

# SBMA 2012 Building Products Show Seminar!!!

## Thoughts on the Housing Market – Which Way is Up????

Doug Asano, Vice President, National Accounts, Huber Corp. • Cost: \$25 per person registered in advance, \$35 at the door  
Wednesday, Feb. 1, 2012 • ShowPlace, High Point NC • 8:00 AM to 9:00 AM



**OUTWIT  
OUTLAST  
OUTPLAY**

*In conjunction with SBMA's  
2012 Building Products  
Buying Show at Show Place  
High Point, NC*

**February 1-2, 2012**

With all of the negative press today about the economy and especially the housing market, it's hard to see any cause for optimism. Doug will review some of the important underlying economic and housing trends that support both the optimists and pessimists.

The structural panel market has changed significantly in the last five years and he'll also discuss some of the most important developments and how they could impact our market in the coming years.

A graduate from Dartmouth College with honors in Economics and an MBA from Tuck School of Business – And he knows your market! (He lives in Charlotte, NC!) You'll want to hear what Doug Asano has to say!

**OUTPLAN  
YOUR  
COMPETITION!**

### Please Register the Following People:

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Company: \_\_\_\_\_

Complete Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Person Filling Out Form: \_\_\_\_\_

### TUITION:

\$ 25.00 Per Attendee Advanced Registration; \$35 at the door

### Payment Options:

- Check Enclosed       MasterCard  
 VISA                       Bill Us (Members Only)  
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Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ V-Code # \_\_\_\_\_

Checks should be sent to SBMA, PO Box 18667, Charlotte, NC 28218

*Cancellation Policy: Any cancellation must be received 10 days prior to the seminar. After noon on that day charges are due regardless of attendance.*

Doug is the Vice President of National Accounts at Huber Engineered Woods & has overall responsibility for customer service, logistics, & top customer relationships. He also manages Huber's industrial and OEM business unit.

After graduating from Dartmouth College with honors in economics, Doug spent six years working in various finance roles at JP Morgan in New York & Berkshire Partners in Boston. Doug then returned to Dartmouth to receive his MBA from The Tuck School of Business.

Following graduate school, Doug joined Huber in 2004. Since then, he has held various strategy, sales and commercial leadership roles. Doug assumed responsibility for National Accounts in 2009.

**Date: February 1, 2012 from 8:00 AM AM  
to 9:00 AM**

**Location: ShowPlace, High Point, NC 27260**

**Send Registration Information to or call: Cindy  
Hartley, phone: 800.966.4202; email:  
chartley@crosslink.net; fax : 804.758.9311**