

HARDSCAPE DISTRIBUTORS: How to Thrive in Challenging Times

Join us for the *first-ever* gathering of leading hardscape products distributors.

Learn how to increase profits by improving the sales *and* operations side of your business from the leaders in hardscape products distribution.



Cobb Galleria Centre
Atlanta, GA



2009

HARDSCAPE
North America™

JANUARY 14-17, 2009

January 16, 2009 at Hardscape North America *Register now at HardscapeNA.com*

HARDSCAPE DISTRIBUTORS:

How to Thrive in Challenging Times

PROGRAM FEATURES

Panel discussion with 4 of North America's premiere hardscape distributors:

Bill Burke Arizona Stone & Architectural Products, Phoenix, AZ

Steve Hedberg Hedberg Landscape and Masonry Supplies, Minneapolis, MN

Frank Nicolai State Material Mason Supply, Westbury, NY

Jon Levy Stone Forest Materials, Kennesaw, GA

Participate in roundtable workshops with these timely topics:

- Growing Your Contractor Business
- Where and When to Spend Advertising Dollars
- Best Practices: Operations
- Best Practices: Inventory Control
- Sales Floor Training
- Strategic Planning
- Effective Collections
- Working Effectively with Manufacturers



*Participants will hear how to thrive in a down economy in a keynote address by **Ed Fioroni**, Chairman of the Board, ICPI, and a 30 year veteran of work in distribution channels.*

TO REGISTER

Register online at www.HardscapeNA.com

Or, for more information or assistance with registering, contact us at 888-580-9960

Register now at HardscapeNA.com

TIME & DATE: 8:00a.m. – 12:00p.m., Friday, January 16, 2009.

LOCATION: Cobb Galleria Centre, Atlanta, GA

COST: \$99 (before Dec. 22) \$129 registration fee (after Dec. 22)

WHO SHOULD ATTEND: Owners, managers and staff of hardscape distributors

BENEFITS TO THE DISTRIBUTOR: Distributors will leave the program with a clear understanding of the needs of contractor customers, specific challenges distributors are facing in a down economy, and practical, low-cost solutions that can be implemented for a successful 2009 and beyond.

Hardscape North America

1444 I Street NW, Suite 700

Washington, DC 20005

Mailing area must be 5 in. x 4 in.