



ABOUT WHEELHOUSE 20/20

After working together for 17 years as sales and marketing executives with a Top 20 LBM supplier, Jennifer Swick and Scott Ericson launched Wheelhouse 20/20. Founded in 2010, Wheelhouse 20/20 is a strategic marketing and advertising agency that works exclusively in the building supply channel.

Sales and marketing departments are typically organized in silos. Wheelhouse 20/20 was founded on the philosophy that to be successful, a company should strive to break down those silos and adopt a strategy that integrates all aspects of sales and marketing.

Over the past 10 years, Wheelhouse 20/20 has developed a proprietary method of sales and marketing integration for LBM dealers that includes four distinct steps. It is this unique philosophy and approach that has allowed Wheelhouse 20/20 to become one of the most trusted agencies for dealers, distributors, and manufacturers across the United States, contributing to 6 ProSales Excellence Award winning campaigns and 2 ProSales Dealer of the Year recipients.



"Your Future is with Us!"
565 N. Greenbush Rd., Rensselaer, NY 12144

2021 NYLE LEADERSHIP CONFERENCE



Thursday, May 6



"Your Future is with Us!"

**Zoom Virtual Conference
10 AM - 12 PM**

**EMPLOYER BRANDING SEMINAR
PRESENTED BY:
WHEELHOUSE 20/20**

2021 NYLE LEADERSHIP CONFERENCE

Register By: April 30

10 AM - 12 PM

PRESENTATION & SPEAKER:

Build an Exciting and Sexy Career in the Building Industry...Said No One Ever:

One consistent challenge our clients face is employee retention and recruitment. It's easy to get applications, but it's difficult to acquire and retain top level employees that will move your organization forward. As an industry, LBM dealers need to do a better job of making our companies attractive to qualified, talented and driven individuals. In short, we need to make a career in the building supply channel "sexy." Not an easy task. To attract great people, we need to redefine the perception of a lumber yard and make a cultural shift inside our own organizations. This will include branding, employee education, and development, outbound digital and social media marketing and a focused strategic effort. The owners of Wheelhouse 20/20 will take you through an interactive seminar that covers Recruitment Marketing and Employer Branding strategies. Two components that are critical to building a culture that keeps the employees, customers and vendors intensely invested in the company.



"Your Future is with Us!"

PLEASE MAKE RESERVATIONS FOR:

Attendee #1: _____	Attendee #2: _____
Company: _____	Company: _____
Title: _____	Title: _____
Email: _____	Email: _____
Attendee #3: _____	Attendee #4: _____
Company: _____	Company: _____
Title: _____	Title: _____
Email: _____	Email: _____

SEND PAYMENT TO:

NYLE c/o Melissa Coughlin, 585 North Greenbush Rd., Rensselaer, NY 12144
Phone: 518-880-6340 Fax: 518-286-1755 Email: mcoughlin@nrla.org

REGISTRATION FEES:
NYLE Members: \$45
NRLA Members: \$55
Non-NRLA Members: \$75

My check for \$ _____ made payable to the NYLE is enclosed for _____ individuals.

____ Pay by Credit Card

Card Number: _____

Name on Card: _____ Exp. Date: _____ Security Code: _____

Signature: _____ Billing Zip Code: _____

**ONCE YOU HAVE REGISTERED, YOU
WILL BE CONTACTED VIA EMAIL
WITH A CALENDAR INVITE SHARING
THE ZOOM INFORMATION**

**QUESTIONS?
CONTACT MELISSA COUGHLIN
EMAIL: MCOUGHLIN@NRLA.ORG
PHONE: 518-880-6340**