



Registration & Education Agenda for the 2020 Summer Conference

All Education Sessions Included in one Registration Fee

Wednesday July 22nd

3:00PM Taking the Helm: Leading your Crew through Troubled Waters

Leveraging decades of military and civilian leadership experience, Dave Rosenberg creates leaders out of managers. Improve your tactical leadership skills in this powerful session. Dave will cover how to identify and train future leaders, effective "hands-off" management and how to inspire while holding people accountable.

Speaker:

Dave Rosenberg is the founder of Locked on Leadership. As a Naval Flight Officer flying F-14's off the deck of the USS Independence, Dave learned the value of efficient and repeatable systems: how habit patterns and training allow for fast, accurate and good decisions. Today Dave trains businesses on systems that improve efficiency, reduce costs, and lift production. Dave has earned his Professional Behavioral Analyst and Professional Driving Forces Analyst certifications (CPBA & CPDFA). He has consulted with over 60 companies in 16 states across the country. His clients represent a large cross section of industry from manufacturing, retail, construction, engineering, farming, trucking communications and service. He is the author, *Locked On Leadership: The Tactical Business Guide to Creating a Culture of Consistency, Courage, and Caring*. This book is included with your registration fee.



Thursday July 23rd

3:00PM Coming Through the Storm: A Panel on Current Conditions & What Will Stay With Us

Currently dealers are faced with many new challenges that were never considered pre-pandemic. We have a group of visionary dealers who will share their sights on what to expect in the coming year. What operations will stay, transform or develop? We will cover what AR and cash position to be in as we move into a recession. What does the lumberyard need to know now that can plunge us ahead of the competition?

Moderator:

Ruth Kellick-Grubbs is an international speaker, trainer and management consultant. For the last 20 years she has worked exclusively in the building supply industry. Prior to entering that industry she worked for the Japanese Government and US multi-national corporations assisting them with international business development. Ms. Kellick-Grubbs has lived and worked in Germany, Ireland, Japan, Mexico and Spain and she speaks five languages. She has extensive experience in strategic planning, business development and process improvement. She assists companies with strategic growth, performance and process improvement, succession planning and mergers & acquisitions.



Friday July 24th

9:30AM- Navigating forward through rough economic waters



The depth and speed at which the COVID-19 US Recession struck the economy is unprecedented. The 2020 economic collapse will be worse than any downturns since World War II. Dr Ed plans to catalog the economic damage done by this pandemic, describe the monetary and fiscal policies implemented to end the downturn, and most importantly, attempt to determine if, when the recovery begins, the economy will follow the path of one of the following suggested recession possibilities: The “V”, “U”, “W”, or “L” shaped recovery.

Speaker:

Dr. Ed Seifried is a Professor Emeritus of Economics and Business at Lafayette College. He’s led educational programs as Dean for the West Virginia Banking School and the Virginia School of Banking. He has been on the faculty of many other schools, including Stonier and the Graduate School of Banking at LSU. Most recently, Ed is the Executive Director of the Sheshunoff Affiliation Program.

These sessions will be web based through the BMSA virtual conference platform. BMSA will send participants logging on instructions prior to the session. Zoom will be the application used for the education sessions.

REGISTRATION - Cost: ☐ \$249 for 1 computer/device logged in (Non-Member Price is \$498)
☐ \$999 for bulk company discount, includes 5 computer/devices

Participant’s Name(s): _____

Company: _____

Email Address: _____ **Phone:** _____

Method of Payment: _____ Bill me _____ MasterCard _____ VISA

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Questions? Call BMSA at 800.849.1503. Email your completed form to lynns@mybmsa.org or fax it to 980.339.3994