

20TH ANNIVERSARY



CONFERENCE AND SHOWCASE

@ HOME EDITION  
OCTOBER 14 - 15, 2021

# DPHA is Going Hybrid!

The events of the last 18 months have changed brick and mortar retail and decorative plumbing and hardware showroom operations forever. There's a new paradigm for communicating with and engaging customers, the trades, team members and industry partners. Our industry is busier than it has ever been.

After a lonely 2020, we are excited to be meeting in person for our 20th Annual DPHA Conference and Showcase this September in Austin. For those who can't make it to the in-person conference, we are adding an @ Home Edition to our conference! DPHA has once again partnered with vFairs, a global leader in virtual conference platforms to host a 2-day event you won't want to miss.

Below is just a taste of what the @ Home Edition offers:

- An online, interactive exhibitor showcase with all your favorite manufacturers
- Streamed, industry specific keynote presentations from our in-person conference with LIVE Q&A
- An exclusive + interactive Professional Development Training opportunity for you and/or your staff
- Membership Roundtables to dive deep into 2021 successful business practices
- Virtual Coffee Chats and Cocktail Mixers with your DPHA peers

This is a fantastic opportunity to work with best-in-class showroom owners, industry leading manufacturers and the nation's most accomplished rep agencies, to capitalize on the industry's most successful practices and to come together as a community stronger, smarter, and more engaged. And the biggest perk, there is no need to travel for our @ Home Edition! Join us in your board shorts, house slippers or yoga pants. Just remember to keep it business on top, we will be watching!





# DPHA @ HOME 2021 SCHEDULE.

## Thursday, October 14

9:00am – 6:00pm	Showcase Open for A+D and DPHA Members
10:00am – 10:45am	New Member Meetup
11:00am – 12:30pm	Member Roundtables
11:30am – 1:00pm	Professional Development Training (Separate Registration Required)

## Friday, October 15

9:00am – 6:00pm	Showcase Open for DPHA Members Only
11:00am – 12:30pm	Hope: Your Best Strategy for Building a Remarkable Life. By Dr. Randy Ross
12:45pm – 1:15pm	Networking Coffee Break
1:30pm – 2:30pm	Here and Now: Taking Your Business, Product and Brand from Ordinary to Extraordinary. By Christopher Grubb
3:00pm – 4:00pm	Compete on Awesome, Not on Price. By Susan Frew.
6:00pm – 7:30pm	Cocktail Hour

**ALL TIMES ARE EASTERN.**

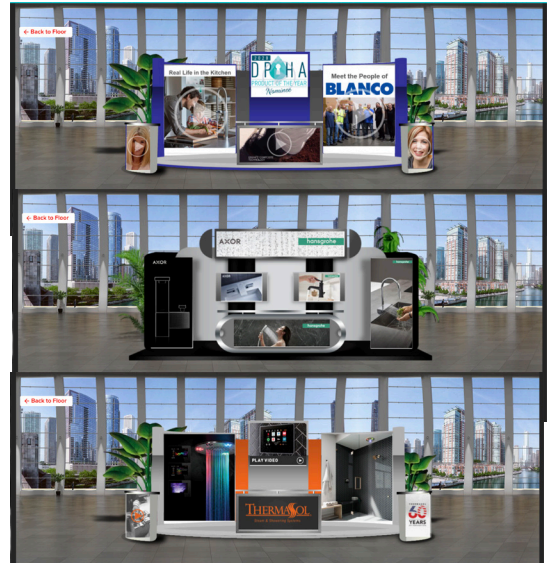
# CONNECT.

## PRODUCT SHOWCASE

THURSDAY, OCTOBER 14, 9:00AM – 6:00PM ET

FRIDAY, OCTOBER 15, 9:00AM – 6:00PM ET

Interact with 50+ of your favorite decorative plumbing and hardware manufacturers with our virtual exhibit hall. Explore their new products and chat with their representatives with this interactive experience.



## NEW MEMBER MEETUP

THURSDAY, OCTOBER 14, 10:00AM – 10:45AM ET

New to DPHA? Head over to this Zoom meeting to meet other new members and DPHA leaders to see what the buzz is all about.

## MEMBER ROUNDTABLES

THURSDAY, OCTOBER 14, 11:00AM – 12:30PM ET

Networking is one of the cornerstones of our Association, and one of the ways we connect is through member roundtables. Join best-in-class peers to discuss business trends, struggles, successes and opportunities. Expand your network to include those across the industry and across North America.

## CASUAL NETWORKING OPPORTUNITIES

Catch up with old friends and make new ones throughout the day through these scheduled Zoom meetings:

### COFFEE BREAK

FRIDAY, OCTOBER 15, 12:45PM – 1:15PM ET

### COCKTAIL HOUR

FRIDAY, OCTOBER 15, 6:00PM – 7:00PM ET



## DPHA BRINGS IN A&D COMMUNITY

THURSDAY, OCTOBER 14, 9:00AM – 6:00PM ET

DPHA has been increasing our involvement with the A+D community and is excited to invite them to our virtual product showcase. Registration is complimentary for members of the A+D Community to explore the virtual showcase all day on Thursday, October 14th. The event is being shared with our A+D list of over 7,000 contacts, as well as with ASID, NKBA and other design associations.



# EDUCATE.



## HOPE: YOUR BEST STRATEGY FOR BUILDING A REMARKABLE LIFE

FRIDAY, OCTOBER 15, 11:00AM – 12:30PM ET

Presented by: Dr. Randy Ross

Distilling decades of psychological research into simple language, Dr. Randy Ross provides practical wisdom to effectively face challenges, difficulties and setbacks. Offering life-transforming truths, Dr. Ross untangles some of life's toughest issues and shows how anyone can apply hope to make life better, improve relationships and lead well. This keynote will introduce the four common beliefs that form the foundation of hope, while providing insights and guidance on ways to elevate hope to create a brighter tomorrow. Life becomes better when we become better at life. And everyone can become better at life by effectively embracing hope. Hear from Randy by [clicking here](#).



## HERE AND NOW: TAKING YOUR BUSINESS, PRODUCT AND BRAND FROM ORDINARY TO EXTRAORDINARY

FRIDAY, OCTOBER 15, 1:30PM – 2:30PM ET

Presented by: Christopher Grubb

With almost three decades of interior and product design experience, Beverly Hills-based interior designer Christopher Grubb has collected an abundance of knowledge across this industry that's far from ordinary. In this session, he'll share a wealth of ideas to help you become extraordinary. Christopher will share his thoughts on design and trend forecasting and relate his expectations with sales reps, showrooms and manufacturers as an insider. He will also share ideas for showrooms to think beyond four walls and increase market reach, offer advice on how to beat the Internet, plus various step-by-step ways manufacturers can diversify exposure to their brand through marketing and designer collaborations to create, nurture and expand profitable relationships.



## COMPETE ON AWESOME, NOT ON PRICE

FRIDAY, OCTOBER 15, 3:00PM – 4:00PM ET

Presented by: Susan Frew

By delighting its customers, Sunshine Plumbing, Heating & Air grew 535% in just one year.. The company accomplished this growth using a strategic, laser-focused marketing plan and "12 Points of Love" with its customers. Learn Sunshine's "secret sauce"... and how you can apply it in your business today. This keynote will give you step by step instructions on how to capture reviews, delight your customers and go above and beyond creating the PUFFERFISH EFFECT (and higher tickets!) and start Competing on Awesome and not on price. Susan will give you the "how to" step-by-step tools to achieve results. Hear from Susan by [clicking here](#).

# ELEVATE.

## PROFESSIONAL DEVELOPMENT TRAINING\*\* MEETING & EXCEEDING CUSTOMER EXPECTATIONS

THURSDAY, OCTOBER 14, 3:00PM - 5:00PM

Presented by: Teresa Allen

Your customer needs your empathetic ear and a willingness to meet them in their own comfort zone now more than ever. Customer service expert Teresa Allen will share an interactive virtual program that will enable you to grow sales through common sense service encounters. Explore how to navigate through conflicts and ask the right questions to become a trusted advisor. Learn how to build confidence and generate referrals by taking a genuine interest in your customer's life and the unique challenges they are facing in today's anything but normal world!



This year's program will feature a panel of industry leaders; Mary Labowitz of Premier Decorative Group, Debbie Miller of Miller's Elegant Hardware, Ron Routhier of Belmont Hardware and René DeRose of Hydro Systems. The panel will focus on how to navigate the issues of today, including:

- How to sell and overcome supply chain issues.
- Best practices for handling price changes.
- How to keep clients engaged with brick and mortar instead of the ease of online merchants? Ways to elevate sales staff to compete with online retail.

This will be a Zoom Meeting with a limited attendee list and video will be required.

**\*\*DPHA'S PROFESSIONAL DEVELOPMENT TRAINING REQUIRES A SEPARATE REGISTRATION.  
SEE REGISTRATION FORM FOR COST BREAKDOWN.**



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# @ HOME EDITION REGISTRATION FORM

Company Name: \_\_\_\_\_

Reservation Coordinator: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Registrants	Member Conference	Conference + Professional Development	Professional Development ONLY
	\$135	\$185	\$75
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____

Interested in registering more than 4 team members?  
The following discount packages are available:

5 Conference Registration Pack	\$550 (\$125 savings)
10 Conference Registration Pack	\$950 (\$400 savings)

If you are registering 5 or more people from the same company,  
please contact [rebekah@dpha.net](mailto:rebekah@dpha.net)

Payment method: ☐ Check ☐ Visa ☐ MC ☐ Amex

Name of Cardholder: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CC Security Code: \_\_\_\_\_

**REGISTER  
ONLINE BY  
CLICKING HERE!**

