



MIDWEST REGION INDUSTRY ROUNDTABLE

Tuesday September 18th

All Day Arrivals

Residence Inn by Marriott, Aksarben Village

1717 S. 67th Street
Omaha, NE

Call (402)926-0303 to reserve your room.

Group Rate is \$129 per night/plus taxes. Reservations should be made by 9/4 to secure the discounted rate. Link to Reservation: [Book your group rate for OHARCO/ISFA](#)

6:00pm – 9:00pm

Dinner

Henry Doorley Zoo

Transportation to Dinner will be provided and will leave from the Hotel entrance at 6:00pm. The Henry Doorley Zoo is consistently rated in the top 10 Zoo's in the Country, and they are well known for hosting beautiful and exotic events. You can anticipate a great meal in a great setting. Special thanks to Wilsonart for hosting this special evening!

Wednesday September 19th

7:45am Transport to OHARCO

**8109 F St
Omaha, NE 68127
Hosts: Bill Sauter & Patty Rasmussen**

Hotel Entrance

*Meet at the Hotel Entrance. Please check out of your room and bring your luggage with you as we will head to Lincoln in the afternoon. Safe storage will be provided.

8:00am – 9:30am

Breakfast & Introductions

Board Room

Please Be Prepared to Share:

1. Name/Company/Story: How did you end up in the Business?
2. What is THE BEST part of working in your Business today? What do you love?
3. What is your #1 Pain Point in your Business today?

9:30am – 10:30am

Discussion Topic: Living through the Labor Shortage-Part 1 **Board Room**

The labor pool is shrinking. Fewer high-school graduates are entering the trades, and at the same time, Boomers are retiring. What strategies can you implement to fill your labor

needs? Alternative Hiring options such as Veteran programs, Spanish speaking programs, and employee engagement will be discussed.

10:30am – 10:45am	Break	On Own
10:45am – 11:15am	OHARCO Distribution Center Tour Walking Tour Bill Sauter & Patty Rasmussen	Warehouse
11:15am – 11:30am	OHARCO Product/Service Review At 120 years old, OHARCO is just as relevant and innovative now as they ever have been. Learn why in this new product/service overview.	Board Room
11:30am – 12:00pm	Discussion Topic: Living through the Labor Shortage-Part 2 Automation options for reducing head count and increasing throughput will be discussed.	Board Room
12:00pm – 1:00pm	*Working Lunch* Discussion Topic: State of the Industry What surfaces/trends are you seeing in the Industry? Has the importing of finished products from overseas affected your business? How do you feel about the Tariffs on Chinese Quartz imports? Does this affect you? How do you anticipate your business shifting over the next 5-10 years? *Suggested Reading: Countertops & Architectural Surfaces Industry Outlook https://issuu.com/isfa/docs/q1_2018_countertopsas_final/26	Board Room
1:00pm – 2:00pm	Roundtable Wrap-Up What key take-aways do we each have from today's discussion topics? Are there any topics that require additional discussion? Action Items identified by each attendee, as well as ISFA, and OHARCO will be shared.	Board Room
2:00pm – 3:30pm	Shuttle to Lincoln Hotel Hampton Inn Lincoln South-Heritage Park 5922 Vandervoort Drive Call (402)420-7800 to reserve your room, or use this unique link: http://group.hamptoninn.com/ISFAMeetingGroup Group Rate is \$121 per night/plus taxes. Reservations should be made by 8/19 to receive the group rate.	OHARCO Entrance
3:30pm – 5:45pm	Rest & Re-Charge Rest up for the fun evening ahead, or explore Lincoln: https://www.tripadvisor.com/Attractions-g45667-Activities-Lincoln_Nebraska.html	On Own

5:45pm-9:00pm

Shuttle to Brewery BBQ and Tour

Hotel Entrance

Transportation to dinner will be provided and will leave from the hotel entrance at 5:45pm. A private BBQ Dinner will be held at Blue Blood Brewing Co, and a post-dinner tour of Robber's Cave will follow. Robber's Cave, once known for being a hideout for Old West Outlaws is just beneath the brewery. This will be a great dinner and a great fun experience! Get a sneak preview here:
http://www.omaha.com/go/robber-s-cave-from-s-brewery-to-hideout-to-hangout/article_03485fac-a476-575b-b060-7a692886736a.html

Dinner and Tour Hosted By: ISFA

Thursday September 20th

Breakfast on Own: Complimentary hot breakfast buffet and breakfast-to-go bags are available beginning at 6am.

7:45am Transport to Counter Culture

**5012 Rentworth Dr
Lincoln, NE 68516
Host: Adam Albee**

*Meet at the Hotel Entrance. Please check out of your room and bring your luggage with you. Safe storage will be provided. Transportation to Omaha's airport will be provided post meeting. You will arrive at the airport at approximately 2:00pm. Please book flights accordingly.
(It is recommended that you book a flight no earlier than 3pm.)

8:00am-9:00am

Tour Counter Culture

Shop Floor

Owner Adam Albee will guide us on our tour of shop. He'll share his story, and his inspiration for building his business. A special focus will be on his unique shop layout and footprint.

9:00am – 9:15am

Transport to HBAL (Home Builders Association of Lincoln)

**6100 S. 58th Street, Ste. C
Lincoln, NE 68516**

9:15am – 10:15am	<p>Discussion Topic: When is bigger better?</p> <p>Do you know your Profit per Square Foot? How can you calculate this? If you have additional space, what could you use the space for? If you have a smaller footprint, how can you maximize every square foot to increase your own profitability? Traditional and non-traditional ideas and models will be discussed.</p>	HBAL Conference Room
10:15am – 10:45am	Break	On Own
10:45am – 11:45am	<p>Discussion Topic: What is your exit strategy?</p> <p>Succession Planning: You created your business with your blood, sweat, and tears. How and when do you want to get out of it? Do you have a plan?</p>	HBAL Conference Room
11:45am-12:00pm	<p>Boxed Lunch Selection, and then transportation to the Omaha Airport. Estimated arrival at the airport is 1:30pm. Please book flights accordingly.</p>	HBAL Entrance

Additional Instructions:

Flights should be booked in and out of Omaha, NE. OHARCO and ISFA will provide transportation to and from all Roundtable activities as indicated in the agenda above. Additionally, transportation to the Omaha airport will be provided on Thursday September 20th for departure. We anticipate your arrival time at the airport to be 1:30pm on the afternoon of September 20th. The only transportation not provided is upon your arrival to the hotel in Omaha. For this, we recommend utilizing Uber, Lyft, or a taxi service. If you intend to arrange and utilize your own transportation for any other portion of the trip, we request that you notify ISFA via email prior to the event.

If you have any questions at all, or if you would like to notify us regarding your travel arrangements, please connect with Amy Miller, ISFA Executive Director at (567) 239-2102, or via email at amym@isfanow.org

Thank you to our Sponsors:

