

WE LEARN BETTER TOGETHER.

What would happen if you designed more compelling customer experiences in your showroom, at your rep agency or to convince showrooms to feature your products? What would happen if you learned to better engage effectively with your market in a way that serves both your needs and theirs? What would prevent you from taking advantage of an unparalleled opportunity to respond to the paradigm shift in consumer behavior that continues to affect showrooms?

That's why the November 7-10, 2019 DPHA Annual Conference and Product Showcase is considered a must-attend event by savvy DPH professionals.

We are headed to the glorious Pacific Northwest where we will be headquartered at the brand-new Hyatt Regency Seattle. The hotel is located in the heart of the Emerald City, within a few blocks of Amazon's corporate headquarters and within walking distance of restaurants, shopping, entertainment, watering holes and nightlife. The hotel offers several restaurant options and a large bar that is destined to serve as a central DPHA nighttime hub. Join more than 300 of your peers and design your successful future at the 2019 DPHA Annual Conference and Product Showcase.





CUSTOMER EXPERIENCE IS THE NEW COMPETITIVE ADVANTAGE —WHAT WORKS, WHAT DOESN'T AND WHY IT MATTERS MORE THAN EVER

FRIDAY, NOVEMBER 8, 10AM – NOON

Presented by: David Arvin

The greatest source of lost revenue for your business is the prospect you never knew about. They clicked away on the Internet without buying, drove past without stopping, or hung up on your voice mail system. Worse yet, you have no idea who they were or how many there are. In this relevant, high-content and entertaining presentation, popular customer experience and marketing expert David Arvin, CSP, will shine a light on the monumental shift in purchasing behavior and consumer expectations, while showing you how to teach your team ways to eliminate barriers, engage prospects and create compelling customer experiences worth sharing.

The Takeaways:

- How to look through the customers' lens to create trust and credibility.
- How stories of lost opportunities at every level reach the masses and why it matters.
- How missed moments and maddening policies contribute to lost sales and negative reviews.
- Why differentiation trumps competency and connection earns sales.



BREAK THE WHEEL: HOW TO ESCAPE CONVENTIONAL THINKING TO BECOME THE EXCEPTION THAT OTHERS LOVE

FRIDAY, NOVEMBER 8, 3:15 – 4:45PM

Presented by: Jay Acunzo

We live in a world flooded with best practices, conventional wisdom and trendy tactics. Every day, dozens of supposed "right" answers, both internally and externally, promise that they will deliver our best results. It's all we can do to simply keep up, let alone take control, get proactive and finally do our best work. It's like we're trapped. We're stuck on this always-spinning wheel of reactive decisions and commodity work, and this wheel leads straight to the one place we don't want our companies or careers to be: average.

It's time to escape this cycle. It's time to break the wheel.

In this fast-paced, inspiring talk, award-winning documentary host and former Google and startup brand-builder Jay Acunzo will hand you a sledgehammer. You'll learn how to find clarity more quickly among the noise and cut through past precedents and buzzy trends that only create sameness in your niche. Through science and story, Jay will share a framework to more successfully think for yourself when surrounded by conventional thinking. This isn't about being a rebel. It's about driving real results for companies and careers alike. In the end, you will become the welcome exception to the status quo.

While everyone around you merely survives, you will know how to thrive. Remember: Finding "best practices" isn't the goal. Finding the best approach for you is. Jay's presentation will inspire and empower DPHA members to do exactly that.



OVERCOMING CONFIRMATION BIAS: WHAT THE TRADES REALLY WANT, NEED AND EXPECT FROM SHOWROOMS, REPRESENTATIVES AND MANUFACTURERS

SATURDAY, NOVEMBER 9, 2 – 3:30PM

Presented by: Jennifer Kowalski (Six Walls)

Molly Switzer (Molly Switzer Design)

Brie Nakamura (Stuart Silk Architects)

Abbas Rachaman (Neil Kelly Remodeling)

DPHA has assembled a panel of leading architects, designers and remodeling experts to share what they want, need and expect from DPH professionals. Too often showrooms, manufacturers and representatives want to believe that they know what the trade community needs. This panel is almost assured to burst your bubble and provide the guidance necessary to become a valued and trusted source for the design community and trades in your market.



PROFESSIONAL DEVELOPMENT TRAINING RETURNS FOR THE THIRD CONSECUTIVE YEAR

SATURDAY, NOVEMBER 9, 1:45 – 4:45PM

Presented by: Teresa Allen

Teresa Allen, an internationally recognized customer service leader and author of *Common Sense: Close Encounters on the Front Lines* and co-author of *The Service Path: Your Roadmap for Building Strong Customer Loyalty*. Teresa has shared her service expertise in presentations across the U.S. and abroad for more than 25 years. Using her sales knowledge and personal experience while recently renovating her home, she will bring a personalized and in-depth sales training program for our association associates. Limited seats are available for this private training session in Seattle.

Once again you are able to bring multiple members of your sales team to the DPHA Conference for the discounted fee of \$245 for 1st year Professional Development attendees and \$395 for returning Professional Development attendees. Participants will receive a custom sales training breakout session developed by Teresa specifically for our membership.

Participants must accompany a full-priced Conference attendee from their company to receive this discounted training offer. The program session covers admittance to the Conference for the following events only:

Friday, November 8	5 – 7:30pm	Cocktail Reception and Networking in the Product Showcase
Saturday, November 9	8 – 9am	Breakfast in the Exhibit Hall
	8 – 11:45am	Product Showcase Networking
	12 – 1:30pm	Awards Luncheon
	1:45 – 4:45pm	Teresa Allen Breakout
	6:30 – 10pm	DPHA Banquet and Casino Night



NETWORK WITH PEERS

Council of Fellows' Seattle Booze & Bites Tour

WEDNESDAY, NOVEMBER 6, 2019

Depart Lobby 3:30pm

\$125 per person *(all proceeds go towards Council of Fellows' Scholarship honoring Fred Silverstein)*

See what the buzz is all about! Join fellow DPHA members on a progressive jaunt through five of Seattle's best bars and locals' secret hang-outs. Including appetizers and tasty cocktails, this is a roving Happy Hour with like-minded DPHA members. Learn about Seattle's cocktail history and visit a bar that was once a speakeasy and brothel!

Learn about Seattle's cocktail history and how tastes have changed over the years. Walk on the cobblestone road of the Pike Place Market as you make your way to the next tasty location. Cut loose, mix n' mingle, and enjoy tasty finger foods paired with superbly crafted cocktails.

Amerec Fishing Trip

WEDNESDAY, NOVEMBER 6, 2019, 6:00am – 1:00pm

Amerec is sponsoring a half-day fishing expedition on the beautiful Puget Sound. DPHA members will have an opportunity for salt water trolling, drifting and bottom fishing. The target of our efforts? Salmon, of course. There is room for up to 18 participants on three 28' boats. The cost is \$150/angler.

DPHA ADDS CEU OFFERING TO SATURDAY LINEUP

DPHA is partnering with the Seattle and Portland design community under the leadership of Kim Killgore (The Rain Company) at this year's conference. A CEU event will provide opportunities for designers to visit the Product Showcase and learn what's new in the decorative plumbing and hardware industry while earning continuing education. The event will be held on Saturday, November 9th at noon with designer registration beginning at 9:00am inside the Showcase.



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 7:00am on Thursday, Friday, Saturday and Sunday. It concludes on Thursday and Friday at 8:30pm, on Saturday at 10:00pm 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 from 8:00am to noon to allow showrooms the opportunity to meet 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, November 8	7:30 – 9am	Product Showcase Open During Breakfast
	Noon – 3pm	Product Showcase Open During Lunch
	5 – 7:30pm	Product Showcase Open During Reception
Saturday, November 9	8 – 11:45am	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 2019 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 \$825 per member and \$1,575 per non-member if reserved by October 8, 2019. Rates increase to \$925 per member and \$1,755 per non-member on October 9, 2019. 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 Hyatt Regency Seattle is a shining jewel in the heart of the Emerald City. Having just opened its doors in December, the Hyatt Regency Seattle features many luxurious conveniences to enhance your stay. You have a choice of two queen beds or a king bed, floor-to-ceiling windows, 65-inch television, free in-room and meeting room Internet, choice of gourmet and fast casual dining, a state of the art 24-hour fitness center outfitted with Peloton bikes and other Techno-gym state-of-the-art cardio and strength equipment.

DPHA has secured a room block from Tuesday, November 5 through Saturday, November 9. Single and double rooms within the block are priced at \$199 per night plus tax (15.6%) and a \$2 Seattle Tourism Fee.

RESERVATIONS MUST BE MADE BY OCTOBER 6 to be eligible for DPHA's discounted rates.

Use this link to reserve rooms: <https://www.hyatt.com/en-US/group-booking/SEARS/G-DECO>

ROOM RESERVATIONS MUST BE MADE BY OCTOBER 6.

DPHA 2019 MEETING SCHEDULE

Wednesday, November 6	6:00am – 1:00pm	Angler's Adventures Salmon Charter (offsite)
	3:30 – 6:30pm	Council of Fellows' Seattle Food Tour (offsite)
Thursday, November 7	7:00am – Noon	Board of Directors Meeting
	11:00 – 6:00pm	Exhibitor Move-In
	1:00 – 3:00pm	Marketing Committee Meeting
	1:00 – 3:00pm	Education Committee Meeting
	3:15 – 5:15pm	Awards Committee Meeting
	3:15 – 5:15pm	Council of Fellows Meeting
Friday, November 8	5:30 – 6:30pm	DPHA 5K Fun Run
	7:30 – 9:00am	Product Showcase Opens
	7:30 – 9:00am	Breakfast in Showcase
	9:00 – 10:00am	President's Welcome
	10:00 – Noon	Keynote Address, David Arvin
	12:00 – 1:30pm	Lunch in Showcase
	1:30 – 3:00pm	Product Showcase Open
	3:15 – 4:45pm	Afternoon Education Session, Jay Acunzo
Saturday, November 9	5:00 – 7:30pm	Cocktail Reception in Showcase
	8:00 – 9:00am	Breakfast in Showcase
	8:00 – 11:45am	Product Showcase
	9:00 – Noon	Designer CEU Registration & Showcase
	Noon – 1:00pm	CEU Class for Designers
	Noon – 1:30pm	Member Awards Luncheon
	2:00 – 3:30pm	Education Session, Industry Panel
	3:45 – 4:45pm	Professional Development Breakout, Teresa Allen
Sunday, November 10	6:30 – 10:00pm	DPHA Gala + Casino Night
	7:30 – 9:00am	Program & Showcase Committee Meeting
	9:00 – 11:00am	2020 Board of Directors Meeting

CONFERENCE 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	Spouse	Fish	Food Tour	Sales
	\$825*	\$475	\$150	\$125	\$245/395
1. _____	_____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____	_____

*Early-bird registration by October 8, 2019 is \$825 per member and \$1,575 per nonmember. After October 8, conference registration fees increase to \$925 per member and \$1,755 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 to pay by credit card (VISA, Mastercard, AMEX) or submit form via email to rebekah@dpha.net. Cancellations must be received by October 16, 2019 to receive a refund. Rooms must be reserved directly with the Hyatt Regency Seattle. Reserve rooms on line at <https://www.hyatt.com/en-US/group-booking/SEARS/G-DECO>

Payment method: ☐ Check ☐ Visa ☐ MC ☐ Amex

Name of cardholder: _____

Card number: _____ **Expiration date:** _____ **CC security code:** _____

Billing address (if different from above): _____

CONFERENCE SPONSORS

SATURDAY NIGHT BANQUET



SATURDAY BLOODY MARY



ICE LUGE



LANYARD



SATURDAY AWARDS LUNCHEON



KEY CARD



COUNCIL OF FELLOWS' FOOD & WINE TOUR



SALMON FISHING



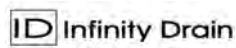
SATURDAY MIMOSA



FRIDAY CHARGING STATION



CONFERENCE GIVEAWAY



BREAKFAST



COFFEE BAR

FRIDAY NIGHT BAR



DPHA SPONSORS

GOLD



SILVER



BRONZE



