



Summer Conference 2017

Call to Education

Changes in Latitudes and Changes in Attitudes: *Jimmy Buffett School Lineup*

Track 1: *Boat Drinks* - Engaging Employees & Incentives

Track 2: *Trip Around the Sun* - Customer Rewards Programs

Speaker: Ken Wilbanks



Ken Wilbanks is a professional business consultant providing educational programs, financial and business process analysis, leadership development and executive coaching to the lumber, building materials, and home center industry. Ken develops and presents programs that are specifically designed to bring an increased level of professionalism, enthusiasm and profitability to individuals and teams of any size. Ken Wilbanks offers insights and creative solutions to help organizations establish and keep their competitive edge. Ken's lumber materials career spans over 30 years and includes entry level to executive responsibility.

Ken understands the unique challenges found in every area of this challenging business.

Track 3: *Only Time Will Tell* - Economic Forecast

Speaker: Dr. Ed Seifried



Dr. Ed Seifried is 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.