



# 2020 SREA Spring Conference

Wednesday – Friday ■ March 18-20

Balboa Bay Resort ■ 1221 West Coast Highway, Newport Beach, CA 92663

## WEDNESDAY, MARCH 18

3:00 – 5:00 pm **Board of Directors Meeting**

6:00 – 9:00 pm **Board of Directors Dinner**

## THURSDAY, MARCH 19

7:00 – 8:00 am **Registration and Continental Breakfast**

8:00 – 8:30 am **Introductions and Business Meeting**

8:30 – 9:30 am **Steel Industry Updates**

*Tim Holterman, Canam Buildings, a Division of Canam Steel Corporation*

Get the latest updates on the steel industry.

9:30 – 10:30 am **OSB Update**

*Chris Wischmann, Industrial Account Manager, Norbord, Inc.*

Get an insider look at what is new for the engineered strand products in the world of hybrid roof structures including a discussion around current market dynamics, supply/demand balance and industrial markets.

10:30 – 11:00 am **Break**

11:00 am – 12 noon **Tackle Your Corporate Safety Plan with New Technology and Documentation**

*Lisa Molina, Safety Source Productions*

Learn how to prepare your teams and employees with relevant, applicable, compliant and efficient training systems while documenting required data for your corporate records.

1:00 – 5:30 pm **Annual Golf Outing (Optional event – space is limited to the first 24 registrations)**

*Pelican Hill Golf Club*

7:00 – 7:30 pm **President's Reception**

7:30 – 9:00 pm **Dinner & Awards**

## FRIDAY, MARCH 20

7:00 – 8:00 am **Registration and Continental Breakfast**

8:00 – 9:00 am **The APA Update**

*Steve Zylkowski, APA's Quality Services Director & Aleeta Dene, PE, APA's California-based Engineered Wood Specialist*

The Engineered Wood Association is a nonprofit trade association that works with its members to create structural wood products of exceptional strength, versatility and reliability. Combining the research efforts of scientists and engineers and APAs research center with the knowledge gained from decades of field work and cooperation with member manufacturers. APA promotes new solutions and improved processes that benefit the entire industry.

The APA update will cover what is new at the association, current trends and an outlook on the engineered wood industry.

<p><b>9:00 – 10:00 am</b></p>	<p><b>Business Intelligence – How our Industry Can do a Better Job of Using Data to Our Advantage</b>  <i>Ben Hershey, The 4Ward Group of Companies</i></p> <p>Big data, big data, big data. Big data is here to stay and we need to get used to it. In fact, so many companies outside of our industry are now using it that they gain an advantage over those who don't. In this session, let's talk about ways that you can use data to create dashboards and various other methods of data analyzation and put big data within your reach to allow you to be more strategic in reaching goals, higher profitability and higher customer satisfaction.</p>
<p><b>10:00 – 11:00 am</b></p>	<p><b>Industry Roundtable Discussion</b></p> <p>This discussion of industry issues will give you solutions and practices to add to your business operations. Bring your challenges to tackle or unique ideas for engaging dialogue with your peers.</p> <p>Topics are developed from live conference conversation and will allow for situational conversation around safety practices, regulatory issues, building science and industry trends.</p>
<p><b>11:00 am</b></p>	<p><b>Conference Concludes</b></p>

## SPONSORSHIP & EXHIBIT OPPORTUNITIES

SREA is offering several sponsorship opportunities for the Spring Conference. These sponsorships are a valuable marketing resource for your company and also show your support of SREA. Listed below are the sponsorships available. All sponsors will receive recognition at the event and in the SREA newsletter following the conference.

Note: Multiple sponsorships will be accepted for each offering. If you are interested in being the sole sponsor of an event, please contact Dani Siver at the SREA office, phone 503.258.1854 or email dsiver@srea.org.

<b>Golf Prizes</b> .....	\$200
<b>Breaks</b> .....	\$500
<b>Golf Box Lunches</b> .....	\$750
<b>Breakfast</b> .....	\$1,500
<b>Lunch</b> .....	\$1,500
<b>Reception (No host bar)</b> .....	\$2,000
<b>Dinner</b> .....	\$2,500

*SREA thanks all sponsors for their support!*





## IMPORTANT INFORMATION

### Conference Location

**Balboa Bay Resort ■ 1221 West Coast Highway, Newport Beach, CA 92663**

A special guest room rate of \$239 (single/double), plus tax, per night, has been secured for SREA conference attendees. A daily resort fee of \$20 per room, per day will also be charged. **Please call the hotel directly at 949.645.5000 to make your reservation.** Be sure to **reference SREA Annual Spring Conference when you call in to receive the SREA guest room rate.** **Hotel room reservations must be made by Monday, Feb. 17, 2020 to guarantee room rate and availability.**

### Annual Golf Outing Location

**Thursday, March 19**

**Pelican Hill Golf Club, North Course ■ 22800 S. Pelican Hill Road, Newport Coast, CA 92657**

### Dress Code

Resort casual attire is suggested for the entire Spring Conference.

### Cancellations

Cancellations received on or before Feb. 28 will receive their total fees minus a \$75 administrative fee. Cancellations received after Feb. 28 will receive a 50% refund of their total registration fees. No-shows or same-day cancellations will not be refunded. There is no reduction in fees for partial attendance.

### Confirmation Letters

Registrations received by March 13 will be emailed a confirmation.

### Event Restrictions

Space is limited. Early registration is encouraged. In the event that room space becomes filled to capacity, some registrants will not be able to be accommodated and will be notified. Registrations will be accepted on a first-come, first-served basis. In the event of inadequate registration, weather problems or other events beyond SREA's control, the conference may be moved or canceled. Should this occur, an attempt will be made to contact all registrants by telephone and fees will be refunded.

### Deadlines

Hotel Reservation Deadline – Feb. 17, 2020 • Cancellation Deadline – Feb. 28, 2020

### Questions?

Contact SREA at 503.258.1854 or [info@srea.org](mailto:info@srea.org)

*Online Registration is available at [www.srea.org](http://www.srea.org)*



# SREA 2020 SPRING CONFERENCE REGISTRATION FORM

March 18-20, 2020 — Balboa Bay Resort - Newport Beach, CA

Company: \_\_\_\_\_ Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

### Registration Fees

**Member-\$450 • Non-member-\$475** Member and Non-Member registration fees include all sessions, Thursday breakfast, breaks and Thursday lunch.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Members \_\_\_\_\_ # @ \$450 ea. or Non-Members \_\_\_\_\_ # @ \$475 ea. **Total Registration Fees: \$ \_\_\_\_\_**

### Optional Meal — Thursday, March 19

**Thursday Reception & Dinner: All attendees and guests must register to attend.**

Thursday Reception & Dinner \_\_\_\_\_ # @ \$125 per person = \$ \_\_\_\_\_

Names: \_\_\_\_\_

### Special Needs

**Total Optional Meals: \$ \_\_\_\_\_**

If any attendees or guests have special requirements (e.g., dietary, handicap access, etc.) please let us know here:

Name \_\_\_\_\_ Special Need(s) \_\_\_\_\_

Name \_\_\_\_\_ Special Need(s) \_\_\_\_\_

### SREA Golf Tournament — Thursday, March 19 (Pelican Hill Golf Club)

Golf registration includes box lunch, green fees and a shared cart.

Golf Tournament \_\_\_\_\_ # of participants @ \$300 per player = \$ \_\_\_\_\_

Golf Club Rental \_\_\_\_\_ # of participants @ \$87 per player = \$ \_\_\_\_\_

Name of Golfer: \_\_\_\_\_ Est. hcp.: \_\_\_\_\_

Name of Golfer: \_\_\_\_\_ Est. hcp.: \_\_\_\_\_

Name of Golfer: \_\_\_\_\_ Est. hcp.: \_\_\_\_\_

Name of Golfer: \_\_\_\_\_ Est. hcp.: \_\_\_\_\_

### Sponsorship Opportunities

**Total Golf Fees: \$ \_\_\_\_\_**

My company would like to purchase the following sponsorships.

Golf Prizes\* .....\$200

Breakfast\* .....\$1500

Golf Box Lunches .....\$750

Lunch .....\$1500

Welcome Reception .....\$2000

Breaks\* .....\$500

Dinner .....\$2500

(\*Multiple sponsors will be accepted)

**Total Sponsorships: \$ \_\_\_\_\_**

### Payment

**TOTAL AMOUNT DUE: \$ \_\_\_\_\_**

Check (U.S. Funds)  Visa  Master Card  American Express  Discover

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Amount Authorized: \$ \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Credit Card Billing Address (required for processing) \_\_\_\_\_ CVV \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Please mail or fax this registration form with payment to: SREA, 147 SE 102nd Ave., Portland, OR 97216 - or - Fax 503.253.9172 Questions? Call SREA at 503.258.1854 or email info@srea.org

**Register Online at [www.srea.org](http://www.srea.org)**

**Payment Policy:** Due to credit card security policies, we can only accept registrations in the following ways: online at [www.srea.org](http://www.srea.org), via fax or mailed to SREA. We cannot accept emailed or phone call registrations.

By submitting registration for this event, registrant agrees to grant SREA and Update Management the right to photograph or video Registrant during participation in the event. Registrant understands that any photographs or recordings may be used by SREA and Update Management for marketing and promotional purposes, at their sole judgment and discretion, without compensation or credit to Registrant.