



**In-Person Classes | Online Learning  
Peer-to-Peer Roundtables**



# 2025-2026 Catalog

## Training and Education for the Retail Lumber & Building Materials Industry



*Strengthen your business  
by giving your team the  
tools to grow with BLD  
Connection's LumberTech  
training and education.*



(888) 544-6822 | [info@BLDConnection.org](mailto:info@BLDConnection.org) | [www.BLDConnection.org](http://www.BLDConnection.org)

# Why Attend LumberTech?

## Every strong business starts with a capable team.

LumberTech delivers year-round training and education tailored for the retail lumber and building materials industry. With a wide range of workshops offered throughout the year in locations across our region, your team can build practical skills in areas like estimating, yard operations, sales development, and managing returns.

It is also an opportunity to connect with peers from other yards, share insights, and bring fresh ideas back to your business. Whether you are developing new talent or building on the experience of long-time team members, LumberTech supports your success at every level.



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

In-Person/Virtual Classes	BLD Member	BLD Member 3 or more	Non-member
Blueprint Reading & Material Take-off	\$590	\$560	\$790
Estimating 1-2-3 – Day 1 & 2 or Day 2 & 3 only	\$590	\$560	\$790
Estimating 1-2-3 – All Three days	\$790	\$760	\$990
Lumberyard Design & Operational Excellence	\$590	\$560	\$790
Managing Returns, Special Orders, and Refund Policies	\$99	NA	\$130
Sales Development Workshop	\$350	\$320	\$450
Yard & Delivery Operations Workshop	\$590	\$560	\$790

## Class Registration Fees Inclusions

Course handouts and lunch are included in your registration fee. Estimating and Blueprint Reading classes also include a set of blueprints, architectural scale and 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](mailto:connie@BLDConnection.org)

# Onboarding New Team Members

Onboarding training provides new hires with a clear demonstration of your commitment to their success. On-the-job training through classes, online learning and mentorships will help build on employee satisfaction and improve your employee's experience. Don't leave it to your new hire to "figure it out", provide on-the-job training to ensure they can perform and excel in their new role.

Along with the necessary safety training for their new role, we also recommend the following industry-related training through BLD Connection.

## Counter Sales/Inside Sales Support

- Online FOUNDATION – Introduction to Building Material Sales
- Estimating 1 & 2 or Blueprint Reading & Material Take-off  
or Online FOUNDATION – Basic Estimating
- Online FOUNDATION – Customer Service
- Online – LumberTech Online Sales & Product Knowledge courses

## Contractor/Outside Sales

- Estimating 1-2-3
- Sales Development Workshop
- For those with no experience in the LBM Industry – LumberTech Online Product Knowledge Courses
- BizCons & Connection Conferences offer sales development opportunities.



## Yard Worker

- Online FOUNDATION – Introduction to Building Material Sales
- Online FOUNDATION – Customer Service
- Online FOUNDATION – Forklift Training
- LumberTech Online Courses: Driver Responsibilities, Load Building

## Yard Managers/Foreman

- Yard & Delivery Operations
- Lumberyard Design and Operational Excellence
- Online FOUNDATION – Forklift Training

## Estimators/Design

- Online FOUNDATION – Introduction to Building Material Sales
- Estimating 1-2-3 or online FOUNDATION Basic Estimating
- Online – LumberTech Online Product Knowledge courses

## Department Managers

- Managing Returns, Special Orders and Refund Policies in the LBM Industry
- BizCons & Connection Conferences offer professional development opportunities to learn not only from topic experts but also from industry colleagues.
- Roundtables
- Hire Power Recruiting and Retention Tools
- A variety of educational webinars throughout the year on topics including market updates, safety, risk management, hiring practices, and more.

**Additional details, the latest class schedule, and registration information can be found on the website at [www.BLDConnection.org](http://www.BLDConnection.org)**



# Classes & Workshops

## Managing Returns, Special Orders and Refund Policies in the LBM Industry

Instructor: Emily Overson

Live Online Workshop. Hours: 1:00 pm – 3:00 pm

Managing your returns, special orders, and refunds are some of the trickiest parts of running a successful LBM operation—and mistakes can be costly. This interactive workshop gives inventory and operations leaders the tools to manage these challenges with confidence, consistency, and profitability.

Using real-world scenarios from lumberyards and suppliers, you'll learn strategies to prevent disputes, reduce errors, and build customer-friendly, margin-protecting policies.

You'll walk away with:

- A customizable return and refund policy framework
- Proven best practices to manage special orders and reduce disputes
- A consistent return processing checklist your whole team can follow
- Scripts and templates for smoother customer and staff conversations



## Lumberyard Design & Operational Excellence

Instructors: David Wells

2-day Workshop. 8:30 am - 4:30 pm each day

Designed for lumber and building material dealers, this inclusive course unlocks powerful tools for lumberyard and warehouse design along with the necessary systems and processes.

By incorporating a blend of operational priorities, inventory analytics, and efficiency principles, together with strong systems and processes, a dealer's distribution division will enhance customer service, significantly lower soft costs, maximize productivity, and improve employee morale and job satisfaction.

Walk away with knowledge on:

- Reducing Costs
- Maximizing Productivity
- Improving Yard Layout & Efficiency
- Reviews of Attendees Yard Layout

Day 1 course components:

- Explore why professionalized operations and yard design are worth the investment.
- Compare legacy LBM priorities with modern logistics models.
- Adapt LEAN, Six Sigma, and Kaizen for lumberyard use.
- Use volume, touches, and profitability to guide inventory layout.
- Apply the Pareto Principle and linear alignment to reduce handling and wasted motion.
- Improve efficiency with segmented and compacted operations.
- Review how structures, racking, and equipment impact productivity.
- Discuss key processes and principles to sustain infrastructure improvements.

Day 2 course components:

Live peer-reviewed walkthroughs of attendee facilities using course principles. (Pre-course site map and questionnaire required.) While only 8–12 sites are reviewed, all attendees gain actionable takeaways from real-world applications.

# Classes & Workshops

## Yard & Delivery Operations

Instructor: Emily Overson

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

This unique workshop was specifically created to help your yard personnel, managers, and dispatchers understand the need for high operational standards within your company's yard and delivery operations.

During this two-day course, instructor Emily Overson will discuss the essentials of a well-run yard and delivery team. Participants will learn the best practices to ensure this busy hub in their organization runs smoothly and efficiently. Students will be asked to perform a Yard & Delivery Workshop Challenge for their company.

Along with the instruction, attendees find great value in the group discussions and exchange of ideas amongst the attendees.

This program's agenda includes:

- Setting the pace using the Operational Excellence Methodology
- Material handling
- Inventory shrinkage
- Receiving best practices
- Cost of lost/damaged inventory
- Maximizing your customer's experience
- Best practices for high-performance delivery service
- Role-modeling and creating a winning team

The workshop will conclude with a walk-through at a host retail location where key class topics will be reviewed.



*"Hearing other yard's issues and success and how they handle them, along with giving them ideas on how we make things work. The interacting was great!"*

**Chuck**

## Sales Development Workshop

Instructor: Bryan Rice

1-day Workshop. Hours: 8:00 am – 4:30 pm

Designed for contractor and project sales team members, this fast-paced interactive workshop will provide the fundamental elements all sales personnel should understand in order to be a successful LBM sales professional. From customer service to negotiations, product group analysis, project and time management, the lessons learned in this program will put you on the path to building a profitable book of business for you and your company. In addition to skill building, this workshop also offers group discussions where you'll explore today's challenges and learn from your fellow group members.

Topics covered during this program:

- Customer Relations and Analysis
- Job Site Visits
- Negotiations
- Pricing/Gross Margins
- Product Group Analysis
- Professionalism
- Project Management
- Prospecting/Targeting
- Returns/AR and Related
- Time Management
- Training- Product, Sales, Technology
- Twenty Ways to Grow Sales

# Classes & Workshops

## Estimating 1-2-3

Instructor: Casey Voorhees

2 to 3 day Workshop

Class hours: 8 am – 5 pm each day

(attendee chooses between days 1 & 2; days 2 & 3 or all three days)

### 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 – 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



**\*\*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.

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

**Brian**



### Estimating 3 (day 3)

#### Advanced Residential Material Take-Off

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.

**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 basic single-level home with a trussed roof.

## Meet Our Instructors

**Emily Overson** is an accounting professional who has spent over 20 years focused on the LBM industry in management and finance roles. Emily's career with retail LBM dealers covered Accounting, Human Resources, IT, Purchasing, Inventory Management, Sales Initiatives, Training Programs and overall Business Management. She is aware of the challenges facing independent retailers and is passionate about the industry and sharing her knowledge to strengthen it. To learn more about Emily, visit [emilyoverson.com](http://emilyoverson.com).



**David Wells**, LBM Operations Consultant and Industrial Architect. With expertise honed over 39 years in the industry, David provides independent LBM dealers with innovative and effective solutions to their operational challenges.



Customized for each client's business model, David's solutions enable dealers to consistently produce at higher capacities with lower costs, increased customer service, and high employee satisfaction. To learn more about David, visit [lumberdude.com](http://lumberdude.com)

**Bryan Rice** brings over four decades of hands-on experience in the building materials industry, demonstrating expertise and insight. While serving in his executive management roles, Bryan was instrumental in the growth and success of his former companies. Today, Bryan uses his years of experience and knowledge to help others in the building materials industry grow and thrive. Through Bryan Rice Consulting, Bryan now serves the industry by assisting organizations as a Board Member, Business Advisor, and as a Roundtable Facilitator. Learn more at [bryanriceconsulting.com](http://bryanriceconsulting.com).



**Casey Voorhees** is the Executive Director for the Western Building Materials Association. He has taught his Blueprint Reading and Estimating 1-2-3 programs across the country for many LBM associations. With over 30 years' experience leading the program, Casey understands the skills needed to provide your customers with an accurate take-off and excellent customer service.



# Online Learning



LumberTech Online, powered by Building Supply Channel Inc., provides members with an industry specific learning management system. With over 100 training modules and reference materials, dealers can use a flexible monthly subscription to provide employees easy access to industry training. Managers are able to evaluate skills, track training progress, and view test scores!

Training topics include:

- Decks, Doors, Framing, Insulation, Siding, Trim, & Windows
- Board Footage, Estimating Math, Gross Margin & Markup
- Lumber 101
- Blueprint Takeoff Tips
- Moisture Control
- Structural Design
- Common Sense Selling
- Customer Service Techniques
- Construction Management
- Time Management
- Sales Management
- Marketing
- Communications Skills
- Profit Improvement Ideas
- Load Building
- Delivery Driver Responsibilities
- Warehouse Efficiency
- Basic Safety

**Get started today! [www.lumbertechonline.com](http://www.lumbertechonline.com)**

Additional online learning opportunities are available

**Keep an eye on our website and communications for additional educational opportunities!**



to members through Foundation – the latest online learning platform for the building materials industry!

Foundation LMS is an evolving platform featuring the resources needed for your team to expand their knowledge and skills, allowing them to do their job more effectively. Currently the catalog consists of Casey Voorhees basic estimating, building material sales/product knowledge, customer service, forklift training and HR/workforce development.

Since the association is an affiliate partner on Foundation LMS, BLD member companies receive discounted rates on training designed especially for our industry.

**Get started today at [www.foundationlms.org/bld](http://www.foundationlms.org/bld)**

## Webinars

Additional business focused webinars are offered throughout the year on various topics including HR, Safety, Recruiting, Risk Management, and more.

**A NEW COURSE FOR LEADERS IN THE BUILDING PRODUCTS INDUSTRY**

## HIREPOWER

Learn techniques that have been proven in the industry to attract, find, interview, and sell—so top candidates happily join your team & grow your business.

[bit.ly/BLDHirePower](http://bit.ly/BLDHirePower)





# Peer to Peer Roundtables 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.

## Roundtable Groups for Key Team Leaders

Peer-to-Peer learning is valuable for other key team members within your organization too!

New roundtable groups are forming for team members including Yard Foreman, HR and Sales Managers. These groups will allow these crucial leaders within your organization the opportunity to learn and grow professionally.

*"During our roundtable group meetings, peers share ideas, talk about what's happening in our businesses, and how we handle different situations. We have fun, but we also hold each other accountable year after year. The relationships we build and the ability to tap into those resources throughout the year are truly priceless. I wouldn't miss it."*

Scott

## 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 the Industry Network

This group offers a supportive place for women to learn from and encourage other women working at all levels of the LBM industry. These interactive learning events provide an opportunity to connect with other women from both the retail and supply side of the industry.



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

# [BLD] CONNECTION CONFERENCE

# [BLD] BIZCON 2026

**NEW!**

## MID-AMERICA

- 📅 December 9, 2025
- 📍 Olathe, KS

## NORTH

- 📅 January 20 & 21, 2026
- 📍 St. Cloud, MN

## NEBRASKA

- 📅 December 11, 2025
- 📍 La Vista, NE

## SOUTH

- 📅 February 3 & 4, 2026
- 📍 Altoona, IA

## WISCONSIN

- 📅 February 24, 2026
- 📍 Wisconsin Dells, WI

## Stronger Connections Start Here!

Join your network of support at a BLD Connection Conference or BizCon near you. These events offer practical education, real-world ideas, and the chance to learn alongside others who understand your business.

**Connection Conferences** focus on team-building seminars and peer discussions. **BizCon** also feature product exhibits where you can connect with supplier partners and explore new solutions.

Gain knowledge, make connections, and bring home ideas you can put to work.



(888) 544-6822 | [info@BLDConnection.org](mailto:info@BLDConnection.org) | [www.BLDConnection.org](http://www.BLDConnection.org)



# The Air Raid Sales Offense: How to Quit Playing Defense and Score New Business

**A 1.5-Day Workshop for Sales Leaders and High Performers**

**It's time to quit playing defense.**

In this high-energy workshop, sales leaders and OSRs will learn how to take control of their sales game, move fast, and start scoring more often.

Based on *The Air Raid Sales Offense* by Bradley Hartmann, LBM sales trainer and former Division I quarterback, this interactive experience challenges you to think differently, act decisively, and lead boldly.

Come ready to compete, collaborate, and change the way you think about sales leadership.

**It's time to go on offense.**

**February 26 & 27 – Minneapolis, MN**  
**March 25 & 26 – Olathe, KS**

Learn more at [www.bldconnection.org](http://www.bldconnection.org)



*Bradley Hartmann was raised in a lumberyard and built more than 1,000 homes before moving into area purchasing at PulteGroup. His passion is helping LBM sales teams make it easy for builders to buy better and build more profitably.*

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# [BLD] LUMBERTECH

## PROFESSIONAL DEVELOPMENT

Powered by BLD CONNECTION



## Spring 2026 Professional Development Schedule

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

Date	Program	Location
February 3-4	BizCon South	Altoona, IA
February 17-18	Lumberyard Design & Operational Excellence	Rochester, MN
February 24	Wisconsin Connection Conference	Wisconsin Dells, WI
February 26-27	The Air Raid Sales Offense	Minneapolis, MN
March 4-5	Blueprint Reading & Material Take-Off	Little Rock, AR
March 24-25	Yard & Delivery Operations Workshop	St Cloud, MN
March 24-26	Estimating 1-2-3	Madison, WI
March 25-26	The Air Raid Sales Offense	Olathe, KS
April 21-23	Estimating 1-2-3	Inver Grove Heights, MN
Summer Dates TBD	Summer Webinar Series	Online

### Roundtables

#### Women in the Industry Group

Online  
February 12  
and April 21

#### Next Gen WI/MI

Wisconsin Dells, WI  
February 23

#### NEW Virtual Roundtable Series

Starting this spring

#### Classic Roundtable

Rochester, MN  
March 24-26

#### MLA Roundtable

Hot Springs, AR  
April 19-21

#### Pinnacle Roundtable

Bemidji, MN  
May 18-21

#### Heritage Roundtable

TBA

## Thank you to our 2025-26 Hosts & Education Sponsors\*



**Sponsorships still available!** Contact Connie for details at (763) 595-4045 or [connie@bldconnection.org](mailto:connie@bldconnection.org).

\*As of 12/23/25

BLD CONNECTION | (888) 544-6822 | [www.bldconnection.org](http://www.bldconnection.org)

12/23/2025