

A stylized illustration of a desert landscape. The background is a gradient of orange and yellow, suggesting a sunset or sunrise. A large, bright yellow sun is positioned in the center. The foreground features silhouettes of various cacti, including saguaros and cholla, against a dark brown ground. The sky is filled with soft, orange clouds.

KNOWLEDGE IS POWER  
RISE ABOVE THE REST

**16<sup>th</sup> ANNUAL DPHA**  
**Conference and Product Showcase**

**October 11-15, 2017**

Sheraton Grande at Wild Horse Pass

## **Creating Compelling Customer Experiences**

### **Featuring:**

- **Guidance for creating truly compelling customer experiences**
- **How to become an employer of choice and attract and retain best-in-class team members**
- **How to place the customer at the center of your universe**
- **A brand new, exciting and custom workshop specifically for first-time DPHA Conference attendees presented by the incomparable Robb Best**
- **A product showcase featuring new products, best sellers and the latest technologies to keep your showroom fresh and on the cutting-edge**

## **Top Ten Reasons Why the 2017 DPHA Annual Conference And Product Showcase Is a Must-Attend Event.**

1. **Learn what is truly important to customers and ways to positively differentiate your showroom from competitors.**
2. **Learn how to become a destination that attracts and retains top talent.**
3. **Introduce DPHA education, networking and community to more members of your team cost-effectively.**
4. **Make your sales staff more productive, profitable and professional.**
5. **Develop and orchestrate the kind of customer experience that inspires lifelong loyalties—and makes word-of-mouth your least expensive but most powerful marketing tool.**
6. **Network with dealers, manufacturers and representatives to learn what is working in the DPH world, what is not and why.**
7. **Meet one-on-one with leading manufacturers of new products, unique products and best-selling products.**
8. **Quality time to think about your business in an environment that offers all of the amenities needed to deliver luxury experiences.**
9. **Profit from the successful experiences of showroom peers.**
10. **Be the first to know the 2017 products and professionals of the year.**

***The DPHA Conference returns to its roots of providing practical education for the decorative plumbing and hardware industry that can be taken from the seminar room on Friday and Saturday and applied in the showroom on Monday.***

### **An Offer Almost Too Good to Be True for First-Time Attendees**



**Sales Training Track Program** - The Program and Showcase Committee, under the leadership of Richard Campbell (Belmont Hardware) and Ryan Paul (GRAFF), provide members with an offer that is almost too good to be true. You can bring multiple members of

your sales team to the DPHA Conference for only \$245 per person and have them participate in a custom sales training session developed specifically for showroom professionals by the incomparable Robb Best (Elkay). The Sales Training Program is a combination of both classroom learning and a roundtable workshop where your team can learn successful sales and showroom practices from peers across North America.

The details:

- Attendance is limited to individuals who have never attended the DPHA conference previously, and offers a more “sales intensive” focus.
- Cost to attend is \$245 per person (currently limited to 40 participants)
- The special \$245 rate for a participant in the sales training program is only available to those who have someone else from their company attending the conference on a full conference fee.

The special \$245 rate covers admittance to the conference for the following events:

- Friday, 5 - 7:30 p.m. Cocktail Reception in the Product Showcase
- Saturday, 8 - 9 a.m. - Breakfast in Exhibit Hall
- 8 - 11:45 a.m. - Product Showcase
- 12 - 1:30 p.m. - Awards Luncheon
- 1:45 - 5:15 p.m. - Sales Training Track
- 7 - 10:30 p.m. - Closing Banquet

This special program provides opportunities to participate in DPHA’s optional activities as well:

- Golf on Wednesday, October 11th at 1 p.m. - \$200 per person at the Whirlwind Golf Course

- Arizona Food Tour on Wednesday, October 11th at 5:30 to 9 p.m. - \$175 per person, but seating is limited. To qualify for a possible complimentary seat on the bus at no charge, submit a professional category 2017 awards nomination.
- 5K Fun Run/Walk on Thursday, October 12th at 4:30 - 6 p.m. - there is no charge for this activity, and further details will be announced prior to the start of the Conference.

You will need to reserve immediately to take advantage of this incredible offer, because space is limited to the first 30 who reserve. Imagine how super charged your team will be when they return from the DPHA Conference and take advantage of the sales genius of Robb Best?



### **Keynote Address: The 5 Elements of a Remarkable Customer Experience**

Presented by Doug Stephens

Friday, October 13, 2017

10 a.m. - 12 p.m.

Brands struggle to meet and exceed the expectations of today’s sophisticated customer. Although it’s widely recognized that brands best positioned to thrive in the future will compete on customer experience, there’s a misconception about what “customer experience” really means.

Join author and internationally renowned consumer futurist, Doug Stephens, for an amazing tour of the future, where every aspect of the retail experience as we know it, will be radically transformed. Stephens will present what constitutes a truly remarkable customer experience and explain how DPHA members can create one-to-one intelligent journeys to deliver connected shopping experiences to secure their place in the hearts and minds of tomorrow’s showroom customer.

True customer experience design means digging below the surface within each interaction to understand the underlying customer need. It means engineering the exact combination of people, place, product and process to deliver delight in every moment, whether online or in store.

Doug Stephens is one of the world’s foremost retail industry futurists. His intellectual work and thinking have influenced many of the world’s best-known retailers, agencies and brands including Walmart,

Google, Home Depot, Disney, BMW, Coca Cola and Intel. Doug is also listed as one of the retail industry's top global influencers by Vend.com.

Prior to founding Retail Prophet, Doug spent more than 20 years in the retail industry, holding senior international roles including the leadership of one of New York City's most historic retail chains.

He is the author of two groundbreaking books, *The Retail Revival: Re-Imagining Business for the New Age of Consumerism* and *Reengineering Retail: The Future of Selling in a Post-Digital World*.



### **Contented Cows Give Better Milk**

Friday, October 13, 2017

3:15 - 4:45p.m.

Presented by Richard Hadden

One of the biggest challenges for DPHA members is attracting and retaining top talent. At this Friday afternoon workshop, you will learn what it takes to be an employer of choice. Richard Hadden believes DPHA members could learn a lot from a message echoed by generations of dairy farmers: "Contented cows give better milk." This workshop is not a management tome. Instead, it is testimony to the power of treating people the right way. Hadden will present:

- Case studies and new examples from empirical research in a number of real organizations, as well as inspiring examples of companies that know how to do it right, and a few that didn't.
- Fad-free prescriptive advice informed by Hadden's combined four-plus decades of training and consulting with thousands of managers and employees, conducting employee engagement surveys, and translating the attendant learning to management audiences in a form they can appreciate and use.

Direct from the horse's mouth, actually the cow's mouth, this workshop will teach DPHA members the bottom-line benefits of having a focused, engaged, and capably led workforce.

Richard Hadden is a leadership and management consultant with a focus on creating a great place to work. He is co-author of book by the same name as his DPHA workshop: *Contented Cows Give Better Milk: The Plain*

*Truth About Employee Relations and Your Bottom Line*. Richard Hadden also writes a nationally syndicated column entitled People and Profits.



### **Five Commandments to be a Customer-Centric Company**

Saturday, October 14

2 - 4 p.m.

Presented by Chris Ramey, Affluent Insights

Products featured in a decorative plumbing and hardware showroom is the sum of your customer's experience with your brand. This presentation will address the intangibles that consumers value, and how they relate to your decorative plumbing business. Case studies will be presented to illustrate how/why your success depends upon becoming a customer-centric resource. You'll go home with a roadmap to changing how you perceive your showroom and why what you do is so important.

Takeaways will include:

- Understanding the shift from being a product driven company to consumer-centric company
- How to separate costs of business/entry from investments in success
- How the 4Ps have become the 4Es
- What customer experience really is (it's not water at the front door!)
- The five commandments to your success in our hypercompetitive information-overload economy

An internationally recognized speaker, business leader, creator, humorist, contrarian and columnist, Chris Ramey brings substance, style, and innovative thought-leadership to the stage. His clients range from the Fortune 100 companies and business associations to global retailers and manufacturers, as well as artisanal luxury brands, including decorative plumbing and hardware showrooms and manufacturers.



## Network With Your DPHA Peers

### Golf Outing

Whirlwind Golf Course  
Wednesday, October 11  
12:30 - 6 p.m.

Join DPHA members for a day on the links at the fabulous Whirlwind Golf Club. Experience a truly unique Southwest golf experience sensitively designed to preserve the rich cultural heritage of the Gila River Indian community. Surrounded by spectacular mountains, this unique golf course is also home to the PGA's Nationwide Insurance Tour, Gila River Golf Classic held every year in October. The cost of golf is \$200 per person which include golf, cart, range, box lunch and 19th hole reception.

### Arizona Food Tour

Wednesday, October 11  
5:30p.m.-9 p.m.

DPHA foodies unite for this delectable tour of Old Town Scottsdale's most interesting food venues. The Taste of Old Scottsdale Dinner Tour is a walking and cultural tour full of stories of the old west, demonstrations and delicious gourmet treats and wine from several of Scottsdale's unique and exciting restaurants. This tour was rated as the top food and drink activity in Scottsdale by TripAdvisor. The three-hour adventure takes you back to the wild west, explains how Scottsdale was established, how it has changed over the years and current-day attractions. You'll also stop at four of Scottsdale's unique eating establishments to sample their fare. The tour is limited to the first 30 who register. The cost is \$175 per person.

### **DPHA Conference Policy: Events that Compete with DPHA Functions Are Prohibited**



DPHA Conference registration policy prohibits manufacturers, representatives and dealers from hosting events on property or outside of the property that are held at the same time or near the same time as DPHA conference programs and events (within 2 hours). DPHA programming begins each day at 7:00a.m. on Thursday, Friday and Saturday. It concludes on Thursday and Friday at 8:30p.m., on Saturday at 11:00p.m. and on Sunday at Noon.

Similarly, DPHA meeting policy prohibits the use of hotel rooms or other venues other than the display space in the exhibit hall in the Product Showcase to display products. DPHA requests that any members who may be invited to view products or attend events that conflict with DPHA programming respectfully decline those invitations. Members that elect to ignore this policy may not be permitted to attend DPHA conferences in the future.

## The Product Showcase

A limited number of ten by ten (10' by 10') exhibit spaces are available for the Product Showcase. Exhibit space includes a six-foot draped table, two chairs, pipe and drape side and back curtains. Space is offered to DPHA Sponsors first. The cost is \$4,300 and includes two conference registrations.

The DPHA Product Showcase is dedicated exclusively to the decorative plumbing and hardware industry for, by and about DPHA members. Attendees are highly sophisticated and knowledgeable principals of decorative plumbing and hardware showrooms. Exhibitors are best served by displaying new products, new applications of existing products, prototypes and design concepts. The Showcase offers the industry's only open forum to obtain quality face time with the leading showroom owners throughout the nation. The Showcase will be open during Friday's breakfast, lunch and opening reception. On Saturday, the Showcase is open during from 8:00a.m. to noon to allow showrooms the opportunity to meet by appointment with manufacturers and their reps to discuss new products, business plans for the year (training, literature updates, display updates, customer service processes, etc.) and address issues related to customer service, product needs and problem resolution.

Manufacturers that elect not to purchase an exhibit space are prohibited from showing products, catalogs or other information during showcase hours inside or outside the exhibit area. Anyone caught violating this policy will forfeit their conference badge, and will be escorted from the premises.

## The Product Showcase Schedule

The DPHA Product Showcase will be open to see new products, best selling products and innovative products as follows:

### Friday, October 13

7:30 - 9 a.m. Product Showcase Open During Breakfast  
12 - 3 p.m. Product Showcase Open During Lunch  
5 - 7:30 p.m. Product Showcase Open During Reception

### Saturday, October 14

8 - 11:45 a.m. Product Showcase Open

## DPHA Awards

Annually, DPHA recognizes exceptional individuals, companies and products that have made outstanding contributions and advancements to the decorative plumbing and hardware industry. These exceptional individuals and companies will be honored at the 2017 Conference and Product Showcase. Products nominated for products of the year are featured in the Product Guide.



## Registration Fees and Costs

The early-bird rate to attend the DPHA Conference is \$800 per member and \$1,550 per non-member if reserved by September 12, 2017. Rates increase to \$900 per member and \$1,750 per non-member after September 12, 2017. The fee includes the educational programs offered by DPHA, continental breakfast, lunch and the reception on Friday and continental breakfast, lunch and banquet on Saturday.

## Accommodations and Costs

The Sheraton Wild Horse Pass Resort & Spa is an oasis in the desert. The property is located in the Sonoran Desert on an expanse of rugged landscape where the ancient vistas, mountains and roaming wild horses remain untouched. The resort offers the quiet serenity created by native tribes that have found refuge there. The property pays homage in architecture, design, and art of the Pima and Maricopa tribes and epitomizes a luxury venue, offering the amenities and services that you expect and deserve. The Aji Spa is a 17,000 square foot facility featuring 17 treatment rooms. There are 36 holes of Troon Golf, 4 swimming pools, an equestrian center, world-class dining and shopping. The scenery, grounds, amenities and venue make the Sheraton Wild Horse Pass Resort & Spa the perfect venue for the 2017 DPHA Annual Meeting and Product Showcase.

The Sheraton Wild Horse Pass Resort & Spa has 500 beautifully appointed rooms, inspired by the culture and beauty of the Pima and Maricopa Indians. Enjoy panoramic views of the Sierra Estrella and South Mountain Ranges, the Gila River and the property's two championship golf courses from your patio or balcony. DPHA has negotiated the following room rates (not including state and local taxes of 13%). The DPHA room block runs from Wednesday, October 9 to Sunday, October 13, 2017. Rates are as follows:

Single/Double Rooms: \$179 per night plus tax.

To reserve your room, call 1-888-218-8989, and be sure to tell the reservations agent that you are attending the DPHA Conference or reserve rooms on line at <http://bit.ly/2uVTQWY>

**ROOM RESERVATIONS MUST BE MADE BY SEPTEMBER 12.**



# Tentative Agenda

## Wednesday, October 11<sup>th</sup>

- 12:30 – 6 p.m. Golf Outing (*Chandler Course/ Whirlwind Golf Club*)
- 5:30 – 9 p.m. Arizona Food Tour

- 1:30 – 3 p.m. Product Showcase Open (*Akimel O'otham Ballroom*)
- 3:15 – 4:45 p.m. Afternoon Education Session (*Pipal Kave*)
- 5 – 7:30 p.m. Cocktail Reception in Exhibit Hall (*Akimel O'otham Ballroom*)

## Thursday, October 12<sup>th</sup>

- 7 a.m. – 12 p.m. Board of Directors Meeting (*Pipal Kave 2*)
- 11 a.m. – 6 p.m. Exhibitor Move-In (*Akimel O'otham Ballroom*)
- 1 – 3 p.m. Marketing Committee Meeting (*Pipal Kave 2*)
- 1 – 3 p.m. Education Committee Meeting (*Pipal Kave 3*)
- 3:15 – 5:15 p.m. Awards Committee Meeting (*Pipal Kave 2*)
- 3:15 – 5:15 p.m. Council of Fellows Meeting (*Pipal Kave 3*)
- 4:30 – 6 p.m. DPHA 5K Fun Run

## Saturday, October 14<sup>th</sup>

- 8 – 9 a.m. Breakfast in Exhibit Hall (*Akimel O'otham Ballroom*)
- 8 – 11:45 a.m. Product Showcase (*Akimel O'otham Ballroom*)
- 12 – 1:30 p.m. Awards Luncheon (*Pipai Kave*)
- 2 – 4 p.m. Education Session (*Komatke DEFG*)
- 1:45 – 5:15 p.m. Sales Intensive Training Program (*Scorpion*)
- 7 – 10:30 p.m. Closing Banquet (*Pipai Kave*)

## Friday, October 13<sup>th</sup>

- 7:30 – 9 a.m. Product Showcase Opens (*Akimel O'otham Ballroom*)
- 7:30 – 9 a.m. Breakfast in Exhibit Hall (*Akimel O'otham Ballroom*)
- 9 – 10 a.m. President's Welcome (*Pipal Kave*)
- 10 a.m. – 12 p.m. Keynote Address (*Pipal Kave*)
- 12 – 1:30 p.m. Lunch in Exhibit Hall (*Akimel O'otham Ballroom*)

## Sunday, October 15<sup>th</sup>

- 7:30 – 9 a.m. Program & Showcase Committee Meeting (*Deer*)
- 9 – 11 a.m. 2018 Board of Directors Meeting (*Scorpion*)

**CONFERENCE SPONSORS**

**SATURDAY BANQUET**



*American Standard*

**COFFEE BAR**

**Alape**



**KEUCO**

**LANYARD**



LUXURY PRODUCTS GROUP

**KEY CARD**



**SMOOTHIE BAR**

victoria ⊕ albert®

volcanic limestone baths

**BAR**

amerec



**JULIEN**

**CORPORATE SPONSORS**

**GOLD**



**ELKAY®**

**GRAFF®**  
cutting edge design

**SILVER**



**KEUCO**



**LENOVA ROHL**  
Authentic Luxury for Kitchen and Bath™



victoria ⊕ albert®

**BRONZE**

*"Creations"*  
ALNO, INC.



**AMERICH.**

**AXENT**  
SWITZERLAND



**BLANCO**



HAMILTON  
SINKLER

**hansgrohe**

**H**  
HASTINGS TILE & BATH



**Mountain**  
Plumbing Products

**mr.steam**  
Feel Good Inc.





**DPHA**  
Decorative Plumbing  
& Hardware Association

# Registration Form

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

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

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

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

\_\_\_\_\_ I/we agree to adhere to the policies and procedures as stated in the entire document  
(This line **must** be checked).

Registrants	Member \$800*	Spouse \$450	Golf \$200	Food Tour \$175	Sales \$245
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

\*Early-bird registration by September 12, 2017 is \$800 per member and \$1,550 per nonmember. After September 12, conference registration fees increase to \$900 per member and \$1,750 per nonmember. Return this form with your check for payment in full to DPHA, 7508 Wisconsin Avenue, 4th Floor, Bethesda, MD 20814, fax: 630-618-3801. Reserve online at [www.dpha.net](http://www.dpha.net) or pay by credit card (VISA, Mastercard, AMEX). Cancellations must be received by October 1st, 2017 to receive a refund. Rooms must be reserved directly with the Sheraton Wild Horse Pass Resort & Spa. To reserve hotel rooms, call 1-888-218-8989 and tell the reservations agent that you are attending the DPHA Conference, or reserve rooms on line at <http://bit.ly/2uVTQWy>

Payment method:  Check  Visa  MC  Amex

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

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

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

