

MONDAY  
FEB. 3  
DAY 1

8:00 am – 5:00 pm (Room: Conover 4)  
**Introduction to Building Material Sales**  
*Presenter: Casey Voorhees, WBMA President*

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TUESDAY  
FEB. 4  
DAY 2

8:00 am – 4:30 pm (Room: Conover 4)  
**Basic Blueprint Reading & Materials Take-Off (Day 1)**  
*Presenter: Casey Voorhees, WBMA President*

8:00 am – 3:30 pm (Room: Conover 1)  
**Create Your Competitive Advantage - An Interactive Sales Workshop**  
*Presenter: Lynne Jensen-Nelson*

1:30 pm – 5:00 pm (Room: Hickory Lake Board Room)  
**Board Meeting**

5:00 pm – 6:00 pm (Expo Floor)  
**Board & Exhibitors Reception**

5:30 pm – 11:00 pm **Shuttle Buses make continuous restaurant loop**

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WEDNESDAY  
FEB. 5  
DAY 3

8:00 am – 4:30 pm (Room: Conover 4)  
**Basic Blueprint Reading & Materials Take-Off (Day 2)**  
*Presenter: Casey Voorhees, WBMA President*

8:00 am – 9:30 am (Room: Hickory 3)  
**"The Adaptable Leader"**  
*Presenter: Mark Altman*

9:45 am – 10:30 am (Room: Hickory 3) **"Power in Collaboration: Unlocking Success Through Roundtable Participation" – A member panel discussion**  
*Facilitator: Chris Rader, Rader Solutions*

10:45 am – 12:00 pm (Room: Hickory 3) **"Courageous Conversations: How to Motivate and Influence Change"**  
*Presenter: Mark Altman*

12:00 pm – 5:00 pm **EXPO FLOOR IS OPEN!**

12:00 pm – 1:30 pm **Lunch on Expo Floor**

4:30 pm – 6:00 pm **Reception on Expo Floor**

5:30 pm – 11:00 pm **Shuttle Buses make continuous restaurant loop**

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THURSDAY  
FEB. 6  
DAY 4

7:30 am – 9:00 am (Room: Hickory 3)  
**Membership Meeting & Breakfast- Beyond 2024: From Washington to Your Workplace** *Presenter: Gene Marks*

8:00 am – 4:30 pm (Room: Conover 4)  
**Advanced Estimating & Materials Take-off**  
*Presenter: Casey Voorhees, WBMA President*

9:00 am - 12:00 pm **EXPO FLOOR IS OPEN!**



Lynne Jensen-Nelson

Nationally recognized business leader and highly sought-after keynote speaker, Lynne uses her extensive experience in the construction and home improvement industries to help organizations thrive. The power-packed combination of her success in executive leadership, profitable business ownership, and high-value sales shaped her perspective and created a true competitive advantage. This front-row seat to what works and what doesn't for companies in the construction industry allows Lynne to successfully guide others to reach peak performance.



Mark Altman

In 2014, Mark launched MindsetGo, an innovative company that specializes in omnidirectional communication, emotional agility, and shifting mindsets. Mark's goal when working with clients is to facilitate sustainable performance, attitude, and habit change with self-awareness as the foundational core competency. Mark supports all levels of leadership in a wide variety of areas such as wealth management, insurance, manufacturing, construction, lumber, healthcare, information technology, and hospitality. He has been credited with superior relationship-development insight and an innate ability to connect with the people he supports. This allows him to identify and resolve complex communication and change management issues throughout organizations.

Prior to MindsetGo, Mark founded Mark Altman & Associates (MA&A) in 2001. He grew and transformed his vision into a business which was recognized by Inc. Magazine as one of the fastest growing privately held companies in the nation in 2010 and 2011. Mark sold the company and, shortly thereafter, became a private investor and member of Launchpad Investment Group in Boston.



Gene Marks

A past columnist for both The New York Times and The Washington Post, Gene now writes regularly for The Guardian, The Hill, Forbes, The Philadelphia Inquirer, The Washington Times and The Chicago Daily Herald. Gene also hosts two very popular podcasts: Thrive and Small Biz Ahead where he interviews politicians, economists, policy makers, celebrities and entrepreneurs that impact business.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is *Want More Cash?: 100+ Ideas And Strategies For Increasing Your Company's Cash Flow This Year*. Nationally, Gene appears regularly on Fox Business, MSNBC, as well as CBS Eye on the World with John Batchelor and SiriusXM's Wharton Business Channel where he talks about the financial, economic and technology issues that affect business leaders today.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses. Prior to starting the Marks Group PC, Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.