

## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

#### **HARDLINES DEALER CONFERENCE & ALL-INDUSTRY BREAKFAST THURSDAY NOVEMBER 17, 2011 AT THE CANADIAN HOME IMPROVEMENT SHOW**

**TORONTO, ON – AUGUST 11, 2011** – The Canadian Home Improvement Show (CHIS) is opening its doors early this year, November 17 and 18 at the Toronto Congress Centre. To jumpstart this two day event, the Lumber and Building Association of Ontario will be hosting a Hardlines Breakfast Conference featuring keynote speakers Roy Prevost, Customer Service Activist/Futurist and Mark Scherer, Chief Executive Officer of Scherer Bros. Lumber.

The breakfast conference will provide advice on economic, retail and consumer trends to help independents grow their business.

#### **What you will learn:**

Roy Prevost will map out how you can set yourself apart from your large-surface competitors. He will inspire innovative thinking that will re-energize your customer service. You'll get solid examples of outstanding service and inspiring insights into today's customer.

A prominent dealer in the Minneapolis market, Mark Scherer's company was hit hard by the U.S. housing crash. The bold and often unorthodox steps he took to survive — and succeed — provide specific, action taking lessons for every dealer in Canada.

"The Hardlines breakfast conference has proven to be a valuable learning experience for all whom attended at former shows. We are very excited to once again host this event and to have such esteemed keynote speakers be present to give their advice and share their industry knowledge," says Dave Campbell, President of the LBMAO.

Start your day off right! The conference runs from 7:30-9:00am, with breakfast starting at 7:30 and speakers beginning at 8:00. Price is \$49.00 per person. Location is the Hilton Toronto Airport Hotel.

Mark your calendar- this is an event not to be missed!

**Show Details:**

Venue: Toronto Congress Centre (South Building)

Date/Time: Thursday, November 17 (9am-5pm) and Friday, November 18, 2011 (10am-3pm)

**Contact:**

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**BACKGROUNDER****About the Canadian Home Improvement Show (CHIS)**

Hosted annually by the Lumber and Building Materials Association of Ontario (LBMAO), the Canadian Home Improvement Show is the industry trade event where Ontario home improvement retailers come to purchase new products. Based in Toronto, CHIS is a true buying show that connects Ontario retailers with national suppliers from all home improvement sectors.

**[www.canadianhomeimprovementshow.com](http://www.canadianhomeimprovementshow.com)**

**About the Lumber and Building Materials Association of Ontario (LBMAO)**

The Lumber and Building Materials Association of Ontario, Inc., established in 1917, is a non-profit association comprised of Ontario retailers of lumber, building materials and hardware as well as suppliers who are manufacturers, distributors, buying groups, wholesalers or service firms selling products or providing services to the retail lumber, building materials and hardware trade.

**[www.lbmao.on.ca](http://www.lbmao.on.ca)**