



**2017 Tucson Fall Conference
Hilton Tucson el Conquistador
October 10-13, 2017**

Tuesday 10/10

- 7 - 10:30am **Advisory Council Meeting**
- 10am - 4pm **Golf Outing**
- 8am – 4pm **NMS Training** - Training attendees will be divided into two groups - Basic and Advanced users, to gain the most beneficial information and application of the program. Advanced users should have attended a previous training session and be familiar with company setup and CRM capabilities to qualify.
- 10am – 5pm **Member & Vendor Partner Conference Registration**
- 12 – 5pm **Vendor Partner Tabletop Setup**
- 4:30 – 5pm **Orientation – New Members & Guests**
- 4:30 – 5pm **Orientation – New Vendor Partner & Vendor Partner Personnel**
- 5:30 – 8pm **Welcome Reception Hosted by Caesarstone** - All Members and Vendor Partners are encouraged to attend.

Wednesday 10/11

- 8am – 12pm **Vendor Partner Conference Registration**
- 8am – 1pm **Vendor Partner Tabletop Setup**
- 8 – 10:35am **Product Seminars – Part 1**
Presentations by: Belmont Cabinet Co.
The Galley
Fantech
- 10:45 – 11:45am **Workshop #1 (Sales) - Cabinet Comparison** - Do you truly understand the differences in cabinet quality grades? This session will take attendees through the construction of various cabinets, how to price the different grades correctly, and best practices for showcasing more than one line in your showroom!
- 11:45 – 12:45pm **Lunch (For Members Only)**
- 12:50 – 1:50pm **Workshop #2 (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 #3 (Business) - What's Your End Game?, Kevin O'Neill** - Developed properly, your business can indeed become a very valuable asset – an engine for wealth - the sale of which finances a worry-free retirement. But it can take easily up to 15 years to get a kitchen/bath business in a prime position for being sold profitably. Busy owners simply don't have that much time. This presentation introduces several tools that will "jump start" a successful end game.
- 2 – 3pm **Workshop #4 (Sales) - Sharpen the Saw, Dan Luck** 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.
- Workshop #5 (Business) - Build Your Professional Brand, Lynne Jensen-Nelson, founder of Conversion-onics Sales Training** 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.
- 3:10 – 6:20pm **Vendor Partner Table-to-Table Meetings – Part 1**
- 6:20 – 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! Light fare and cocktails will be provided.

Thursday 10/12

5:30 - 6:30am

Group Hike

7:15 - 8am

Breakfast & Extra Innings

8 – 10:15am

Product Seminars – Part 2

Presentations by: Medallion Cabinetry
The Craft-Art Company
Emser Tile
CWP Cabinets

10:20am – 12:10pm

Vendor Partner Table-to-Table Meetings – Part 2

12:20 – 1:50pm

Luncheon & Keynote Presentation - Brent Gleeson 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*

Group A - Group D -
Group B - Group E -
Group C - Group F -

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 Roundtable

6pm

Conclusion of Thursday's Events - Enjoy a night out on the town!

Friday 10/13

5:30 - 6:30am

Group Hike

7:15 - 8am

Breakfast & Extra Innings

8 – 9am

Workshop #6 – Creating a Powerful Customer Experience- Robb Best, CKD*** Armed with the latest research in the field of neuroscience, Robb Best explains micro-touchpoints as he teaches you practical tools and techniques to radically improve your customer's journey. Learn why today's most successful organizations are devoting millions of dollars to train their team to become customer experience leaders.

9:10 – 11:50am

Vendor Partner Table-to-Table Meetings – Part 3

11:55am

Member Drawing & Rebate Distribution

11:55am

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

Many Thanks to This Year's Sponsors

