



2017 Atlanta Spring Conference
Hilton Downtown Atlanta
April 19 - 22, 2017

Wednesday 4/19

8am – 12pm	Advisory Council Meeting
8 – 4:05pm	NMS Training - Five optional training sessions will be held on topics ranging from Basic System Setup to Estimating and Reporting. For more information on each session, please contact us.
10am – 5pm	Member & Vendor Partner Conference Registration
12 – 5pm	Vendor Partner Tabletop Setup
9am – 2pm	TOTO, Inc. Field Trip - Conference Attendees are invited to a first come, first served special training outing to the Morrow facility of TOTO, Inc. This advanced facility is the crown jewel of TOTO plants worldwide and is the most automated vitreous china plant in the world. Get ready for some great product knowledge and education! Closed toe and closed heel shoes are required. NO high heels. <i>Please be in the lobby & ready by 8:45. We will depart promptly at 9am.</i>
4:15 – 5pm	Orientation – New Members & Guests
4:15 – 5pm	Orientation – New Vendor Partner & Vendor Partner Personnel
5:15 – 6pm	General Session & Awards Presentation - Led by Leah Peterson, EVP All Members, Vendor Partners, and guests are encouraged to attend. A business updated will be provided and awards will be presented to the Top 10 Member Purchasers, Vendor Partner of the Year, and the coveted M.A. Peterson Award!
6 – 8:30pm	Welcome Reception Hosted by GuildQuality

Thursday 4/20

8am – 12 pm	Vendor Partner Conference Registration
8am – 1 pm	Vendor Partner Tabletop Setup
7:30 - 8am	Coffee Talk With Craft-Art - Join Craft-Art for coffee and Sublime Donuts (Atlanta's best!) to get your day started. The team will be available for you to ask any questions you have on wood countertops.
8 – 10:55am	Product Seminars – Part 1
11am – 12pm	Workshop #1 (Sales) - What's Going On in Showroom Design Join us as we explore a KBDN exclusive report based on a recent study on showroom design. This study explores how kitchen and bath showrooms are changing to better serve their customers and identifies some of the best practices for showrooms today. Workshop #2 (Business) - Apps & Cloud Based Businesses, Panel This session will give attendees a look inside the most used apps in our industry. Learn tips and tricks to manage your business, and showroom, on the cloud!
12 – 12:30pm	Boxed Lunch (For Members Only)
12:30 – 1:30pm	Workshop #3 (Sales) - Developing Effective Communication Skills, Lynne Jensen-Nelson This workshop presented by sales conoseiur Lynne Jensen-Nelson, will take attendees through the best practices for communicating effectively in any situation. Learn motivational sales techniques, how to best handle objections, and communicating your way to a close. Workshop #4 (Business) - Boosting Your Presence on Social Media, Jodi Tramontin, CMKBD*** Today, social media plays a major role in marketing for any business, and virtually everyone uses it. How do you make yourself stand out from the competition? Join Jodi to learn the ABC's of how to power up your social media to create a stronger market presence.

1:40 – 2:40pm	<p>Workshop #5 (Sales) - Sharpen the Saw, <i>Dan Luck</i> No matter how many years of experience under your belt, it is always important to stay on top of your game. Sharpen the Saw will give attendees tips and tools for instilling self-discipline practices to become more profitable.</p> <p>Workshop #6 (Business) - Build Your Professional Brand, <i>Lynne Jensen-Nelson</i> Good brands do not happen by accident. They are developed over time and through structured messaging that matches the needs of the consumer. At the end of this session, attendees will be able to understand the impact of consumer perceptions, create a plan for managing lasting impressions, and develop an effective strategy for engaging in all aspects of the sales funnel.</p>
2:50 – 6pm	Vendor Partner Table-to-Table Meetings – Part 1
6 – 7pm	Extra Innings Reception - Visit with a Vendor Partner you need more time with and take advantage of the show specials they have to offer!

Friday 4/21

8 – 9:55am	Product Seminars – Part 2
10:05 – 12:30am	Vendor Partner Table-to-Table Meetings – Part 2
12:30 - 1:50pm	Luncheon & Keynote Presentation - <i>Brent Gleeson</i> Upon leaving SEAL Team 5, Brent turned his discipline and battlefield lessons to the world of business and has become an accomplished entrepreneur, writer, and acclaimed speaker. This impactful keynote presentation will truly inspire each and every one of us to make our businesses stronger.
2:10 – 6pm	Dealer Roundtables*
2:10 – 6pm	Sales/Design Interactive Forum** - This program will discuss current sales and design challenges in a group format. Participants will be split into smaller groups, brainstorm, and have a “captain” present their solutions. This interactive session allows for collaboration, and great ideas for common sales and design related problems.
2:10 – 2:40pm	Vendor Partner Presentation
2:40 – 3:40pm	Vendor Partner Roundtable
6pm	Conclusion of Thursday’s Events - Enjoy a night out on the town!

Saturday 4/22

8 – 9am	Workshop #7 – The Neuroscience of Selling - Robb Best, CKD*** Join one of the industry's most requested speakers as he focuses on critical sales methodologies and skills that change behavior, improve performance, and drive results. Learn how using neuroscience can set you apart from your competition and take you to a higher level of productivity personally, and in your showroom.
9:10 – 12:15pm	Vendor Partner Table-to-Table Meetings – Part 3
12:15pm	Member Cash Drawing & Rebate Distribution
12:15pm	Vendor Partner Tabletop Teardown

*Open to Full Member Business Owners Only

**Designed for Full Members’ Sales Staff & Buying Members

***Available to both Full Members, Buying Members, Vendors, & Guests