

[BLD] LUMBERTECH

PROFESSIONAL DEVELOPMENT

Powered by BLD CONNECTION



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

2024-2025 Catalog

Training and Education for the Retail Lumber & Building Materials Industry



Invest in your workforce
by providing them
opportunities to grow in
their careers with
BLD Connection's
LumberTech training
and education.



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

Why Attend LumberTech?

Successful organizations encourage and support their team members in their personal and professional growth.

Providing your staff with professional development training is not just a beneficial option for them, it is imperative in today's competitive business environment. This strategic investment in your team members pays dividends in terms of enhanced skills, increased employee engagement, improved retention, and fostering a culture of teamwork. By prioritizing employee growth and development, you not only empower your team to excel in their roles, you also position your organization for sustained success and growth in the long term.



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

	BLD Member	BLD Member 3 or more	Non-member
Advanced Operations Workshop	\$570	\$540	\$770
Estimating 1-2-3 - Day 1 & 2 or Day 2 & 3 only	\$570	\$540	\$770
Estimating 1-2-3 - All Three days	\$770	\$740	\$970
Gross Margin Mastery Series	\$799	NA	\$970
Introduction to Building Material Sales	\$350	\$320	\$400
Sales Development Workshop	\$350	\$320	\$400
Yard & Delivery Operations	\$570	\$540	\$770

Class Registration Fees Inclusions

Course handouts and lunch are included in your registration fee. Estimating 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

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

- Introduction to Building Material Sales (available in person and online through FOUNDATION)
- Estimating 1 & 2
- 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

- Introduction to Building Material Sales (available in person and online through FOUNDATION)
- Online FOUNDATION – Customer Service
- Online FOUNDATION – Forklift Training
- Online – LumberTech Online Yard & Warehouse Courses

Yard Managers/Foreman

- Yard & Delivery Operations
- Advanced Operations Workshop
- Online FOUNDATION – Forklift Training

Estimators/Design

- Introduction to Building Material Sales (available in person and online through FOUNDATION)
- Estimating 1-2-3 or online FOUNDATION Basic Estimating
- Online – LumberTech Online Product Knowledge courses

Department Managers

- Gross Margin Mastery
- 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

Classes & Workshops

Gross Margin Mastery Series

Instructor: Ken Wilbanks

Combination of LIVE and recorded online training.

Ken Wilbank's Gross Margin Mastery class will take you on a journey through each of the prime aspects of mastering Gross Margin Management. Organizations that are attentive to the best practices and core principles will be able to take these purposeful actions, apply them to their business practices and see immediate and sustained improvements to sales, gross margin and to the bottom line. Each of the eight elements of focus will be discussed in depth. This course will consist of three LIVE online

interactive sessions including an introduction to the program, a mid-journey review with a Q&A session, and final review of all elements with Q&A. Between live sessions, attendees will watch recorded lessons independently.

The eight mastery elements focussed on are:

1. Self-Worth and Salesmanship
 2. Potent Sales Management – Pervasive and Relentless
 3. Pricing Integrity – Consistency and Stability
 4. Product Category Penetration
 5. The Special-Order Opportunity
 6. Vendor Partnerships and Program Selling
 7. Stopping the Leaks! Keys to Minimizing Inventory and Gross Margin Losses
 8. The Capacity to Transcend Legacy Habits and Thinking
- Bonus Session – Expanded Special Order Opportunity – Getting Started – Perpetual Margin Management – Defense in Special Order Systems Design

Advanced Operations Workshop

Instructors: Ken Wilbanks and David Wells

2-day Workshop. 8:30 am - 5:00 pm each day

The yard and delivery teams are the backbone of the dealer's success. For the highest level of success to be achieved by these essential teams, they must be energetically led by effective managers through a set of rock-solid core best practices and standards that really work. The Advanced Operations Workshop devotes two dynamic days to understanding these essential best practices and providing powerful proven tools to insure stellar performance within each separate yet interrelated area of yard and delivery operations.

**If you've attended the Yard & Delivery Operations workshop before, this course will provide some review on the vital leadership practices for yard managers, however this redesigned course includes a significant amount of new material focusing on yard design and efficiency techniques.

Topics include:

- Powerful communication and coaching skills
- Best practices to transcend ineffective legacy management habits
- Yard and warehouse layout design principles for maximizing your ROI, efficiency and effectiveness
- Yard design based on operational priorities
- Operational segregation and consolidation – working smarter, not harder
- Maximizing customer experiences in the yards and on the job site
- Winning the war on clutter, waste and poor operational standards
- Five management habits to engage and retain top-level teams



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



"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

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

Save the Dates for Education, Networking, and Fun!

Enjoy a day of education, networking, and an evening of fun
with new friends and valued colleagues!

Connect with others from the industry and learn from each other along with professional instructors who delve into the "must haves" for our evolving industry and workplaces.



December 11, 2024
Embassy Suites
La Vista, NE



January 14, 2025
Glacier Canyon Conference Center
Wisconsin Dells, WI

Classes & Workshops

Introduction to Building Material Sales

Instructor: Casey Voorhees

1 day; Class Hours: 8:00 am – 5:00 pm

This class provides your entry-level personnel, sales support staff, and employees who have limited industry knowledge with a basic understanding of building material operations, product usage in residential construction, and customer service basics.

Topics Covered:

- Building material terminology
- Abbreviations, formulas, measurements
- Margins, board footage, price conversions
- Customer relations & practical selling skills
- Knowledge of how profits are made (and lost)
- Product usage on the job site - boards, plywood, floor, walls, trusses, roofing, soffit/siding, moldings, interior finish stair parts, doors, windows, insulation, and builder's hardware.

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

“Enjoyed learning from other outside salesman and hearing Bryan’s experiences.”

Steve

Mark Your Calendar for the 2025 BizCons!

Experience premier networking, learning, and industry insights.

BizCons provide exhibits that feature the latest building products along with expert-led educational seminars covering sales and operations topics.



January 28 & 29
Rivers Edge Convention Center
St. Cloud, MN



February 18 & 19
The Meadows Events & Conference Center
Altoona, IA

Classes & Workshops

Estimating 1-2-3

Instructor: Casey Voorhees

2 to 3 day Workshop

Class hours: 8 am – 5 pm each day
(attendee choose between day 1 & 2; day 2 & 3
or all three days)

“Casey did an amazing job. Best class (training) I’ve been through in 19 years.”

Adam

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

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.



**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!

Meet Our Instructors

Ken Wilbanks is a professional business consultant providing educational programs, financial and business process analysis and leadership development for the building materials and home center industry. Ken's rich vocational experiences lend insight and clarity to topics spanning the entire scope of executive development, finance, merchandising, marketing, sales management, operations and team development. Ken develops and presents programs that are specifically designed to bring an increased level of professionalism, enthusiasm and profitability to individuals and teams. To learn more about Ken, visit kenwilbanks.com



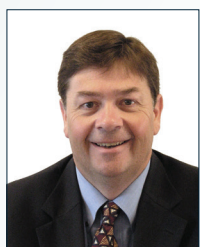
Bryan Rice brings over four decades of hands-on experience in the building materials industry, demonstrating expertise and insight. While serving in his executive management roles, Bryan was instrumental in the growth and success of his former companies. Today, Bryan uses his years of experience and 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.



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.



David Wells, LBM Operations Consultant and Industrial Architect. Leaning on his rich 36 years as a leader in multi-location operations, David uses enhanced facility design, process improvement, and superb operational efficiencies to enable independent LBM dealers to operationally excel and dominate. David also advised and educates in the disciplines of inventory management, purchasing and pricing, standard operation procedures and strategic planning. To learn more about David, visit lumberdude.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 130 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

Webinars

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



Additional online learning opportunities are available 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/blld



The association's Market Watch webinars are designed to answer some of the burning questions building product dealers have about market activities. These on-line conversations feature a panel of material manufacturers and suppliers, related industry representatives, and economists.

Panelists are asked to share their insights into market trends, and provide some strategic thoughts and ideas to help retail dealers and their customers better prepare for upcoming projects and take advantage of opportunities in the market.



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.



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.

“The leaders I have met through the roundtable have had a huge influence on how we do business now. I was blown away with all the information I was given to help improve our company.

The roundtable has now become a yearly spot check and improvement to better our company and our customers.”

Nick

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.

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2024-2025 Professional Development Schedule

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

Date	Program	Location	Roundtables
October 28-30	Estimating 1-2-3	Inver Grove Heights, MN	Pinnacle Leadership St. Charles, MO November 18-20
November 5-6	Yard & Delivery Operations	West Des Moines, IA	
November 6	Gross Margin Series Kick-Off	Online	Virtual Roundtable Kick-Off Meeting November 7
November 12	Women in the Industry Lunch & Learn	Online	
November 12-14	Estimating 1-2-3	St Charles (St. Louis), MO	Classic Leadership Minneapolis, MN January 21-23
December 5	Sales Development	Rochester, MN	
December 10-12	Estimating 1-2-3	Madison, WI	Next Gen WI/MI Wisc. Dells, WI January 13
December 11	Nebraska Connection Conference	La Vista, NE	
January 7-9	Estimating 1-2-3	Coralville, IA	Mid-America Rogers, AR May 4-6
January 14	Wisconsin Connection Conference	Wisconsin Dells, WI	
January 15	Sales Development	Little Rock, AR	<p>Estimating 1-2-3</p> <p>"I liked how he gave lots of photos for examples of what he was talking about. It makes it very easy to visualize and understand."</p> <p>Brianna</p>
January 21-23	Estimating 1-2-3	Kansas City, KS	
January 28-29	BizCon North	St. Cloud, MN	<p>Sales Development</p> <p>"Tools for better management of store/yard so things run smoother and better for the customer."</p> <p>Cameron</p>
February 4-5	Advanced Operations Workshop	Wichita, KS	
February 11-13	Estimating 1-2-3	Omaha, NE	
February 18-19	BizCon South	Altoona, IA	
February 25-27	Estimating 1-2-3	Inver Grove Heights, MN	
March 18-20	Estimating 1-2-3	Appleton, WI	
March 25	Introduction to Building Material Sales	Lincoln, NE	
March 25-26	Advanced Operations Workshop	Minnesota	
March 27	Introduction to Building Material Sales	Kansas City, MO	
April 8	Introduction to Building Material Sales	Wisconsin Dells, WI	
April 10	Introduction to Building Material Sales	Minnesota	
April 29-May 1	Estimating 1-2-3	Inver Grove Heights, MN	



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Your 2024-2025 catalog has arrived!



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

Train your entire team: yard personnel, sales staff, estimators, as well as owners, managers and administrative personnel.