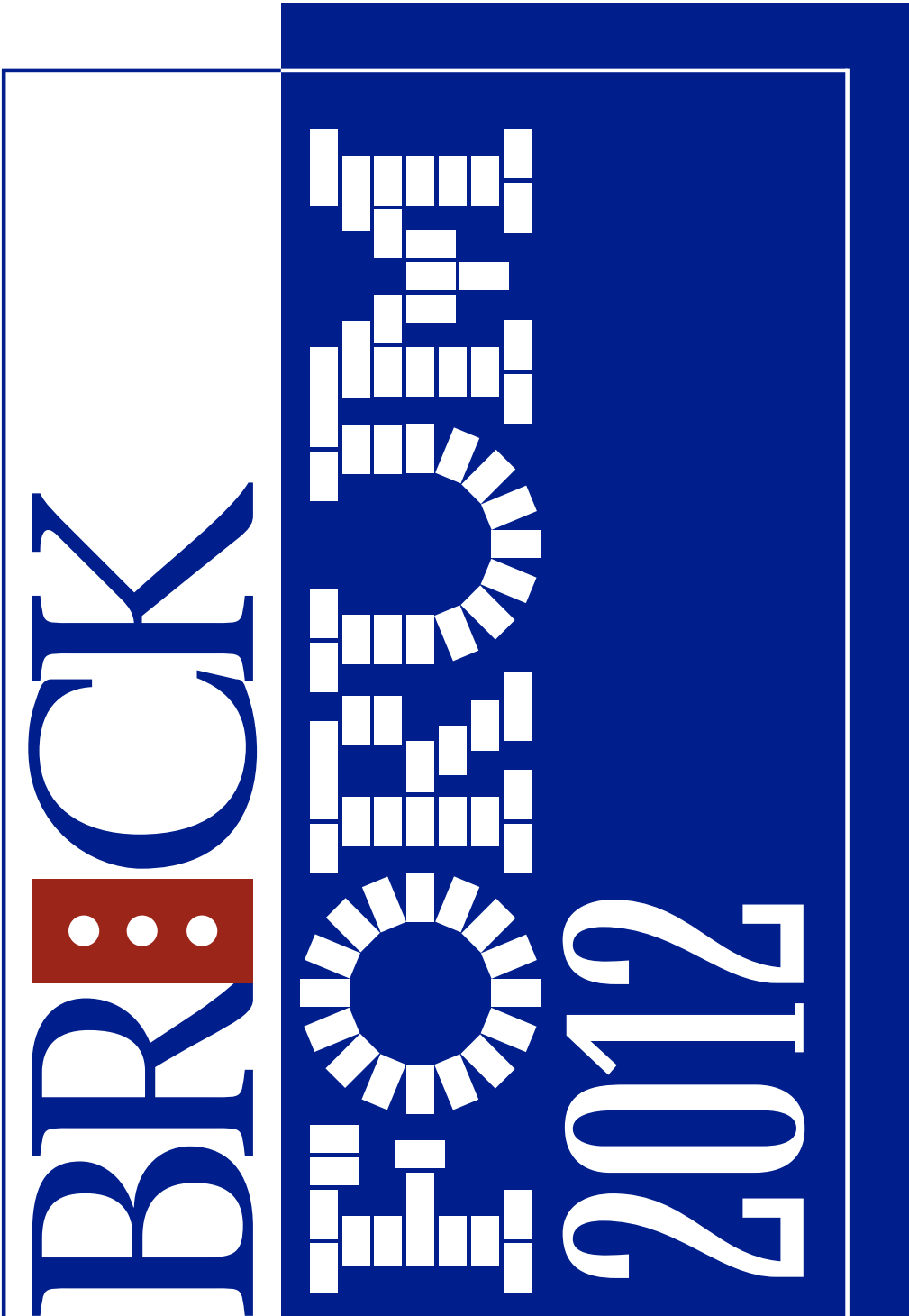


Welcome to  
the 27th Annual  
Brick Forum  
Sponsored by  
Brick Industry  
Southeast Region

**2012 Forum  
for Brick  
Distributors**

Tuesday & Wednesday  
January 17 & 18, 2012  
Greensboro, NC

The Largest Brick  
Industry Forum  
in America  
*featuring*  
*keynote speaker*  
**Michael Broome**



**LEARN  
ABOUT  
THE  
TENACITY  
TO  
MAKE  
THINGS  
HAPPEN  
THE  
BRICK  
CONNECTION  
WHERE  
IT STARTS**

*Useful  
Updates,  
Panels &  
Insights*

## Welcome

### To The 27th Brick Forum With Its Accommodation & Travel Specials



#### Registration & Accommodations

In this “down” market, we’ve been able to keep the attendance cost low, holding **early registration to \$300** per person (the fee after January 1 and at the door is \$350/person.) Our long-time host hotel, the **Sheraton Four Seasons** is offering single or double occupancy rooms for only **\$138**. Reservations can be made (while they last) by calling 800.242.6556.

#### Travel Assistance

All American Travel for air and car rental 877-392-8401.

#### Welcome

Once again we gather to welcome in a new brick year, and hope it is the “year of brick.” Over and over again, we hear the number one reason you come to the Forum is to meet with friends and business partners. This year, we have given you 8 full hours of exhibit time on Tuesday and Wednesday. Also, we’ve set aside some “free” time on Wednesday for your face-to-face meetings.

In addition, we’ve planned a good program for you to learn about issues that affect you. Don’t miss a special program directed by distributors for distributors. The focus of the program is adapting to the new technologies to grow your business model. Be sure to attend on Tuesday after exhibits close.

No doubt these past 4-5 years have been hard on the industry and you personally. But there is reason to believe we have seen the worst of it, and better times will follow.

*To paraphrase Winston Churchill: We may not have reached the end, or even the beginning of the end. I feel, however, we are at the end of the beginning.*

## Schedule of Activities

Tuesday &  
Wednesday  
January 17 & 18

### Jan16 Monday

2:00pm Exhibitors Set up  
4:-6:00pm Registration for early arrivals

### Jan17 Tuesday

8:30am Registration Booth Opens  
10:00am Early arrivals Welcome and Program  
Permeable Pavements Using Clay Pavers  
– Panel Guilford Ballroom B  
Noon Exhibits Open – Guilford Ballroom  
Lunch in Exhibit Area  
3:00pm Exhibits Close  
3:15pm Opening Welcome and Program No. 2  
Distributors Talking to Distributors – Panel  
Victoria Ballroom 3rd Floor – Victoria Wing  
5:00pm Reception in Exhibit Area – Exhibits Open  
6:30pm End of Reception – Exhibits Close  
Dinner on your own

### Jan18 Wednesday

8:00am Breakfast in Exhibit Area  
9:30am Exhibits Close – Breakfast ends  
10:00am Introduction/Announcements  
Victoria Ballroom  
10:10am Keynote Address – Victoria Ballroom  
Michael Broome  
“There are no people like Sales People”  
11:30am Short Programs of interest: Consumer  
Web Site, Product Comparisons,  
New Consumer Web Site & Other  
Marketing Tools – Jewel Warlick  
11:45am Competitive Material Data Sheets –  
Gregg Borchelt  
Noon Lunch – Guilford Ballroom – Exhibits Close  
12:30pm BIA Awards presentations - Gregg Borchelt  
1:00pm Free Time – Exhibits Open  
2:00pm Exhibits Close – Free time for business meetings  
2:15pm Industry Meetings  
5:00pm Reception – Exhibit Area/Exhibits Open  
6:00pm Exhibits Close – Dinner on your own  
End of 2012 Brick Forum

## Michael Broome

Wed 10:10am  
January 18



#### Keynote Address

Victoria Ballroom  
10:10am Wednesday  
January 18

#### “There’s No People Like Sales People”

Through humorous examples, Michael Broome talks about overcoming adversity and rejection, selling and self esteem. “Regardless of the ups and down of the economy, there will always be a need for skilled and motivated sales people who have the tenacity to make things happen.” Visions create the discipline to set goals, practice delayed gratification and do promptly what you’d rather not. “If you have to swallow a worm, don’t look at it too long.”

Michael Broome has been addressing audiences since 1979. His commitment to training is demonstrated by the over 29,000 participants who have attended the Broyhill Leadership Conferences which he founded and of which he’s president. His philosophy embodies a combination of optimism laced with a heavy dose of reality.

“Attitude is not everything. Attitude and competence is everything,” he says. He, his wife Karen and his three children live on a farm where he creates habitats for the species Karen says is most similar to her husband – the wild turkey.

**Tuesday  
10:00am  
January 17**  
Professionals  
Panel Discussion



Moderator:  
Ted Corvey  
Pine Hall Brick

**Tuesday  
3:15pm  
January 17**  
Distributors  
Discussion

**Wednesday  
11:30am  
January 18**  
Industry  
News



**The Proud  
Sponsors  
of the  
2012 Brick  
Forum**

**Permeable  
Pavements Using  
Clay Pavers**

Guilford Ballroom B  
10:00am Tuesday  
January 17

**Ted Corvey** Pine Hall Brick  
Moderator  
**Andrew Karas** Whitacre Greer  
**Fred Adams** Fred Adams Paving  
**Doug Rose** Church Brick  
**Lauren Gonser** Belden Brick  
**Leroy Danforth** BIA

A panel of brick professionals presents an introduction to permeable pavement systems including basic definitions, component elements, construction details, and long term maintenance.

Also discussed will be Stormwater management; Current Research; Design Factors; Maintenance and LEED credits.

**Growing Your  
Business Model –  
From Inside & Out**

Victoria Ballroom  
3:15pm Tuesday  
January 17

Program Leaders:  
**Joe Rice** CEO  
Belden Tri-State  
Building Materials  
and  
**Brett Packer** President  
Packer Brick, Inc.

This is primarily a program for brick distributors to learn from one another.

“We all share many of the same problems,” says Brett Packer. “We all have to learn to share the solutions... We’ve got to connect nationally, regionally and locally.”

“You have got to learn to improve on the inside,” says Joe Rice. “If you’re not using the new technology, you’re going to be at a disadvantage. There are marketing tools available to expand your reach and your bottom line.”

Come to this session and see a presentation on modern marketing technology, then take part in the discussion on what opportunities are out there for your business.

**New Consumer  
Web Site and Other  
Marketing Tools**

Victoria Ballroom  
11:30am Wednesday  
January 17

**Jewel Warlick** Brick Southeast  
The national debut of the new web site “insistonbrick.com.” The site’s specifically designed to be consumer friendly and is packed with brick messages on maintenance, resale value, fire safety, energy efficiency and more. It’s main message, however, is to educate the “millennial” consumer about brick’s wall system design, and how it is superior to other residential walls.

**Competitive  
Product Data  
Sheets**

Victoria Ballroom  
11:45am Wednesday  
January 18

**Gregg Borchelt** BIA  
Information about competitive products, their strengths and weaknesses.

Acme Brick Co.

Boral Bricks, Inc.

Carolina Ceramics Brick Co.

Cherokee Brick & Tile

Columbus Brick Company

Cunningham Brick Company

General Shale Brick

Henry Brick Company

Lee Brick Company

Nash Brick Company

Old Carolina Brick Company

Palmetto Brick Company

Pine Hall Brick Company, Inc.

Statesville Brick Company

Taylor Clay Products Company

Triangle Brick Company

