



# Cabinets & Closets

*Conference & Expo*

# WPE<sup>TM</sup>

Wood Pro Expo  
CHARLOTTE

**March 6, 2019**

Charlotte Convention Center  
Charlotte, NC



# CONFERENCE PROGRAM

# Welcome!



## **Welcome to the Cabinets & Closets Conference**

Welcome to the Cabinets & Closets Conference & Expo! Here's your opportunity to be face to face with industry leaders sharing their success stories and offering you advice on how to improve your closets and home organization design and manufacturing firm. Topics include how to grow your business, venturing outside of the closet, trends in design, marketing, how to work with HGTV and the state of the industry. Learn, ask questions, and take home the kind of valuable information that can make a positive change in your company. I look forward to meeting you and appreciate you joining us today.

Michaëlle Bradford



## **Welcome to the Wood Pro Expo Conference**

Welcome to the Wood Pro Expo Charlotte Conference! Here's your opportunity to be face to face with industry leaders sharing their success stories and offering you advice on how to improve your woodworking business. Topics include business leadership, CNC tips, finishing, building your business, and pricing your work. Learn, ask questions, and take home the kind of valuable information that can make a positive change in your operation. Please take a moment to introduce yourself to me if you have a chance. Thanks for joining us today!

Will Sampson

Thank you to our 2019 sponsors!



# Co-Locate Conference Schedule

## WEDNESDAY, MARCH 6

7:00 - 5:00	REGISTRATION OPEN	
7:30 - 8:45	Break for Coffee	
8:00 - 8:50	Conference Keynote   How I launched a closets business and retired early	
	<b>CLOSETS TRACK</b> Sponsored by ACSP and Closets & Organized Storage Magazine. Laurel Didier, Publisher will present "State of the Home Organization Industry" new research statistics throughout the program.	<b>WOOD PRO TRACK</b> Sponsored by CMA Improving Shop Operations
9:00 - 9:40	Growing your closet business	Leadership Matters
9:50 - 10:30	Panel Session: Venturing out of the closet	CNC Tips & Tricks
10:40 - 11:20	Panel Session: Trends in Design	Finishing expertise and tips
11:30 - 12:00	Technology of Marketing: How Remodeling Businesses Go from Nowhere to Page One in 3 Simple Steps	Building a woodworking business.
12:00 - 12:30	State of the Closets Industry	
12:30 - 1:20	NETWORKING LUNCH	
1:20 - 2:10	Love it or List it	FDMC Pricing Survey
2:15	Buses depart for tour of Carocraft Cabinets followed by a reception at tour sponsor, Biesse America	

## THURSDAY, MARCH 7

9:00	Free Keynote   5 Lead Magnets to Supercharge Your 2019 Web Marketing Strategy
10:00	EXPO FLOOR OPENS   10:00 AM TO 5:00 PM
10:30	Free Networking and Learning Event   Panel & Components Trends
1:00	Free Networking and Learning Event   Software Trends
5:30	Top Shelf Design Awards Reception   Sponsored by CCF Drawers, KCD Software, and JB Cutting

## FRIDAY, MARCH 8

7:30-8:50	CMA "What's Your Problem?" roundtable discussions   Free Breakfast
9:00	Jumpstart Your Business   Sponsored by Quis Machinery
10:00	EXPO FLOOR OPENS   10:00 AM TO 3:00 PM
10:30	Free Networking and Learning Event   Hardware Trends
1:00	Free Networking and Learning Event   CNC Trends

# Keynote | 8:00 - 8:50 am

Wednesday, March 6



## David Linda, founder and former president of SpaceMan Home & Office | ***How I Launched A Closets Business and Retired Early***

Successful, newly retired and in his early 50s, David Linda, founder of SpaceMan Home & Office, will address Cabinets & Closets/Wood Pro Expo attendees as the opening keynote of the conference on March 6 at the Charlotte Convention Center. Linda's presentation kicks off the first day of the three-day event, which is devoted entirely to education and networking. The full day of education also includes plant tours and a reception. Titled, "How I launched a closets business and retired early," Linda's keynote will address the steps necessary to keep a closets or cabinet business on track to meet its objectives. According to Linda, the key takeaway for attendees should be "on a scale of 1 to 10, what kind of shape is my business in and what are the areas I need to focus on today and tomorrow to make that number higher." Linda will discuss creating a "report card" that will allow you to grade your company.

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# Closets Track | 9:00 - 9:40 am

sponsored by ACSP and Closets & Organized Storage Magazine



**Lisa Carlquist | *Growing Your Closet Business***

Learn the importance of making an investment of time and money in marketing strategies. Other factors leveraging success include a detail-oriented approach and a knack for hiring the right people at the right time.

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# Closets Track | 9:50 - 10:30 am

sponsored by ACSP and Closets & Organized Storage Magazine

## Panel Session | *Venturing Out of the Closet*

Our panel of successful entrepreneurs will discuss new niches worth exploring beyond the closet, including hide-a-beds. Participants include closets franchise Bella Systems CEO Joe Lonardo, Ben Chapman of CabTeq, with the discussion moderated by closets industry veteran David Linda.

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**Closets Track | 10:40 - 11:20 am**  
sponsored by ACSP and Closets & Organized Storage Magazine

**Panel Session | *Trends in Design***

Trend spotters discuss what is the latest in design for closets and home organization and what to watch for. Participants include Kathleen Jacobson, The Couture Closet; Robert Bass, Kessick; and Marianne Gamsby, More Space Place.

**Notes**

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## Closets Track | 11:30 - 12:00 pm

sponsored by ACSP and Closets & Organized Storage Magazine



### **Brian Kraff | *Technology of Marketing: How Remodeling Businesses Go from Nowhere to Page One in 3 Simple Steps***

Learn insider secrets that could increase your profitability (and maybe help you spend more time vacationing next year.) Kraff, Founder and CEO of Market Hardware, has worked with remodeling professionals nationwide over the last 13+ years. His team at Market Hardware has launched hundreds of web marketing campaigns specific to the remodeling industry. And now's your chance to get the scoop on their secrets.

### **Notes**

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**Closets Track | 1:320 - 2:10 pm**  
sponsored by ACSP and Closets & Organized Storage Magazine



**Mike Hoffer, Carolina Closets Plus | *Love It or List It***

Mike Hoffer is co-founder, and president of Carolina Closets Plus, located in Chapel Hill, North Carolina. Carolina Closets Plus is the exclusive home storage design and installation team in central North Carolina for HGTV's "Love It or List It." Hoffer will share his experience of working with HGTV and how that venture developed.

**Notes**

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# Keynote | 9:00 - 9:50 am

Friday, March 8



## Will Sampson | *Jumpstart Your Business*

Are you in the process of launching a woodworking business? Or, have you been in business for a while and just can't seem to stay on track?

FDMC Editor-in-Chief and renowned speaker, Will Sampson, will address these subjects and much more March 8 at Wood Pro Expo Charlotte, where he will present the Closing Keynote Address, Path to Professionalism.

Topics will include best business practices, efficient production, effective marketing, and secrets some shops don't learn for decades.

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Wood Pro Track | 9:50 - 10:30 am  
sponsored by CMA

Panel Session | ***CNC Operations***

Latest technologies for the small to medium shop.

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Wood Pro Track | 11:30 - 12:00 pm  
sponsored by CMA



Scott Wunder | ***Building A Woodworking Business***

Enjoy your day job and you'll never work a day in your life. Scott Wunder will share how he turned his passion for wood into a real business.

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Wood Pro Track | 1:20 - 2:10 pm  
sponsored by CMA



Will Sampson | ***FDMC Pricing Survey***

"Solving the Pricing Puzzle" the session will address the perennial pricing issue facing woodworking companies. Learn if you are you charging the right price for your work. Sampson takes you inside the results of the 2018 FDMC Pricing Survey for custom woodworking. You'll learn what other shops charge for the same work, fundamentals of pricing custom work, and common pitfalls to avoid in your pricing process.

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# Cabinets & Closets

*Conference & Expo*

# WPE<sup>TM</sup>

Wood Pro Expo



**See you March 11-13, 2020  
in Arlington, TX!**