

2017 ANNUAL CONFERENCE OCTOBER 3-5

## BKBG OF AMERICA: BUILDING ON THE BEST

RADISSON BLU MALL OF AMERICA, BLOOMINGTON, MN



**Attend the BKBG Annual Conference to improve your business, enhance your relationships with BKBG Preferred Vendors, take advantage of the industry's most successful practices and increase your margin opportunities and profits.**

**BKBG heads to the Twin Cities and the fabulous Radisson Blu – Mall of America hotel, conveniently located less than five miles from Minneapolis/St. Paul International Airport. The Mall of the America is the largest consecutive retail space in North America and offers an extraordinary array of shopping, dining, entertainment and recreational options. Plus, the hotel is on the Metro Transit Light Rail line, offering direct access to explore the Twin Cities.**

### **Peer-to-Peer Roundtables**

The BKBG Peer-to-Peer Roundtables are one of the most anticipated and beneficial Conference highlights. BKBG Shareholders network with peers in different marketing territories with similar business models to discuss strategies, common problems and opportunities.

Participation in the Peer-to-Peer Roundtables is entirely voluntary. Each team will set its own agenda for the roundtable discussions that will take place on Tuesday, October 3, 3:15-5:15p.m. The canvas is wide open. This is your chance to learn the most successful practices in our industry. If you have topics that you would like to discuss at your Peer-to-Peer Roundtable, please forward them to [thad@buybkg.com](mailto:thad@buybkg.com). Discussion topics may include:

#### **Advertising and Sales:**

- How do you advertise and what are your most effective mediums – print, social media, radio, other? How do you monitor return on investment?
- Are CEUs and events at your showroom successful and what do you do to make them successful?
- How do you increase and/or attract walk-in trade?
- How do you get new professional clients?
- Explain a competitive advantage you may have outside of tenured staff.
- How many levels of discounts do you offer and to whom?
- How do you control the price at which your staff sells?
- How much does belonging to BKBG influence what your sales staff sells?
- How do you keep your showroom staff from being order takers?
- How do you follow up after a sale?
- Do you have outside salespeople calling on the design and building trades? Are these efforts successful?
- How are you adding value to the services and products you provide?
- What tools are you using to track deliveries?
- Which apps do you use, if any, for your business?

#### **Employees:**

- How do you compensate your showroom staff and what additional benefits do you offer?
- What are your hiring and interviewing best practices?
- What type of sales person is your most successful, what are his or her traits?
- Can you change or improve the natural volume of a sales person? If so, how?
- What do you do to retain employees?
- From where do you seek new employees?
- Outside of the industry, where have you found your most effective staff?
- What training, if any, would make your team members more successful?

#### **Showroom:**

- Do you believe you offer too many or too few products? Would adding more or offering less help or hinder your current business model?
- What are the keys to make displays engaging?
- In the last three years, what new products or product lines have you added that have positively impacted your business?
- How often do you update displays?
- What are your best display programs?

#### **Competitors:**

- Do you consider e-commerce a benefit or threat to your business and why? What are you doing to benefit from e-commerce or combat it?
- What are the reasons you lose business to a competitor?
- How are you counteracting showrooming? How do you respond to customers taking photos in your showroom?
- Who are your biggest competitors and how do you respond to their competitive challenges?
- What should you be doing to remain more relevant?

- Who are the competitors that you aren't necessarily paying attention to?
- Who is your most important vendor and why?
- Who is your most important rep and why?

### General Business

- Explain a "best practice" you are currently deploying that could potentially be unique to your business.
- What was the smartest move you made in 2017?
- What did you try for the first time or do differently in 2017? How effective were you?
- How are you tracking your vendors' performances and using it to guide the management of your company?
- What are the most valuable tools manufacturers and reps provide your business?
- What other services should BKBG offer to Shareholders?

### Meet One-on-One During Rotations.

The 2017 Conference rotation schedule will provide you the opportunity to meet with every Preferred Vendor.

Rotations are scheduled for Group B Wednesday, October 4, 9:15 a.m.-12:15 p.m. and 1:30 – 5:30 p.m. for Group A. Rotations will also be held Thursday, October 5, 10:15 a.m. – 1 p.m. for Group A and 2:15 – 5:00 p.m. for Group B

### Enjoy Practical Education You Can Take From the Conference and Use in Your Business the Next Day!

We listened to your feedback and expanded educational programming this year. The curriculum includes:

#### Save Time, Reduce Mistakes and Increase Profitability: 20/20 Design Tips That Enhance Your Business

John Morgan, Morgan Pinnacle, LLC

Tuesday, October 3, 10 a.m. – 12 p.m.



NKBA Past President John Morgan will present an exclusive and updated BKBG-inspired session focused on maximizing your design and sales tools. Guaranteed to be fun and interactive, you will learn

- Updated top 10 tips to improve your speed while reducing errors in your design process.
- New Render in the Background features to make Hi Res renderings easier and more efficient.
- Share presentation techniques that the best in the

industry are using to WOW their prospects.

- One click method to provide 360 Panoramic Views and Virtual Reality right to your customers' smart devices.
- Successful inspiration options for showrooms and closing rooms, including inexpensive Virtual Reality implementation.
- How to leverage 20/20 Designs to connect and engage potential prospects in your clients' social media networks.

You are guaranteed to leave this session with tips and techniques that, if implemented, will enhance your business.

### Keynote Address – Because I Said I Would

By Alex Sheen

Wednesday, October 4

8 – 9 a.m.



It's that feeling of contentment after doing a really good job. It's that sense of inner satisfaction that you feel after donating your time and expertise to a worthy cause. It's that specialness that comes from performing random acts of kindness.

Magnify those feelings ten fold and you get Alex Sheen, and he is coming to the BKBG Annual Conference to present our opening keynote address.

Alex Sheen is a remarkable human being. He was working as an innovation manager and strategist at a software company when his father passed away. His father's best quality was being a man of his word. When his dad promised, he delivered. At his father's funeral, Alex spoke about the importance of a promise and delivered a eulogy titled "because I said I would." From that came Sheen's inspiration to begin a social movement and a nonprofit organization dedicated to bettering humanity through promises made and kept.

Alex Sheen will change your life for the better and motivate you to take the extra steps necessary to become extraordinary. We could not find a better way to kick off the 2017 Conference.



### Can't Get No Satisfaction – Think Again

Jerrod Butler, GuildQuality  
Wednesday, October 4  
11 a.m.– 12:30 p.m. (Group A)  
3:30 – 5 p.m. (Group B)

In his annual 2016 letter to shareholders Amazon CEO Jeff Bezos said, “customers are always beautifully, wonderfully dissatisfied, even when they report being happy and business is great. Even when they don’t yet know it, customers want something better, and your desire to delight customers will drive you to invent on their behalf.” How can you increase customer delight? How can you identify those touch points that resonate with your clients? What are the main drivers of satisfaction?

At this workshop presented by Affinity Partner GuildQuality's Jerrod Butler, you will learn the main drivers of kitchen and bath showroom satisfaction and those facets of redoing a kitchen or bath that most strongly correlate to highest and lowest satisfaction levels. Jerrod will identify areas where showrooms should concentrate on to improve customer satisfaction levels and turn their current clients into raving fans.

This workshop also features a panel of BKBG members who will relate their most successful client satisfaction techniques and how they identified and capitalized on them.



### Kitchen Cartography: Mapping the Customer Journey to Set Your Showroom Apart

Thad Whittenburg, BKBG  
Wednesday, October 4  
9:15 10:45 a.m.. (Group A)  
1:45 - 3:15 p.m. (Group B)

Meet new BKBG Executive Director Thad Whittenburg and learn from his three decades of kitchen and bath showroom experience. You will learn:

- How to determine and understand your customer touch points from start to finish.
- How touch points affect customer experience
- How to use touch points to differentiate your brand from the competition
- How to use a seamless and simple process to ensure customer experience consistency
- How to use process improvement methodologies to make your business more efficient and successful

### A Brain Storm: Tapping into the Brain to Improve Customer Relationships and Sales Efforts Sponsored by Elkay/Medallion

Robb Best, Elkay  
Thursday, October 5  
8 - 10 a.m.



Robb Best helps showroom professionals become more successful by explaining how neuroscience improves selling skills. He will share his expertise and explain how to use the science of selling to skyrocket your and your team's performance. Robb's program focuses on critical sales methodologies that change behavior, improve performance and drive results.



Learn how to use his techniques to outperform the competition and achieve closing and productivity levels never previously imagined. Robb will explain how to apply the knowledge of how people think and make decisions to all aspects of your marketing and sales efforts.

Robb will cover:

- How to make it easier for your team to sell in your showroom.
- How to craft marketing messages that resonate with different customer decision-making processes.
- The five essential elements of closing a sale.
- New habits that make your job easier and more rewarding.
- How to build and deliver impactful presentations.
- Marketing to the emotional brain.



### **Your SEO Strategy: How to Appear On The First Page of Google Searches**

Clive Clifford and Bryan Sirak, Locallogy

Thursday, October 5

10:15 a.m. - 12:45 p.m. (Group B)

2:15 - 4:45 p.m. (Group A)



Every kitchen and bath remodel begins with Google. At this workshop, BKBG Affinity Partners Clive Clifford and Bryan Sirak will relate the secret sauce for assuring that when your potential clients fire up their Google machines and search for new kitchen and baths your showroom's name appears on the first page of that search.

The key touch points of this program include:

- Organic Rankings vs. Paid Listings and Local Listings.
- How to Pick Your Best Keywords
- Onsite SEO
  - Using the correct Title Tags
  - What Is a Meta Description Tag?
  - Your Header Tag or (H1 Tag)
  - Page Content
  - Website Navigation
  - Site Map
  - Image Optimization
- Link Building
- The Power of Online Reviews
- Creating a Strong Call to Action

They will cover the top items that Google and other search engines use to determine how your site should rank. Remember, if your site is not optimized your competitors may outrank you, costing you business.



## Have Fun with BKBG Members and Partners

### BKBG Golf Tourney

Monday, October 2

11:30 a.m. – 6 p.m.

Shuttle departs from hotel lobby at 11:30am

Wilds Golf Club

This year, the Annual BKBG golf outing heads to The Wilds Golf Club, designed by Tom Weiskopf and Jay Morrish. The Club is nestled in a breathtaking natural setting of Ponderosa pines, hardwoods, wetlands and wildlife habitats. The Wilds has 150 feet of elevation changes, water in play on nearly half the holes, swift bent grass fairways and more than 70 strategically placed bunkers. From the tips, the course stretches 7,025 yards with a slope of 152 and a course rating of 74.5 (one of the highest in Minnesota). Multiple sets of trees as well as wide fairways, enable golfers of all levels to enjoy the course. The cost is \$125 per person and includes practice range, box lunch, golf, cart and a 19th hole reception.



### Medallion/Elkay Tour

Monday, October, 2

11:30 a.m. - 4 p.m.

Minneapolis is home to Elkay/Medallion's Waconia factory and we are taking advantage of being in their backyard to visit the facility and see firsthand how their cabinets are made. A coach will depart from the hotel lobby at 11:30 a.m. and head towards the factory. On arrival, there will be a group lunch followed by a tour of the facility and a chance to learn the story of Medallion's processes. There is no charge to participate, but you must reserve in advance.

### Reception and Awards and Recognition Dinner

Tuesday, October 3

7 – 10 p.m.

BKBG celebrates another phenomenal year of success at a festive opening night Awards and Recognition Dinner. We will honor outstanding volunteer contributions to BKBG. A good time is in store for all.

### Closing Cocktail Reception

Thursday, October 5

5:30 – 6:30 p.m.

Celebrate another successful Conference at the closing cocktail reception.

### Shareholder Registration Fees

All BKBG Shareholders are contractually required to attend the BKBG Conference. One Annual Conference registration is included in Shareholders' annual dues. Fees for additional attendees are as follows:

Shareholder Additional Representative:

Through September 1	\$600
After September 1	\$650

Conference registration includes all educational programs offered by BKBG, the Shareholder Lunch and Reception and Awards and Recognition Dinner (Tuesday, October 3), Breakfast and Lunch (Wednesday – Thursday, October 4 - 5) Exhibitor Cocktail Reception (Wednesday, October 4) and the Cocktail Reception (Thursday, October 5). There is an additional fee for the Golf Tournament (Monday, October 2).

### Conference Policies

BKBG Conference registration policy prohibits Shareholders and Preferred Vendors from hosting events on property or outside the property that are held at the same time or within four hours of BKBG Conference programs and events. BKBG programming begins Monday, October 2 at 11:30 a.m. and ends Thursday, October 5 at 6:30 p.m. BKBG Conference policy prohibits the use of hotel rooms or other venues other than the exhibit hall to show products.

Photography and video recording are not permitted on the exhibit floor without permission of the exhibitor. Children under the age of 12 are not permitted on the exhibit floor during rotations or in scheduled meetings.

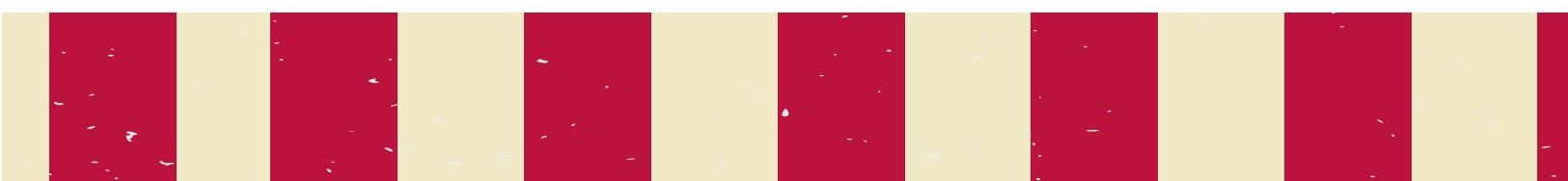
## Hotel Accommodations

The Radisson Blu Mall of America is an elegant hotel that gives you direct access to the largest shopping center in North America. The hotel offers many luxurious conveniences to enhance your stay in the Twin Cities. These include an indoor saline pool, spa, state-of-the-art fitness center and the Metro Transit Light Rail stop located just outside the hotel's door to provide access to almost everywhere in Minneapolis and St. Paul. There's a reason why Trip Advisor honored the Radisson Blu Mall of America with a 2016 Certificate of Excellence.

BKBG has secured a room block from Sunday, October 1 through Saturday, October 7. Single and double rooms within block are priced at \$189 per night plus tax (14.275%). Guests receive complimentary in-room and meeting room Internet access, complimentary bottles of water, coffee and refrigerators.

RESERVATIONS MUST BE MADE BY SEPTEMBER 1 to be eligible for BKBG's discounted rates.

To reserve your room online at the Radisson Blu Mall of America, visit <http://bit.ly/2tGenhj>.



## AGENDA

### MONDAY, OCTOBER 2

- 11:30 a.m. - 6 p.m.      Golf  
                                    The Wilds Golf Club
- 11:30 a.m. - 4 p.m.      Medallion/Elaky Tour  
                                    and Luncheon

### WEDNESDAY, OCTOBER 4

- 7 - 7:45 a.m.      Breakfast
- 7 - 8 a.m.      Vendor Committee Meeting
- 8 - 9 a.m.      **Keynote Address by Alex Sheen**

### TUESDAY, OCTOBER 3

- 9 a.m. - 5 p.m.      Registration
- 7:30 a.m. - 10 a.m.      Board of Directors Meeting
- 10 a.m. - 12 p.m.      **20/20 Design Tips That Enhance Your Business**
- 11 a.m. - 5 p.m.      Vendor Set Up
- 12 - 1 p.m.      New/First Time Attendee Orientation
- 1 - 3 p.m.      Shareholder Lunch and Meeting
- 3:15 - 5:15 p.m.      Shareholder Peer-to-Peer Roundtables
- 5:30 - 6:30 p.m.      Preferred Vendor Meeting
- 7 - 8 p.m.      Cocktail Reception
- 8 - 10 p.m.      Awards Dinner

- 9:15 a.m. - 12:15 p.m.      Exhibitor Rotations, Group B
- 9:15 - 10:45 a.m.      Education Group A
- 11 a.m. - 12:30 p.m.      Education Group A
- 12:30 - 1:30 p.m.      Lunch
- 1:30 - 5:30 p.m.      Exhibitor Rotations Group A
- 1:45 - 3:15 p.m.      Education Group B
- 3:30 - 5 p.m.      Education Group B
- 6 - 8 p.m.      Exhibitor Cocktail Reception



## THURSDAY, OCTOBER 5

7 - 8 a.m. Breakfast

8 - 10 a.m. **Keynote Address by Robb Best**

10:15 a.m. - 1 p.m. Exhibitor Rotations Group A

10:15 a.m. - 12:45 p.m. Education Group B

1:15 - 2:15 p.m. Lunch

2:15 - 4:45 p.m. Education Group A

2:15 - 5:00 p.m. Exhibitor Rotations Group B

5:30 - 6:30 p.m. Closing Cocktail Reception

5- 10 p.m. Exhibitor Teardown







**2017 Annual Conference  
October 3 - 5  
Radisson Blu Mall of America**

BATH & KITCHEN BUYING GROUP

Company name: \_\_\_\_\_

Reservation coordinator: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**First Representative**

**Optional Events**

Golf	Medallion
\$125	Tour

1) \_\_\_\_\_ Vegetarian/Vegan/Kosher/Gluten Free \_\_\_\_\_

*Names and Email Address*

*Dietary Restrictions (Circle Applicable)*

Yes! We want to register \_\_\_\_\_ additional representatives at a cost of \$600 (before September 1)/\$650 (after September 1)

**Additional Representative(s)**

**Optional Events**

Golf	Medallion
\$125	Tour

2) \_\_\_\_\_ Vegetarian/Vegan/Kosher/Gluten Free \_\_\_\_\_

*Names and Email Address*

*Dietary Restrictions (Circle Applicable)*

3) \_\_\_\_\_ Vegetarian/Vegan/Kosher/Gluten Free \_\_\_\_\_

*Names and Email Address*

*Dietary Restrictions (Circle Applicable)*

Additional Representatives: \$ \_\_\_\_\_

Optional Opportunities \$ \_\_\_\_\_

**TOTAL AMOUNT DUE AND ENCLOSED \$ \_\_\_\_\_**

Payment method:  Check  Visa  MC  Amex

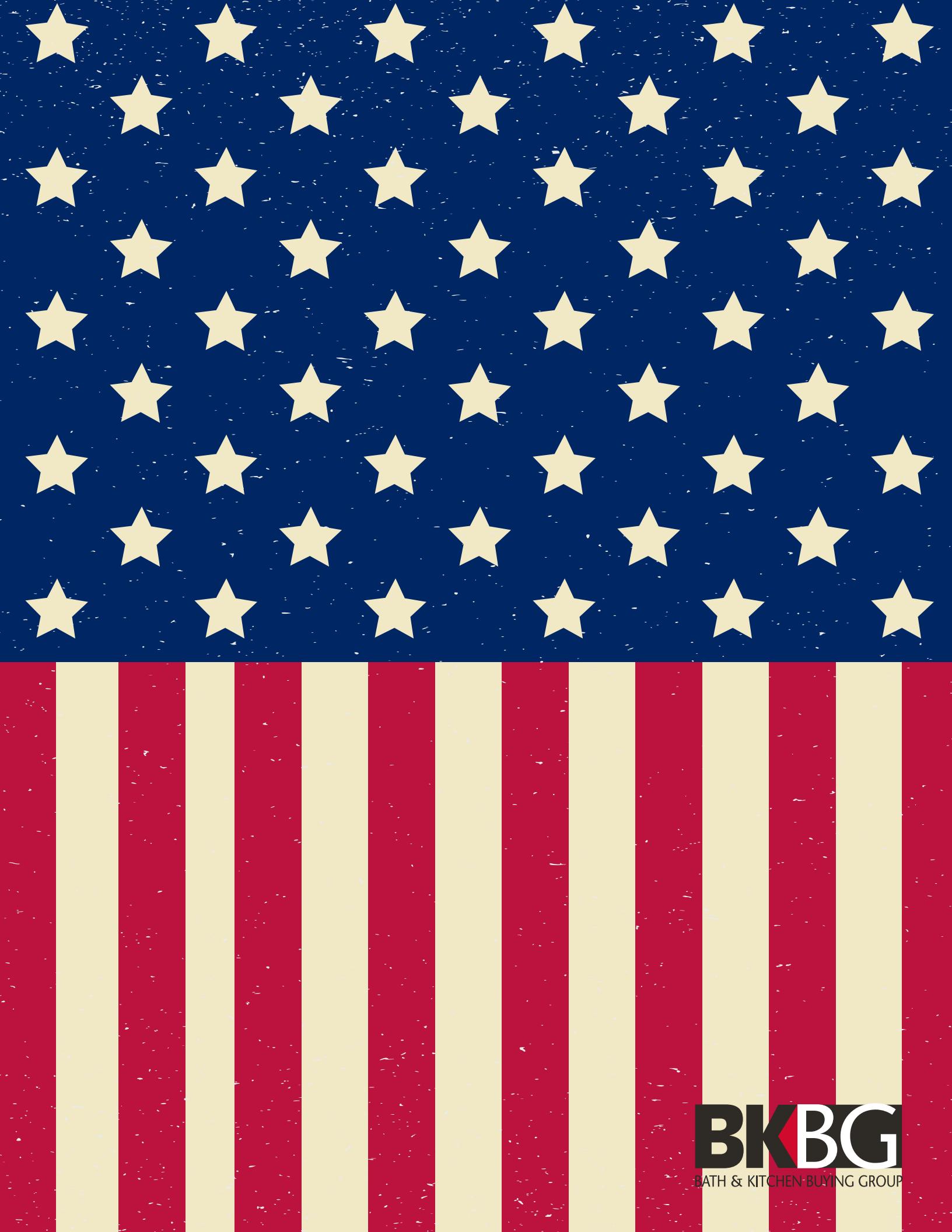
Name of cardholder: \_\_\_\_\_

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_ CC security code: \_\_\_\_\_

Billing address (if different from above): \_\_\_\_\_

Return this form with payment by September 1 to: BKBG, 7508 Wisconsin Avenue, 4th Floor, Bethesda, MD 20814 •  
Phone: 301-968-0063 • Fax: 630-618-3801. email: rebekah@buybkg.com.

All BKBG members are required to attend the Conference. The first person from each member attends at no charge. Additional members are \$600 per person through September 1 and \$650 per person after September 1. Full refunds will be made for additional representatives if received in writing through September 1. Refunds will not be issued after September 1.



**BKBG**  
BATH & KITCHEN BUYING GROUP