

SBMA 2012 Building Products Show Seminar!!!

AT YOUR WITS END? TRY THESE IDEAS!

Breakfast with Craig Webb, Editor of ProSales Magazine

Cost: \$35 per person registered in advance, \$45 at the door
Thursday, Feb. 2, 2012 • ShowPlace, High Point NC • 7:00 AM to 8:30 AM



**OUTWIT
OUTLAST
OUTPLAY**

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

February 1-2, 2012

Craig Webb, editor of ProSales magazine, knows from his travels across the country just how tough it is to be a survivor. But during those travels he also has learned dozens of sales, operational, marketing and financial ideas that other dealers already are using to get a competitive edge. In this fast-paced presentation, he'll deliver the best ones. At least one of them could make your entire trip to High Point worthwhile!

**OUTWIT YOUR
COMPETITION!**

Please Register the Following People:

Company: _____

Complete Address: _____

Phone: _____ Fax: _____ Email: _____

Person Filling Out Form: _____

TUITION:

\$ 35.00 Per Attendee Advanced Registration; \$45 at the door

Payment Options:

- Check Enclosed MasterCard
 VISA Bill Us (Members Only)
 AMEX

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.



Craig Webb is Editor of ProSales, the national award-winning publication serving lumber and building material dealers and distributors. Aside from overseeing the monthly magazine, he also publishes a weekly e-mail newsletter called ProSales Business Update, manages the ProSales web site and writes a blog column called – naturally – “WebbLog.” Since joining ProSales in September 2006, he has crisscrossed the U.S., meeting dealers and learning about their operations. That legwork has provided much of the information that he uses in his articles as well as in speeches around the country to groups like ours.

**Date: February 2, 2012 from 7:00 AM to 8:30 AM
Including Breakfast**

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**