

EXPO2020

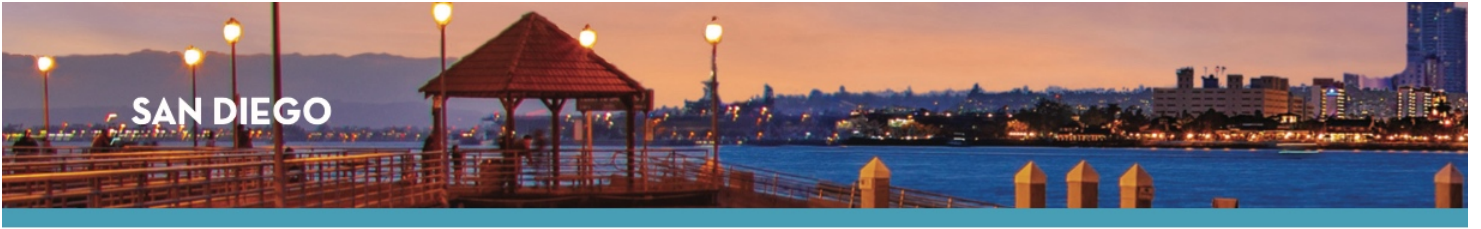
IMARK GROUP

LUXURY PRODUCTS GROUP



Luxury
Products
Group

MARRIOTT MARQUIS SAN DIEGO MARINA
LPG EXPO JANUARY 29-31, 2020 | IMARK PLUMBING FEBRUARY 2-4, 2020



SAN DIEGO



MARRIOTT MARQUIS SAN DIEGO MARINA

333 West Harbor Drive
 +1 619-234-1500
 Check-in: 4:00 PM, Check-out: 11:00 AM
 Wireless Internet Access
 On-site parking
 Smoke-free Policy

SAN DIEGO INTERNATIONAL AIRPORT (SAN)

Airport Phone: +1 619-400-2400
 For Metropolitan Transit System maps and trip planning call +1 619-233-3004
 Estimated taxi fare: \$18 USD (one way)
 Directions to hotel: Turn left on Harbor Drive. Follow Harbor Drive along waterfront. Hotel will be on right (about 2 miles).





ATTRACTIONS

SAN DIEGO ZOO World-famous 100-acre tropical garden that houses 4,000 animals of 800 rare and exotic species including Giant Pandas from China. It is considered one of the top five zoos in the world.

SAN DIEGO ZOO SAFARI PARK Located northeast of downtown, the San Diego Zoo Safari Park is a 1,800-acre preserve where wild animals roam free over vast expanses as they would in their native habitats of Africa and Asia.

BALBOA PARK The U.S.'s largest urban cultural park, Balboa Park is home to the San Diego Zoo, striking Spanish Colonial Revival architecture, beautiful gardens, 17 unique museums and popular outdoor recreation.

CABRILLO NATIONAL MONUMENT Set on the tip of scenic Point Loma, Cabrillo National Monument commemorates the discovery of California in 1542 and offers spectacular views of downtown, San Diego Bay and the entire region.

GOLF San Diego has 93 outstanding courses, located in every conceivable setting from the ocean to the mountains to the desert, and the region's near-perfect climate allows golfers to play year-round. The most popular course is the world-famous Torrey Pines Golf Course in La Jolla.

LEGOLAND CALIFORNIA AND SEA LIFE AQUARIUM Located north of downtown, LEGOLAND delivers 128 acres of fun, creativity, imagination and entertainment with more than 60 interactive attractions and rides geared to children aged 2-12. SEA LIFE Aquarium at LEGOLAND educates children about life under the sea.

AIRPORT ARRIVALS AND DEPARTURES

Guests will be greeted by a uniformed staff holding a sign reading IMARK or LPG. They will be transferred in a Luxury air conditioned 10 passenger van, 25 passenger or 55 passenger motor coach and driven to the Marriott Marquis San Diego Marina. Return transfers to the Airport from the Marriott are available.

INCLUDES:

- * Deluxe Air-Conditioned Transportation
- * Uniformed UEI Staff
- * Logo Signage

PRICE: \$45.00 per person each way

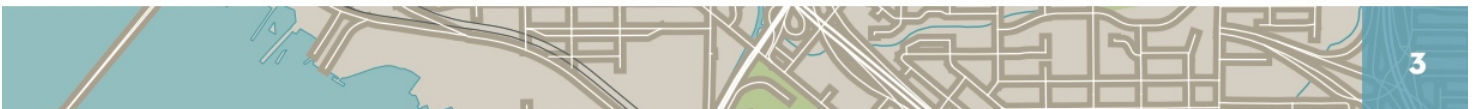
PLEASE CONTACT DCGULTEVENT@AOL.COM OR 760-578-9788 FOR YOUR CONFIRMATION.

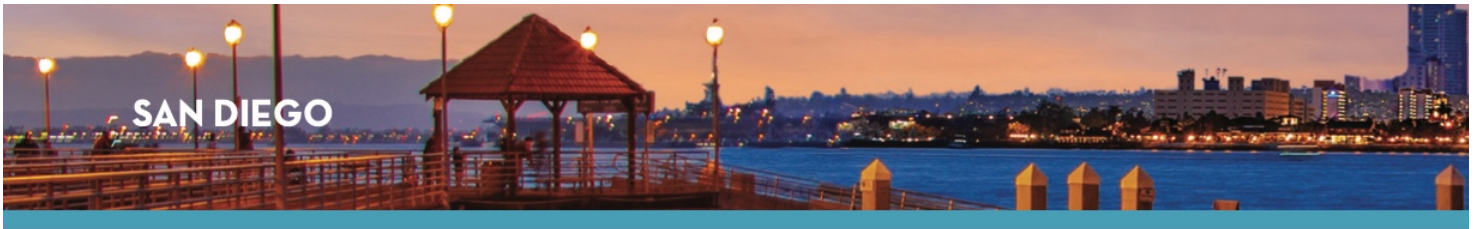
OLD TOWN SAN DIEGO Dating back to the early 1800s, Old Town San Diego is the first Spanish settlement on the U.S. West Coast and features historic sites and buildings and is a popular area for shopping, entertainment and restaurants serving authentic Mexican cuisine.

SEAWORLD SAN DIEGO Located on scenic Mission Bay, SeaWorld features six major shows, fun family attractions, thrilling rides and dozens of exhibits containing marine life from around the globe. USS Midway Museum The world's most visited ship museum, the USS Midway honors San Diego's rich military history and features 29 restored aircraft, flight simulators, a self-guided walking audio tour in many languages and more

BEACHES AND WATER SPORTS San Diego's beautiful beaches range from the white sandy shores of Coronado Beach to Torrey Pines State Park, set against dramatic 300-foot sandstone cliffs. Surfing, swim-ming, kayaking, snorkeling, diving, paddle boarding, sailing and sport fishing are popular activities and can be enjoyed year-round.

ON LAND AND ABOVE LAND ACTIVITIES Rolling hills, canyons, lakes, mountains and the vast Anza-Borrego Desert in the north and east of the city offer diverse outdoor recreational experiences on land and above land including mountain biking, hiking, rock climbing, camping, 4-wheeling, fresh water fishing, para-gliding and skydiving.





NEIGHBORHOODS

LA JOLLA Nicknamed the “jewel” of San Diego, this beautiful Mediterranean village is home to luxury and historic hotels, fine dining and shopping, world-class arts and culture, and diverse outdoor recreation.

CORONADO Situated across San Diego Bay from downtown, the island of Coronado is home to pristine beaches, beautiful gardens and parks, a rich history and culture, and a quaint village with unique restaurants and shops.

GASLAMP QUARTER The historic heart of downtown, the Gaslamp Quarter combines beautiful Victorian buildings from the late 1800s with a dynamic urban setting to create an exciting dining, nightlife and shopping district.

LITTLE ITALY With a rich Italian heritage, Little Italy is a vibrant downtown neighborhood home to popular outdoor patio cafes, trendy bars and restaurants, art galleries, boutique shops and colorful annual festivals.

HILLCREST AND NORTH PARK Hillcrest and North Park are known for their exciting mix of unique eateries, exotic bistros, chic boutiques, vintage clothing stores, trendy nightlife, fun entertainment, and eclectic arts and culture.

CHURCHES

FIRST LUTHERAN CHURCH

1420 3rd Ave, San Diego
(619) 234-6149

OUR LADY OF THE ROSARY CATHOLIC CHURCH

1629 Columbia St, San Diego
(619) 234-4820

CHURCH OF SCIENTOLOGY

1330 4th Ave, San Diego
(619) 239-2091

FIRST PRESBYTERIAN CHURCH OF SAN DIEGO

320 Date St, San Diego
(619) 232-7513

FIRST BAPTIST CHURCH

445 C Ave, Coronado
(619) 435-6588

SHOPPING

POPULAR OUTLET MALLS San Diego is home to three popular outlet malls that feature great discounted savings at many name-brand stores: the Viejas Outlet Center in San Diego’s East County, the Carlsbad Premium Outlets in San Diego’s North County, and the Shops at Las Americas Premium Outlets near the border of San Diego with Tijuana, Mexico.

OUTDOOR SHOPPING CENTERS Visitors can shop outdoors year-round at numerous malls located around San Diego including Fashion Valley Shopping Center in central Mission Valley with high-end department stores like Neiman Marcus, Bloomingdales and Nordstrom, and Westfield UTC in La Jolla offering a unique mix of specialty stores, services and restaurants in an open-air setting.





OLD TOWN SAN DIEGO TOUR

Board a private Motor Coach and travel to the birthplace of San Diego, California. Participants will enjoy the historic missions, cultural atmosphere, shopping and restaurants. You will learn about the haunted landmarks of the early Spanish settlers and how the city transformed from the early beginnings of Mexican Independence Day to the California Gold Rush. Enjoy and explore all the neighborhoods that helped make San Diego what it is today. On your own, there are several restaurants to choose from for lunch and you will have plenty of time to enjoy them. One of the local shops will be available for a Tequila Tasting at your convenience.

INCLUDES:

- Deluxe Motor Coach - Departure 10:00 am from Hotel
- Uniformed Staff for any assistance
- Tequila Tasting at one of the local shops. Tickets will be provided.
- Deluxe Motor Coach back to the hotel at 1:30 pm

**PRICE: \$85.00 PP TO INCLUDE SALES TAX AND GRATUITY.
PLEASE CONTACT DCGULTEVENT@AOL.COM OR 760-578-9788
FOR YOUR CONFIRMATION.**



RESTAURANTS

C LEVEL

\$\$ American (New), Seafood, Steakhouses
(619) 298-6802
880 Harbor Island Dr

ISLAND PRIME

\$\$\$ Seafood, American (Traditional)
(619) 298-6802
880 Harbor Island Dr

ALTITUDE SKY LOUNGE

\$\$ Lounges
(619) 446-6086
660 K St

TOM HAM'S LIGHTHOUSE

\$\$\$ Seafood
(619) 291-9110
2150 Harbor Island Dr

THE LION'S SHARE

\$\$ American (New), Lounges
(619) 677-1516
629 Kettner Blvd

EDDIE V'S PRIME SEAFOOD & STEAKS

\$\$\$ Seafood, Steakhouses, Lounges
(619) 615-0281

PUESTO AT THE HEADQUARTERS

\$\$ Mexican, Cocktail Bars
(619) 233-8880

BLUE WATER SEAFOOD MARKET & GRILL

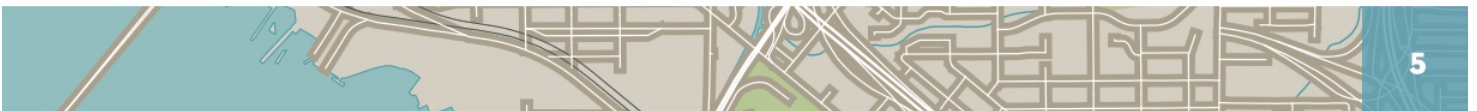
\$\$ Seafood, Seafood Markets, Bars
(619) 497-0914
3667 India St

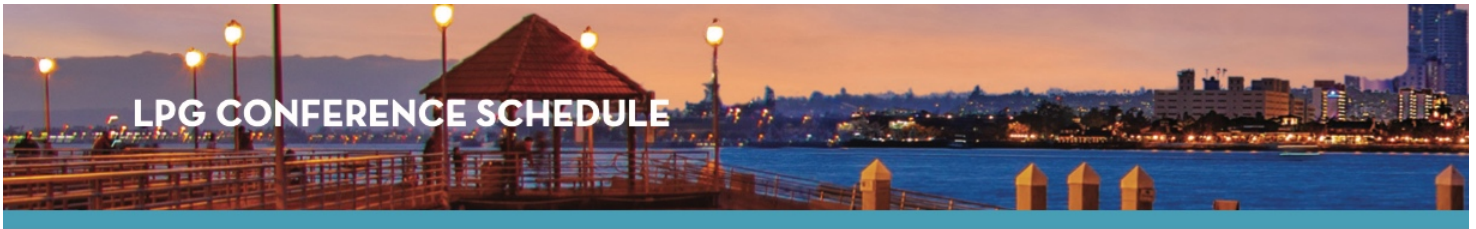
MARINA KITCHEN RESTAURANT & BAR

\$\$ American (New)
(619) 234-1500
333 West Harbor Dr

WATER GRILL- SAN DIEGO

\$\$\$ Seafood
(619) 717-6992
615 J St





WEDNESDAY, JANUARY 29, 2020

ARRIVALS

7:30 am – 12:00 pm	Advisory Committee Meeting	Rancho Santa Fe
11:00 am – 5:00 pm	Registration (All)	Marriott Ball East Reg.
11:00 am – 5:00 pm	Vendor Exhibit Set-Up (Vendors Only)	Pacific Ballroom
1:00 pm – 2:00 pm	Vendor Subcommittee Meeting	Rancho Santa Fe
2:00 pm – 4:00 pm	Best Practice Discussions (Members Only)	Marriott #2
6:00 pm – 8:00 pm	Welcome Reception & Exhibit Sneak Peek (All) “Wine Down Wednesday”	Pacific Ballroom Prefunction
Dinner on Own		

THURSDAY, JANUARY 30, 2020

7:00 am – 8:00 am	Breakfast (All)	Marriott Ballroom
8:00 am – 8:30 am	Welcome & Director’s Opening Remarks (All)	Marriott Ballroom
8:30 am – 10:00 am	Guest Speaker – Robb Best (Members Only)	Marriott Ballroom
8:30 am – 10:00 am	Vendor Discussion – Jeff MacDowell (Vendors Only)	Marriott #2
10:15 am – 12:00 pm	Vendor Requested Meetings (All)	Pacific Ballroom
11:00 am – 5:00 pm	Workshops (Members Only)	Marriott #2
12:00 pm – 1:00 pm	Lunch (All)	Marriott Ballroom
1:00 pm – 5:00 pm	Vendor Requested Meetings (All)	Pacific Ballroom
7:00 pm – 9:00 pm	Off-Site Event – (All)	USS Midway

FRIDAY, JANUARY 31, 2020

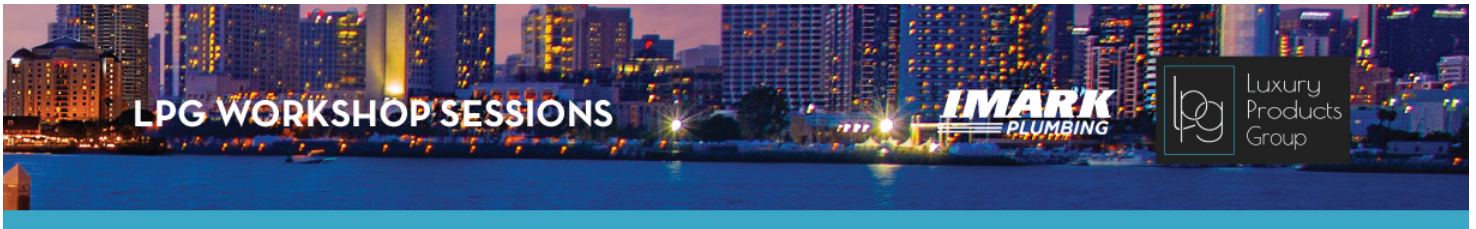
7:00 am – 8:00 am	Breakfast (All)	Marriott Ballroom
8:00 am – 9:00 am	LPG New Technology Presentation (All)	Marriott Ballroom
9:00 am – 11:30 am	Showplace Exhibits (All)	Pacific Ballroom
9:00 am – 2:00 pm	Workshops (Members Only)	Marriott #2
11:30 am – 12:30 pm	Lunch (All)	Marriott Ballroom
12:30 pm – 2:30 pm	Member Requested Meetings (All)	Pacific Ballroom
2:45 pm – 4:00 pm	Summary of Best Practices, Awards & Prizes (All)	Marriott #2-3
4:00 pm – 7:00 pm	Vendor Tear Down (Vendors Only)	Pacific Ballroom
7:00 pm – 10:00 pm	Closing Reception – Under the Sea (All)	Marriott Ballroom

SATURDAY, FEBRUARY 1, 2020

8:00 am – 10:00 am	New Showroom Workshop (Members Only)	Marriott #2-3
8:00 am – 12:00 pm	Vendor Exhibit Tear-Down (Vendors Only)	
DEPARTURES		

Wristbands and Nametags Must be Worn At All Functions





7 COMMON MISTAKES THAT COST PLUMBING SHOWROOMS MILLIONS

How to grow your plumbing showroom in the 21st century without wasting time and money.

MARK OKUN

Bravo Business Media

“THE STORY THAT CRAFT TELLS” BY THE HOUSE OF ROHL

Conversation will include presentations and panel discussions on the importance of original design in authentic luxury, the changing landscape of designing for boutique hospitality properties, as well as the latest design inspirations for the bathroom.

HOUSE OF ROHL SALES TEAM

House of Rohl

HIGH-YIELD INVESTING

This workshop will cover the overview of David's new book, and summarize the key steps in creating a portfolio of high-yield investing. David has had a successful career in investing, and will share his experiences with the group.

DAVID HAWKINS

David Hawkins Design

HOSPITALITY, MANNERS AND THE CUSTOMER EXPERIENCE

This course will discuss what it takes for showrooms to create the right environment for consumers, and what it takes to hold off the internet shopper.

JEFF MACDOWELL

Luxury Products Group

RECRUITING AND HIRING TOP TALENT

This session will cover what it takes to hire the right person, and some creative ways to find the right help.

JEFF MACDOWELL

Luxury Products Group

MARKETING BEST PRACTICES

This workshop will discuss how to creatively work a marketing plan on a limited budget, and help draw people in the door. This will be a highly interactive session with best practices shared from other LPG members.

JEFF MACDOWELL

Luxury Products Group

NEW SHOWROOM WORKSHOP

Thinking of putting in or remodeling a showroom? Meet with Stephan Roy and Jeff MacDowell as they discuss making your showroom great on a budget. Sponsored by SH Immersive Environments

SPONSORED BY

SH Immersive Environments

THE TOP 10 QUESTIONS TO ASK YOUR CLIENTS

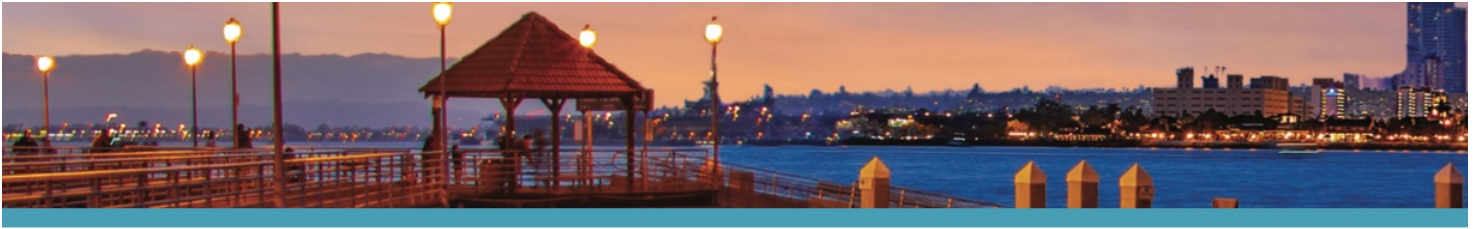
This highly interactive roundtable discussion among members will help them each come up with a list of the best questions to ask their customers that will encourage engagement and open communication.

SARAH JENKINSON

Barber Wilsons

Must register for workshops when registering for the event. First come, first served at registration. Should bring a second employee if attending workshops, since they run parallel to the vendor/member requested meetings.





MIDWAY BATTLESHIP IN SAN DIEGO

LPG members will have a once-in-a-lifetime opportunity to dine aboard the USS Midway. Experience flight simulators, tours of the ship and much more fun!

The USS Midway was the longest-serving aircraft carrier in the 20th century. Named after the climatic Battle of Midway in June 1942, Midway was built in only 17 months, but missed being active in World War II by one week when commissioned on September 10, 1945. Midway was the first in a three-ship class of large carriers that featured an armored flight deck and a powerful air group of 120 planes.

From the beginning of its service, the Midway played key roles in the Cold War. In 1946 it became the first American carrier to operate in the mid-winter sub-Arctic, developing new flight deck procedures. The following year Midway became the only ship to launch a captured German V-2 rocket. The trial's success became the dawn of naval missile warfare. Just two years after that, Midway sent a large patrol plane aloft to demonstrate that atomic bombs could be delivered by a carrier.

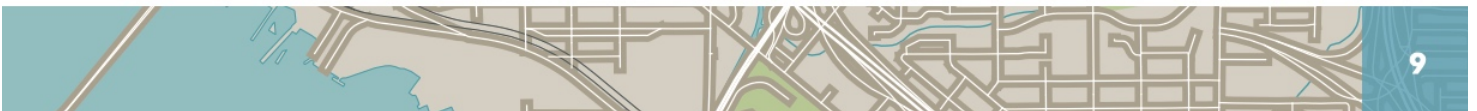
Midway served with the Atlantic Fleet for 10 years, making seven deployments to European waters, patrolling "the soft underbelly" of NATO. A round-the-world cruise took Midway to the West Coast in 1955, where it was rebuilt with an angled deck to improve jet operations.





BEST PRACTICE SESSIONS

The best practice sessions this year will be slightly shorter in time, and more focused than last year. We will have 5 or 6 questions earmarked for discussion to avoid the “complaint sessions” that happened at some best practice groups. We want this to be a valuable experience and will make sure it becomes a tradition you look forward to.





KEYNOTE SPEAKER

READING BODY LANGUAGE - THE SECRETS OF COMMUNICATION

Did you know that 60 to 70% of our communication is transmitted by our body language? This seminar reveals the newest discoveries about the meaning of body language.

Learn the indispensable art of reading your customers' gestures and movements. Know when it's time to pack up your tent, and when it's time to move in for the sale.

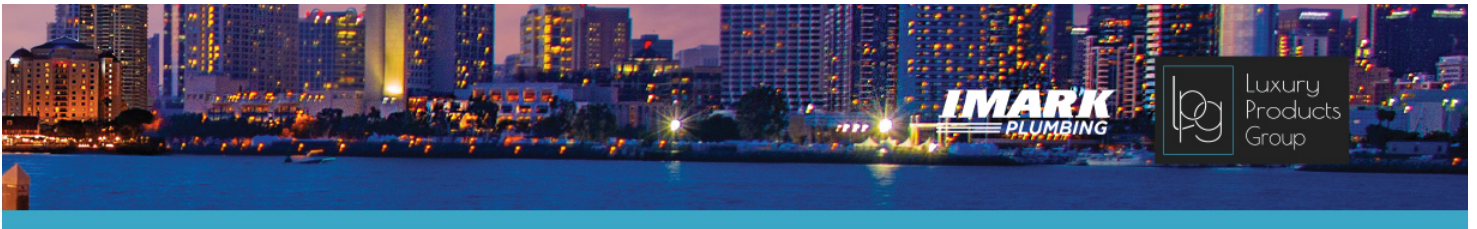
Author **ROBERT G. BEST** uses the latest brain research and scientific strategies to pinpoint key factors leading to expert performance. Robb's knowledge and techniques will radically change the way you and your team interact and build trust with your customers, family and friends. His fascination with neuroscience led to the development of a communication and sales/marketing system based on human behavior. Robb teaches you how to acquire and implement new skills.

Robb's work as Senior Advisor of Cognitive Strategy for the Elkay Corporation has helped position the company as a thought leader in the industry. His keynote addresses, workshops and seminars routinely sell out, and his science blog, mindframewithrobb, is regularly read in 14 countries. He is a 28-year industry veteran, who led a nationally recognized corporation during its most profitable years.



CHRIS DINOTO is a Senior Solutions Expert at DDI System, a leading provider of ERP software for showrooms and wholesale distributors. In his six years with DDI, Chris has helped hundreds of distributors with detailed needs assessments and evaluations of workflow requirements. Chris is a master user of the Inform ERP application and is passionate about improving operational efficiency and implementing new technologies to help independent distributors thrive in today's digital marketplace. Chris lives in Southern Connecticut and attends dozens of industry-specific events listening to the challenges facing showrooms and wholesale distributors so DDI can deliver the right technology to drive growth. Chris is a Veteran of the US Marine Corps, and served in Iraq and Afghanistan.





After working in the wallpaper/fabric and antiques industry, **SARAH JENKINSON** began her career in sales in a decorative plumbing and hardware showroom in the Hamptons, becoming a national sales person for the importer for Barber Wilsons in 1997 and in 2003 became their US agent directly, where she quickly added the Sterlingsham Company. Sarah was named DPHA Manufacturing Professional of the Year in 2010 and honored with the President's Distinguished Service Award in 2009. She was co-chair of the Conference Committee from 2010-2012, a member of the Board of Directors for over a decade, and served on the EXCO committee. In 2013 Sarah was elected President of the DPHA, and inducted into the Council of Fellows in 2018. She loves training people on her lines and improving their sales techniques.



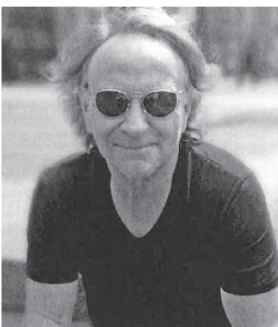
JEFF MACDOWELL

A nearly 30-year run in the industry starting in Buffalo, N.Y., Jeff has worked on the wholesale side doing everything from counter sales, to shipping, and purchasing. He was most recently Senior Director of Showrooms for Frank Webb Home, and prior to that was VP of Marketing and Emerging Markets at APR Supply in central Pennsylvania. He has led over 50 showrooms in his career, and is passionate about delivering exceptional shopping experiences.



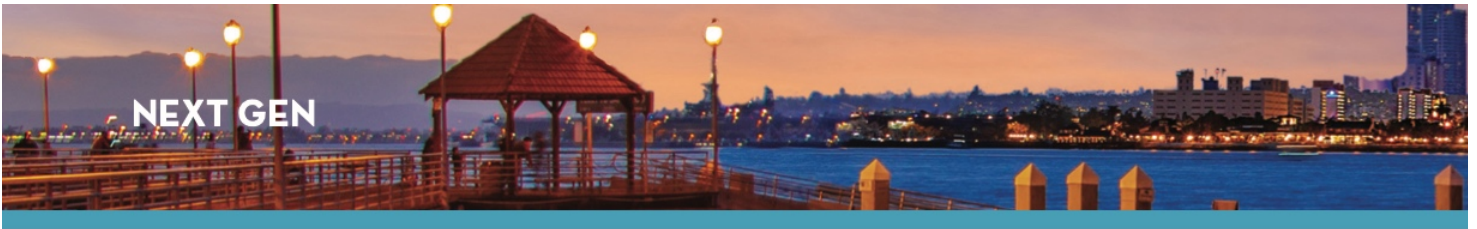
MARK OKUN

Mark Okun is a Sales Success Consultant with Bravo Business Media, monthly Business Contributor to *enLIGHTenment* Magazine, and President of Mark Okun Consulting & Performance Group. He has more than 30 years of hands-on retail experience training and coaching sales associates in the furniture, lighting and plumbing industries.



DAVID HAWKINS travels across the country working on fun and exciting projects. During his 40 years as a professional designer and now as an LPG member, David has won national awards for excellence in lighting and retail design, along with being awarded two US and Canadian patents for product design. David has also developed an investment model using high-yield stocks to grow dividends by applying the laws of compound interest with amazing results. He has put together a presentation supporting his new book *Ask The Mailman*; which will touch on these investing models and help any investor, from any walk of life or level of income to make their investments grow exponentially, safely, and increase growth even in a down market.





NEXT GEN

JESSICA SCHUSSLER

The KB Design Studio
(Lion Plumbing)
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CHAD VINTURELLA

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MYLEAH SELTER

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RUSTY PERRY

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MIKE MCMULLEN

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MELISSA LEVA

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LEXI SULLIVAN

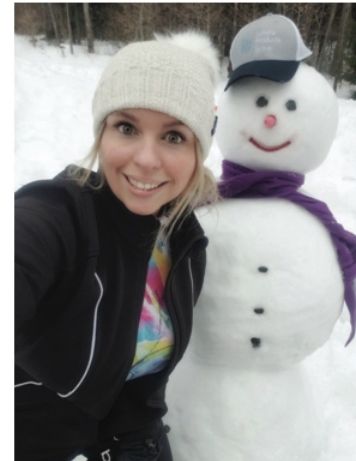
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ANTHONY MILELLI

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anthony@tpssupply.com

PHIL HOTAREK

Lutz Plumbing Inc.
phil@lutzplumbingonline.com



A SNOWMAN IN VERMONT
MODELS LPG GEAR WITH
JESSICA SCHUSSLER!



LPG ADVISORY COMMITTEE MEMBERS

DON SMITH (CHAIRMAN)

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CHAS DANIELS

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JEREMY SMITH

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jeremys@centralazsupply.com

LEIGH SUFFIAN

IMMERSE-ATLAS
836 Hanley Industrial Court
St. Louis, MO 63144
314-375-1500
leigh@immersestl.com

SUBCOMMITTEE MEMBERS

SPECIALTIES SUBCOMMITTEE

Fred Felder – Simons Supply
Brandy Ianelli – Wiseway Supply
Audrey Strong – Economy Plumbing Supply
Jessica Schussler – Lion Plumbing Supply
Rusty Perry – W.A. Bragg
Teri Webb – Mountainland Supply
Vaden Holloway – Southern Plumbing Supply
Vicki Sarrancino – Anew
Willy Gabela – Wallington Plumbing Supply

SOCIAL MEDIA/ MARKETING SUBCOMMITTEE

Alex Okin – Green Art Plumbing Supply
Allison Hulbert Bruce – Howland Pump
Amelia Kittson – Kie Supply
David Homami – David-Meyer Co.
Jessica Schussler – Lion Plumbing
Tim White – Mountainland Supply

TRAINING SUBCOMMITTEE

Caitlin Skaggs – Wiseway Supply
Doug Van Der Weide – Leeps Supply

CABINETRY SUBCOMMITTEE

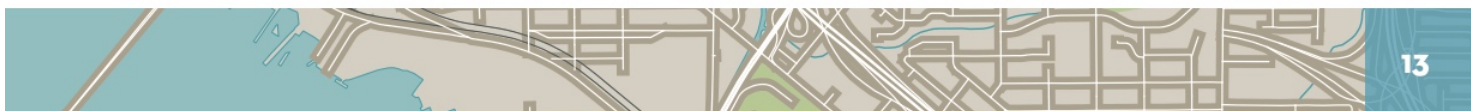
Allison Hulbert Bruce – Howland Pump
Bethany Nebel – PSC Distribution
Bobby Sheehan – Republic Plumbing Supply
Jennie Wunderlich – PSC Distribution
Naomi Anderson – Central Kitchen And Bath

LIGHTING SUBCOMMITTEE

Kevin Castelo – Ultra Design Center
Kevin Walsh – Trinity Home Center
Naomi Anderson – Central Kitchen And Bath
Jennie Wunderlich – PSC Distribution
Doug Van Der Weide – Leeps Supply

VENDOR SUBCOMMITTEE

Peter Ollestad – Strasser Woodenworks
Nathaniel Mucha – Fairmont Designs
Michael Berger – Barclay Products
Matt Vecchiola – Top Knobs
Mike Donehey – Lixil Americas
Steven Weinberg – California Faucets
Brian Garrety – Elkay





IMARK SCHEDULE OF EVENTS

SATURDAY, FEBRUARY 1, 2020

7:00 am	Fishing Tournament *MUST REGISTER*	TBD
7:00 am – 10:00 am	Vendor Council Meeting (Vendor Council Only)	Rancho Santa Fe
11:00 am (Shotgun)	Member/Vendor Golf Tournament *MUST REGISTER*	Maderas Golf Club
2:00 pm – 4:00 pm	Registration (All)	Marriott Ball East Reg.
6:00 pm – 10:00 pm	Registration (All)	Marriott Ball East Reg.
6:00 pm – 10:00 pm	Hospitality Suite (All)	Marriott Terrace

SUNDAY, FEBRUARY 2, 2020

5:00 am – 7:00 am	Early Morning Coffee Station	Marriott Prefunction
7:00 am – 11:00 am	Board of Directors Meeting (BOD Only)	Rancho Santa Fe
8:00 am – 10:00 am	Registration (All)	Marriott Ball East Reg.
11:00 am – 12:00 pm	Integrated Home (All Members)	TBD
11:00 am – 12:00 pm	Healthcare Plan Meeting (All Members)	TBD
12:00 pm – 3:00 pm	Registration (All)	TBD
12:00 pm – 1:00 pm	Integrated Home (All Members)	TBD
12:00 pm – 1:00 pm	Healthcare Plan Meeting (All Members)	TBD
1:15 pm – 2:30 pm	Member Only Meeting (All Members)	TBD
1:15 pm – 2:30 pm	Vendor Roundtables (All Vendors)	Assigned Rooms
3:00 pm – 7:00 pm	IMARK Reunion – “Super Bowl Party” (All)	Pacific Ballroom

MONDAY, FEBRUARY 3, 2020

5:00 am – 7:00 am	Early Morning Coffee Station	Marriott Prefunction
6:30 am – 7:30 am	Breakfast (All)	Marriott Ballroom
8:00 am – 8:30 am	Welcome & Guest Speaker, Alex Goldfayn (All)	Marriott Ballroom
8:30 am – 9:00 am	Vendor-Only Conference Booth Set-Up	Pacific Ballroom
9:00 am – 12:00 pm	Requested Private Meetings (All)	Pacific Ballroom
9:00 am – 12:00 pm	I-Net Network Meetings	Assigned Rooms
12:00 pm – 1:00 pm	Lunch (All)	Marriott Ballroom
12:00 pm – 1:00 pm	Women In Industry Luncheon/Discussion Panel	
1:00 pm – 4:30 pm	Requested Private Meetings (All)	Pacific Ballroom
1:00 pm – 4:00 pm	I-Net Network Meetings	Assigned Rooms
4:30 pm – 5:30 pm	Young Executives Cocktail Hour	Pool Deck/Tequila Bar
6:00 pm – 8:00 pm	Hospitality (All)	TBD

TUESDAY, FEBRUARY 4, 2020

5:00am – 7:00 am	Early Morning Coffee Station	Marriott Prefunction
7:00 am – 8:00 am	Breakfast (All)	Marriott Ballroom
8:00 am – 12:00 pm	Requested Private Meetings (All)	Pacific Ballroom
12:00 pm – 1:00 pm	Lunch (All)	Marriott Ballroom
1:00 pm – 2:30 pm	Requested Private Meetings (All)	Pacific Ballroom
2:30 pm – 4:00 pm	Open Booth Session (All)	Pacific Ballroom
4:00 pm – 6:00 pm	Hospitality (All)	Pacific Prefunction

Wristbands and Nametags Must be Worn At All Functions





KEYNOTE SPEAKER

ALEX GOLDFAYN is the CEO of the Evangelist Marketing Institute, LLC., a revenue growth consultancy for clients who want to grow quickly. Alex's average client grows by 15-20% in their first year of working with him.

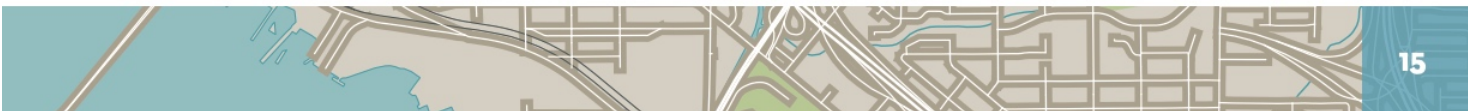


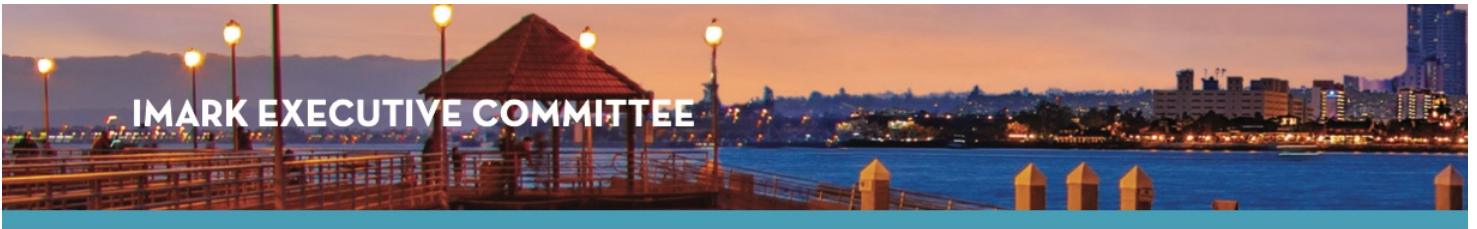
He is among the top-rated and most-requested sales speakers in the world, motivating sales teams, managers, executives and owners to take simple action that will grow their business. Alex delivers more than 50 keynote speeches and workshops on sales growth per year.

Alex's latest book is called *The Revenue Growth Habit: The Simple Art of Growing Your Business By 15% in 15 Minutes A Day* (published by John C. Wiley & Sons). It was selected as the sales book of the year by 800-CEO-Read and *Forbes* called it one of the top 15 business books of 2015.

His upcoming book, due to be released in March 2018, is called *Selling Boldly: Applying The New Science of Positive Psychology To Dramatically Increase Your Confidence, Happiness & Sales* (to be published by John C. Wiley & Sons).

Alex lives in the Chicago area with his wife and eight-year-old twins, and it's immediately obvious to everyone that Alex's wife, Lisa, who raises the kids and feeds Alex, works much harder than he does!





BOB SMITH

Bob has backgrounds in the Medical, Industrial PVF and Electrical industries. Bob spent 22 years in varied sales and marketing capacities with Legrand North America. Since July 2007 Bob has been the President and CEO of IMARK Group. IMARK's membership is close to 18% of the wholesale distribution market in the U.S. Bob was elected as Chairperson of IMELCO, an international marketing group comprising 14 groups across Europe, Australia and Russia. Bob has an MBA from Long Island University and a BS in Marketing from Philadelphia University. Bob was the first person from the Manufacturing community to be elected to the National Association of Electrical Distributors (NAED) Board of Directors. Prior to Bob's business career he had a short stint as a professional baseball player drafted by the New York Yankees. His hobbies include: Reading, History, Swimming, Exercise and Golf.



JOHN AYKROYD

John Aykroyd is an accomplished executive with extensive experience in marketing, sales and operations both domestically and internationally. He had been Executive Vice President of Business Development-North America for Sloan Valve Company before being named successor to Bob Hoff as President of OMNI Corporate Services in 2016. He is now the President of the IMARK Plumbing Division. John's responsibilities include P&L, business development, strategic planning and future growth initiatives.





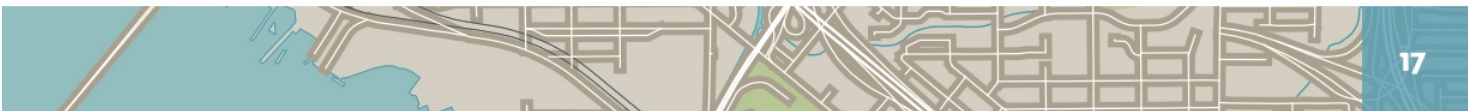
MATT ROOS

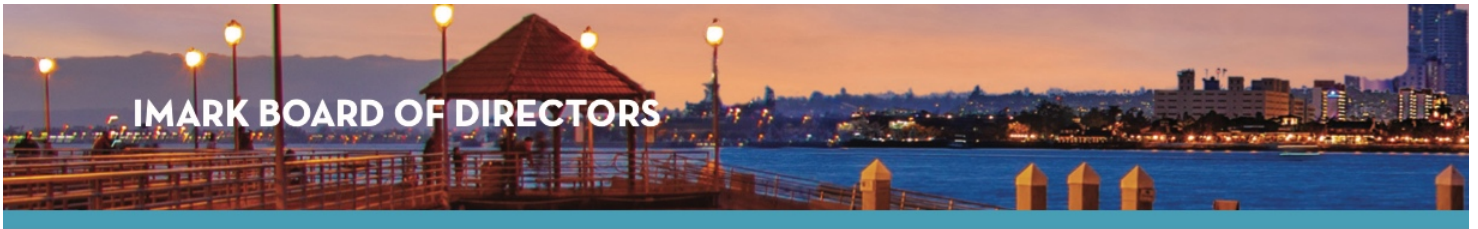
Matt has worked with marketing group businesses both in employee and ownership capacities for 31 years. His group experience has focused on the electrical and plumbing wholesale industries, however, he also has been involved with the industrial and office products markets. Since 2009 Matt has been the Executive Vice President of IMARK Group. Matt purchased Equity Electrical in 2004, sold Equity/EDN to IMARK in 2009, and acquired UPA in 2012. Matt is most proud of receiving the “Best of the Best” award from TED in 2000 for sales and marketing. Matt was raised in upstate New York (Burnt Hills) and received his BS in Business Administration/Finance from LeMoyne College in Syracuse, N.Y. Matt’s hobbies include fly fishing, hiking, and snowboarding.



TED HAVEL

Ted has worked in the electrical and plumbing industries throughout his 34-year career. His experience includes National Sales Manager for Picoma Industries, a manufacturer of steel elbows, couplings, nipples and PVC fittings. He was also a principal partner with Hawkins & Associates, an electrical manufacturers’ sales representative agency based in Cleveland, Ohio. For the past 19 years Ted has worked within the marketing group business including Director of Marketing for Equity/EDN and Vice President of Marketing for Equity Plumbing. Currently Ted is Vice President of Marketing & Supplier Relations for IMARK Plumbing. Having a role in launching and building Equity Plumbing is one of Ted’s proudest career achievements. Ted received his BS in Marketing from Ohio University in Athens, Ohio and currently resides in Hudson, Ohio. Ted’s hobbies include golfing, hiking and skiing.





IMARK BOARD OF DIRECTORS

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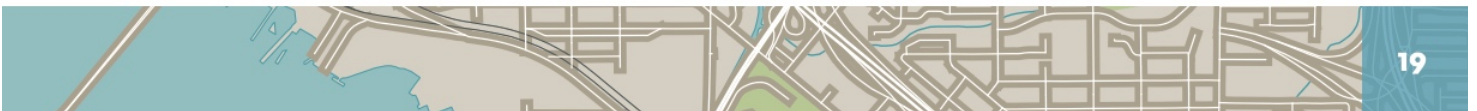


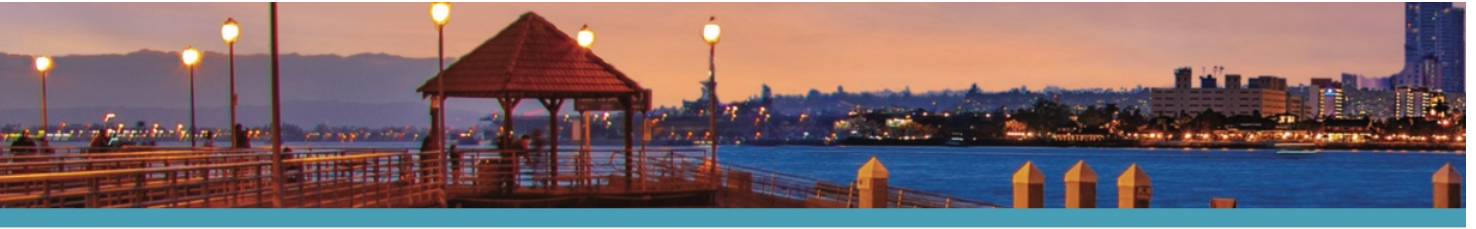
GOLF OUTING

BE SURE TO REGISTER FOR THE GOLF OUTING WITH ALL OF YOUR IMARK FRIENDS!

Maderas Golf Club is San Diego’s leading venue for upscale, corporate golf outings. From networking events, convention gatherings, client appreciation or incentive trips – Maderas is San Diego’s only Troon Golf facility. A combination of pristine course conditions, spectacular scenery, and fairways lined with multi-million-dollar homes make for a truly unique golf experience.

Named to *Golf Digest’s* Top 100 courses in the U.S. for the last four years, Maderas Golf Club has the look and feel of a private club, with availability seven days a week. Groups of nine or more golfers receive group pricing and full event-planning services including F&B, merchandise, contests and prizes. Flexible shotgun start times make for easy planning, and five-star hotel level services satisfy the most discerning guests. Located 35 minutes from downtown San Diego, Maderas also specializes in round-trip motor coach transportation services. Optional food and beverage offerings in the Spanish Colonial clubhouse (capacity of 110) or the Del Lago Ballroom (capacity of 250) provide a comfortable ambience for post-golf awards and banquets.





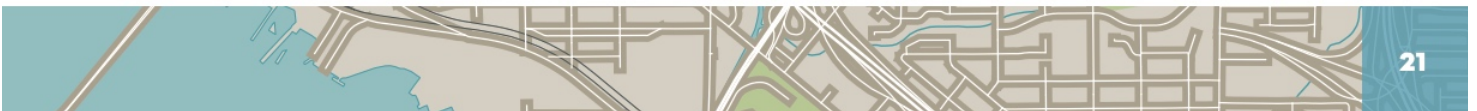
FISHING TRIP

When you register for the IMARK meetings, you can choose to attend some organized fishing charters. This will be an exciting time to catch up with a few friends, and maybe even catch something memorable! Fishing is available in San Diego Bay, Point Loma kelp beds, and other local waters for a variety of species including, calico bass, yellowtail, bonito, halibut, sand bass, barracuda, and rock fish. Plan on an action-packed trip from start to finish with an experienced captain and crew.



SUPER BOWL PARTY

Get ready to place your bets! The Super Bowl party will be a blast like in years past! Big screen TVs and plenty of food and refreshments will make this an event to remember!





I-NET NETWORKING GROUP MEETINGS

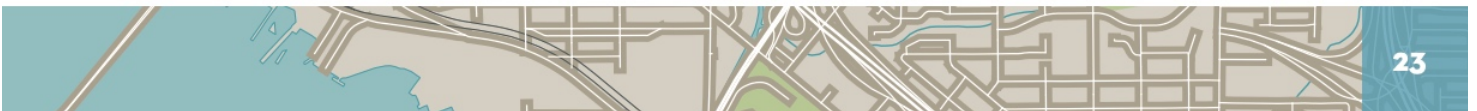
Peer networking is one of the most important benefits our meeting offers to IMARK Plumbing members. I-Net Group meetings consist of 8-10 fellow IMARK member companies of similar size, business profiles and non-competing markets. I-Net Groups meet in a private and formal setting to share ideas, exchange best practices, solve common business challenges and build lasting friendships.





REGISTRATION

Registration opens on September 9th on the Luxury Products Group and IMARK websites. Be sure to watch for emails filled with all of the events and meetings!





IMARK
PLUMBING



Luxury
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