

"Survival First - Prosperity Later"

Jon Davis, a lumber/building material dealer for 44 years, once survived a 90% decline in single family housing permits in his local market downturn that lasted 12 years before successfully selling his business to Star Lumber, Wichita, Kansas in 1990. He remained at Star for 17 years including his last 11 years there as Senior VP and COO of Star's Contractor and Store Divisions. Jon started Davis Consulting when he retired in January 2007. In his presentation, Jon shares strategies his clients are utilizing and that he used in his own business and at Star to survive periods of severe business turndown. His areas of discussion will include:

- **Market Research** - realistic appraisal of the harsh new business environment
 - **Short Term Action Plan**
 - **Realistic, Pessimistic Budget**
 - **Long Term Strategic Planning**
 - **Strategic Acquisitions and Divestitures** – their role in your company's strategic plans
 - **Continuing Education**
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"New and Existing Business Opportunities"

This seminar will help you emerge from the current severe housing crisis with an expanded market share and competitive advantage.

Several marketing strategies that Jon's clients are using to expand market share in this severe downturn will be explored. Jon will also provide valuable insights into emerging long term trends creating marketing opportunities for you to consider in your business. Capitalizing on some (or all) of these trends is something you may want to include as part of your long term strategy.

Jon will discuss which market segments (other than single family housing), you should research to evaluate if there is an opportunity for your company. During this session, you will learn how to evaluate if these markets are right for your company and the steps you need to take to get started. Jon's areas of discussion will include:

- **Marketing strategies** to expand your market share within your existing customer classes
- **Emerging Trends** in the Building Materials Supply Business
- **Customer Classes** you may have **ignored** in the past:
 - *Light commercial*
 - *Multifamily*
 - *Remodelers*
 - *Institutional/government.*