BLD communications and www.BLDConnection.org for upcoming opportunities.

Meet Our Instructors



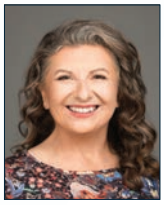
Bradley Hartmann
Bradley Hartmann is a nationally recognized construction industry thought leader, author of 15 books, and host of *The Construction Leadership Podcast*. He advises LBM dealers, distributors, manufacturers, and construction leaders through coaching, consulting, training, workshops, and keynote presentations. His background in lumberyards, homebuilding, and commercial construction gives him a practical industry perspective.



Lynne Jensen-Nelson
is a nationally recognized business leader, keynote speaker, and construction industry strategist. As founder of Conversion-omics Speakers & Consultants, she helps organizations strengthen sales, differentiate in the marketplace, and improve the buying experience. Her background in leadership, business ownership, and high-value sales brings practical insight to help businesses grow.



Brian McCauley
Brian McCauley has spent 30 years in the building materials industry in distribution and manufacturing. He has trained thousands of people nationwide and speaks across the country with a focus on helping sales professionals succeed. He also contributes to industry publications and offers a practical, grassroots perspective on sales and sales management.

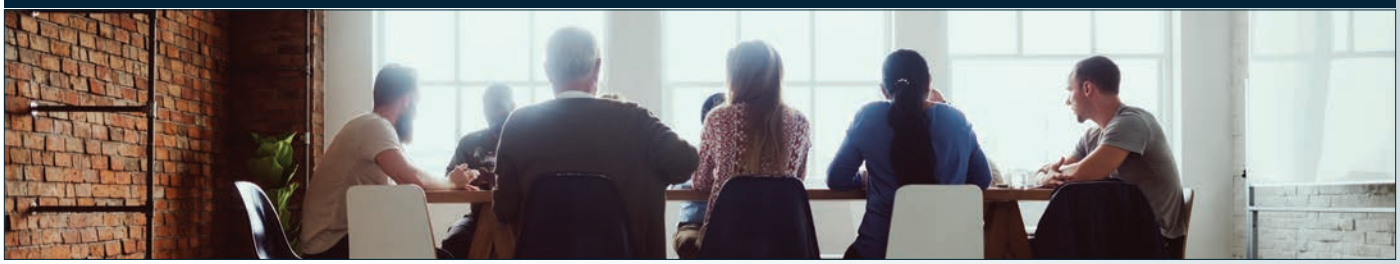


Emily Overson brings more than 25 years of experience working with independent lumber and building material dealers. Her background includes leadership within LBM businesses and consulting with dealers across North America to improve financial performance, operational excellence, and consistent execution. www.GrowthWithEOC.com



Casey Voorhees is the Executive Director for the Western Building Materials Association and has taught his program across the country for many LBM associations. With more than 30 years of experience training dealers, Casey understands the skills needed to provide customers with accurate take-offs and great customer service.

Peer-to-Peer Roundtable Groups



Join an association peer group to uncover valuable ideas and boost your business performance.

These professionally facilitated groups provide a unique chance to exchange ideas and gain diverse perspectives, empowering you to shape a strategic vision for your organization.

Owner/Manager Roundtable Groups

These groups set aside two to three days each year to meet for in-depth conversations and strategizing on business operations, challenges, and growth opportunities. The collective knowledge of the group and the guidance of the facilitator reveals unique ideas, and the networking time allows for relationship building with colleagues who can offer support throughout the year.

NEW Yard & Logistics Leadership Roundtable

Designed for yard managers, supervisors, dispatchers, and delivery coordinators, this quarterly online roundtable combines practical instruction with peer discussion.

Participants explore safety, material handling, receiving, inventory control, delivery performance, customer service, and leadership accountability. The group provides a practical forum for sharing challenges, discussing solutions, and building a network of peers who understand yard and delivery operations.

Virtual Roundtable Learning Series

Discover the benefits roundtables bring to your business without having to leave your office. Our online roundtable learning series consists of six online meetings with professional facilitators and a select group of non-competing colleagues discussing today's challenges and best practices.

Next Gen Network

Designed for new and emerging leaders, this forum offers group discussions with your peers, learning opportunities from guest speakers addressing leadership topics, and industry tours. Attendees build a network of colleagues to help each other grow and prosper as successful business leaders.

Women in LBM

Women in LBM is a professional development and networking community designed to connect, support, and empower women working throughout the lumber and building materials industry.



Open to retail and associate members at any career stage, the program features virtual Lunch & Learns, in-person networking through Women in LBM: Connect & Collaborate at BizCon events, and the annual Elevate Conference.

Participants gain practical leadership insights, valuable industry connections, and opportunities to learn from and encourage one another while growing their impact within their organizations and the industry.

Build relationships and gain valuable contacts within the industry through group discussions, social events, and industry tours.

[BLD] CONNECTION CONFERENCE

[BLD BIZCON 2027]

MID-AMERICA
- December 8, 2026
- Olathe, KS

NORTH
- January 19 & 20, 2027
- Brooklyn Park, MN

NEW LOCATION!

NEBRASKA
- December 10, 2026
- Omaha, NE

NEW LOCATION!

SOUTH
- February 1 & 2, 2027
- Altoona, IA

WISCONSIN
- February 23, 2027
- Wisconsin Dells, WI

ELEVATE: WOMEN IN LBM
- April 14 & 15, 2027
- Minneapolis, MN



Stronger Connections Start Here!

Experience the power of community at a BLD Conference or BizCon. Share ideas, gain insights, and grow alongside peers who understand your business.

Visit www.bldconnection.org for details and registration.

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2026-2027 Professional Development Schedule

Dates & locations are subject to change. The latest information can be found on association website.

Date	Program	Location
September 22	Returns, Refunds & Special Orders	Online Class
October 1	NEW - The LBM Financial Fluency Path™	Online Class
October 20 - 22	Estimating 1-2-3	Inver Grove Heights, MN
November 17 - 18	Yard & Delivery Playbook	Clive, IA
December 1 - 2	Blueprint Reading & Material Take-off	Fayetteville, AR
December 2 - 3	Developing Your Unfair Advantage	Minneapolis, MN
December 8 - 9	Yard & Delivery Playbook	Brooklyn Park, MN
December 8	Mid-America Connection Conference	Olathe, KS
December 10	Nebraska Connection Conference	Omaha, NE
December 15 - 17	Estimating 1-2-3	Coralville, IA
January 6	Build Your Competitive Advantage!	Little Rock, AR
January 12 - 14	Estimating 1-2-3	Omaha, NE
January 13	Lessons from the Road Sales Workshop	Fargo, ND
January 19 - 20	BizCon North	Brooklyn Park, MN
January 26 - 28	Estimating 1-2-3	Milwaukee, WI
February 1 - 2	BizCon South	Altoona, IA
February 16 - 18	Estimating 1-2-3	Inver Grove Heights, MN
February 17	Lessons from the Road Sales Workshop	Kansas City, KS
February 23	Wisconsin Connection Conference	Wisconsin Dells, WI
March 10	Lessons from the Road Sales Workshop	Omaha, NE
March 16 - 18	Estimating 1-2-3	Kansas/Missouri
March 23 - 25	Estimating 1-2-3	Sioux Falls, SD
April 14 - 15	Elevate: Women in LBM Conference	Minneapolis, MN
April 20 - 22	Estimating 1-2-3	Inver Grove Heights, MN

Roundtables

Women in LBM: Lunch & Learns
August 5 &
November 12

MLA Roundtable
Rogers, AR
October 18-20

NEW Yard & Logistics Leadership Roundtable
Starting October 28

NEW Virtual Roundtable Series
Starting October 29

Legacy 3 Roundtable
Willmar, MN
November 17-19

Women in LBM: Connect & Collaborate
January 19 (BizCon North)
February 1 (BizCon South)

Next Gen WI/MI
Wisconsin Dells, WI
February 22

Classic Roundtable
Farmington, MN
March 2-4

Legacy 2 Roundtable
Ottertail, MN
April 6-8

Dates to be announced for:
Pinnacle Roundtable
NEW Classic 2 Group

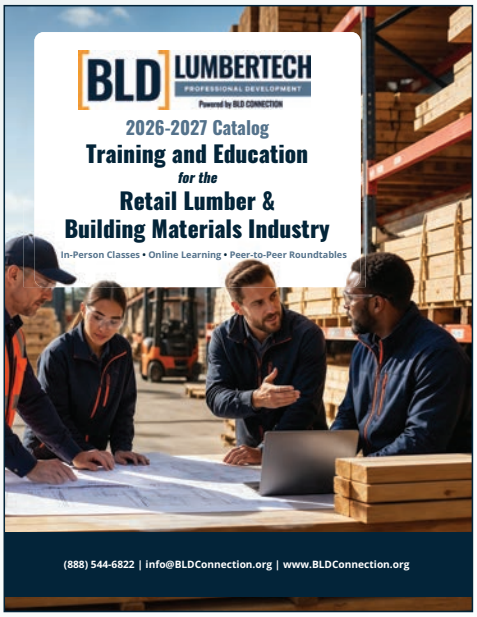
10/20/2026

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Your 2026-2027 catalog has arrived!

Look inside for education created exclusively for the retail lumber industry.