



2017 ANNUAL

Stairbuilders and Manufacturers
Association Conference



Engineering the Future of the Stair Industry

www.stairways.org

CONFERENCE IN BRIEF

WEDNESDAY

We're pleased you've joined us for the 29th annual SMA conference! Included in your conference packet is a t-shirt designed to commemorate SMA as we head toward 30 years as an association. Wear your t-shirt during the auction reception to be entered into a drawing for a complimentary hotel upgrade at next year's SMA Conference in Santa Fe, NM.

Tonight, if you would like to join the informal group dinner and did not sign up online, please add your name to the list at the registration desk. We will meet in the hotel lobby at 6:00p to head to the restaurant.

THURSDAY

All are invited to participate in a full breakfast before the day's activities begin. Following breakfast the golfers will gather with their clubs to depart at 9:00a sharp for SMA Golf at the NorthRiver Yacht Club, which will include lunch. The shotgun start will be at 10:00a.

Not golfing? We have a great day in store for you! The day's excursion will take you to the Mercedes Benz Visitors Center and Museum, lunch at The River, and a private tour of the Bryant-Denny Stadium. We will depart from the hotel at 10:00a. Following the stadium tour, guests will be able to take their time walking back to the hotel along the campus grounds. Please let us know if you need assistance getting back to the hotel.

Are you new to SMA or a conference first-timer? Please allow the SMA Board of Directors to meet and welcome you. Enjoy a cocktail while you meet our dedicated leaders. Learn how you can fully benefit from the conference and partnering with the SMA.

The Welcome Reception this evening is a great time to visit with exhibitors and network with fellow attendees. We guarantee you'll walk away with at least one new profitable possibility.

FRIDAY

Join us for breakfast before we head out for a Plant tour of Fitts Industries and a day of learning at Mississippi State University's Sustainable Bioproducts Complex. Lunch is included, and the tour is open to attendees and their guests. Check with the registration desk if you aren't sure you signed up for this exciting trip.

After a short rest, come on down for a laughter-filled evening of camaraderie and shopping at the SMA Auction. Mingle with exhibitors, have a cocktail and some great food and get your wallets out to bid on some great items, including the traditional SMA belt!

SATURDAY

This is your final day to enjoy a hearty breakfast before we get down to business at our Annual Business Meeting, with the President's State of the Association address, officers reports and other association business.

We encourage your guests to sign up for the offsite guest program organized by Kerrie Fitts; a fun day that will include a trip to the Tuscaloosa Farmer's Market, a pedi-tour around the University of Alabama Tuscaloosa's beautiful campus, a tour of an antebellum home, lunch at the NorthRiver Yacht Club, and a docent-led tour of the Tuscaloosa Museum of Art. It's not too late to register your guest for this exciting event – just sign them up at the registration counter by 9:00 am on Saturday morning.

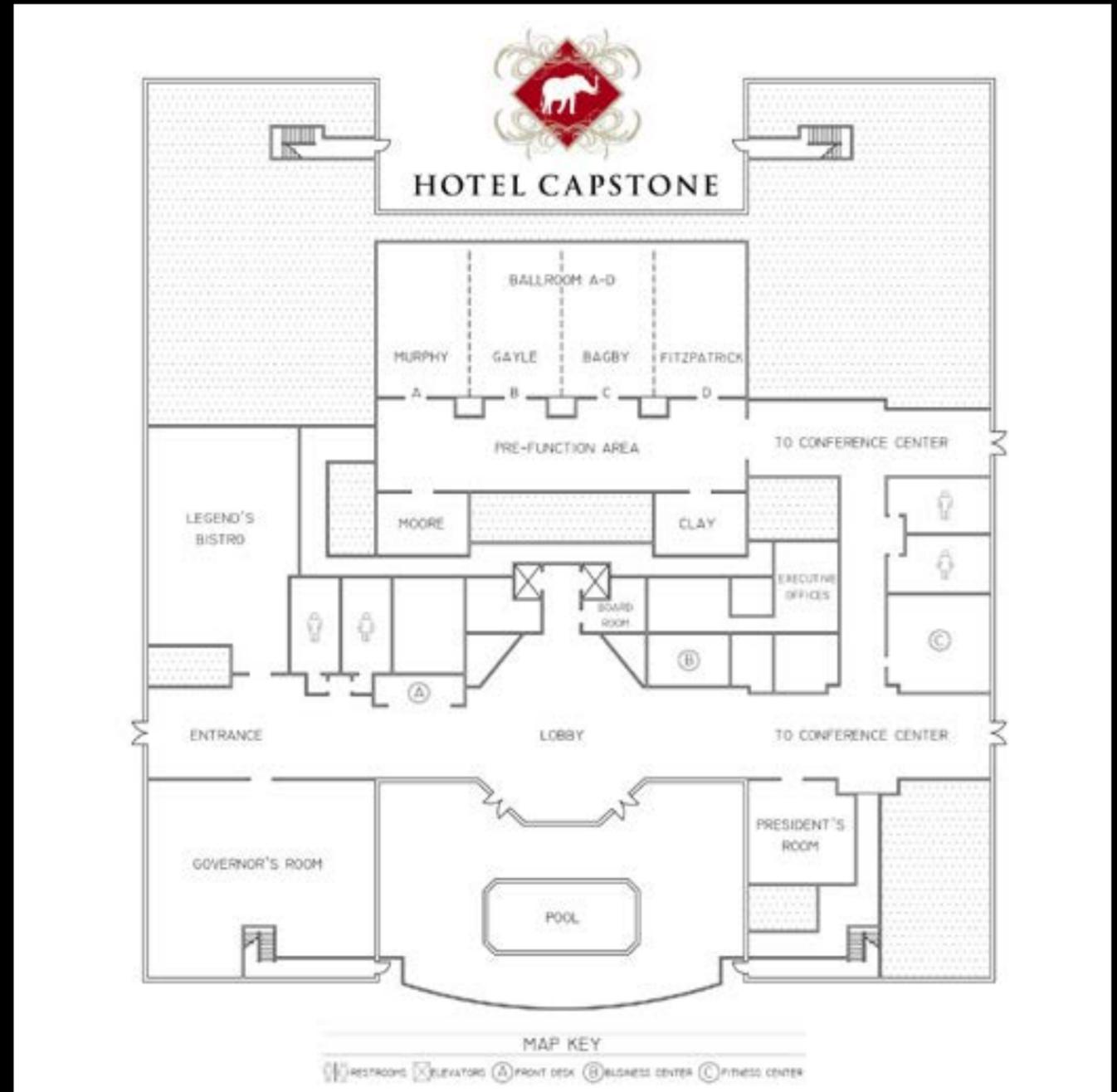
The day continues with a highly-anticipated keynote address and breakout sessions, where you will learn about some great tools and resources you can implement in your business.

We'll close out this year's conference with the SMA Awards Reception and Banquet, where we'll be honoring some of the best in our industry.

SUNDAY

Meet with new friends and old and part with new tools, resources, and perspectives of success.

FLOOR PLAN



MEET OUR PRESENTERS



MICHAEL A. RITTER

Assistant Director, USDA Forest Service, Forest Products Laboratory
Madison, Wisconsin

Michael Ritter is the Assistant Director for Wood Products Research at the USDA Forest Service, Forest Products Laboratory, in Madison, Wisconsin. In this position, Mike provides program leadership and oversight for several units conducting research in the areas of wood anatomy, wood engineering and properties, biodeterioration of wood, protection from decay, fire engineering, building sciences, statistics and the evaluation of life cycle assessments and the economics of wood utilization. Mike attended California Polytechnic State University, the University of Alaska and the University of Wisconsin, and is a registered Professional Engineer in the states of Alaska and Wisconsin.



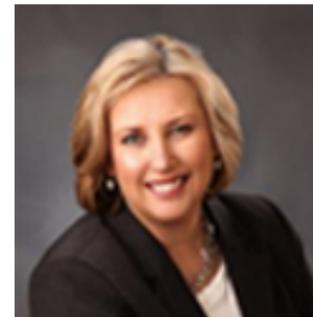
RICK WATKINS

Principal, Financial Services, Evansville, Indiana

Rick Watkins, principal of Rick Watkins Financial Services, LLC, is in his fourth decade of helping individuals and businesses with their financial needs. Rick specializes in financial planning and wealth management, with a focus on business and estate planning. Unique knowledge and innovative tax-planning techniques, in combination with creative plan designs and products help Rick provide solutions to assist his clients achieve their financial objectives. He takes pride in not making “cookie cutter” recommendations as he realizes everyone’s situation and objectives are distinctive.

Business Succession Strategies

How will you prepare? How will you evaluate your business worth? Next generation to consider? Selling? What taxes will apply? Many businesses wait to long to consider their options until they are limited risking value that took years to build. Come with your questions?



JOELLE WARD

Events & Marketing Manager, Stairbuilders and Manufacturers
Association, Colorado Springs, CO

Joelle Ward handles the planning of SMA events and the marketing of SMA’s programs and projects. With over 20 years in the nonprofit sector, Joelle brings a wealth of knowledge in all areas of association management. Joelle is also an associate with ConferenceDirect, a Los Angeles-based meeting solutions company, where she helps organizations find the perfect venues for their events and negotiate the venue contracts. Throughout her career, she planned meetings and conferences ranging from

senior-level board meetings and retreats to conventions for up to 5,000 attendees.

“SMA and You – Partnering for Success”

Membership in SMA already puts you a step ahead of the game. To fully realize the benefits of your membership, you need to shift how you look at SMA. Toss out the old model of association membership where you’re just a name in a database. Today’s successful members view their relationship with SMA as a partnership that is mutually beneficial.



ERIK W. FARRINGTON, P.E. (MA, CT, NY, RI)

Senior Project Manager, Simpson Gumpertz & Heger
Boston, Massachusetts

Erik Farrington is a Senior Project Manager at Simpson Gumpertz & Heger in Waltham, MA. He is a P.E. with over 20 years of experience in the structural design of new construction and the repair and rehabilitation of numerous buildings. He has been involved in renovation design projects for buildings ranging from nineteenth-century masonry buildings to twentieth-century concrete and steel buildings. He has been involved with the design

of stair structures constructed of wood, steel, glass, and concrete for use in both renovation and new construction of single family residences and commercial buildings.

Keynote: “Tread Carefully: An Engineering Perspective on Stair Design”

Monumental Stairs are eye catching structures that can make an impactful design statement on a new project. As such, stair design and construction is always pushing the limits of both materials and structural configurations. This talk will present fundamental engineering aspects of stair design, and how they apply to more complex stair framing configurations and materials.

THE SCHEDULE

WELCOME!

You are in the home town of Fitts Industries a long time member of the SMA, one of great consequence in the development of the SMA. The potential of a Stair Industry trade organization, what the SMA has come to be through the concerted efforts of many in our industry was envisioned here first. On the behalf of Fitts Industries, welcome to Tuscaloosa where football is real and southern hospitality is celebrated with zeal.

The conference program you will enjoy would not be possible without the help of Frank and Lewis Fitts, Carrie Fitts who organized our guest program on Saturday, and Dr. Rubin Shmulsky of Mississippi State University. Many thanks for all their extra effort in making the 2017 Annual Conference outstanding.

Wednesday, March 29

	TIME	LOCATION
ANSI Standard Development Committee Meeting	9:00p - 4:00p	Moore Room
Registration Open	2:00p - 6:00p	Capstone Lobby
Offsite Group Dinner at Dreamland Northport (self pay)	6:30p - 9:00p	Meet in Hotel Lobby

Thursday, March 30

	TIME	LOCATION
SMA Board of Directors Meeting	8:00a - 9:00a	Clay Room
Exhibitor Set Up	7:00a - 5:00p	Governor's Room
Breakfast	8:00a - 9:00a	Governor's Room
SMA Golf Tournament	9:00a - 3:00p	Northriver Yacht Club
Off-site Tour	10:00a - 2:00p	Meet in Hotel Lobby
Registration Open	1:00p - 4:00p	Capstone Lobby
New Member / First Timer Reception	4:30p - 5:00p	Governor's Room
Exhibits Open / Welcome Reception	5:00p - 7:00p	Governor's Room

Friday, March 31

	TIME	LOCATION
Registration	7:00a - 8:00a	Capstone Lobby
Breakfast	7:00a - 8:00a	Governor's Room
Offsite Trip to Fitts Industries & Mississippi State	8:00a - 5:00p	
8:30a Tour of Fitts Industries		
10:00a Depart for MSU		
Tour of MSU's Sustainable Bioproducts Complex		
Lunch with Speaker Mike Ritter		
3:30 Depart for Hotel		
SMA Auction Reception with Exhibitors	6:00p - 9:00p	Governor's Room

Saturday, April 1

	TIME	LOCATION
Breakfast	7:30a - 8:30a	Governor's Room
GENERAL SESSION:	8:30a - 10:15a	Capstone Ballroom
Parametric Software Presentation – Martin Stockhausen		
Keynote		
“Tread Carefully: An Engineering Perspective on Stair Design”		
Erik Farrington, P.E., Simpson Gumpertz & Heger		
Offsite Guest Program	9:00a - 3:00p	Meet in Hotel Lobby
Morning Break	10:15a - 10:30a	Pre-function Area
SMA Annual Business Meeting	10:30a - 12:00p	Capstone Ballroom
Lunch	12:00p - 1:30p	Governor's Room
BREAKOUT SESSIONS		
Breakout A: Staircase Engineering	1:30p - 2:30p	Murphy Room
Breakout B: Business Succession Strategies	1:30p - 2:30p	Gayle/Bagby Room
Breakout C: Code Level II Certification	1:30p - 2:30p	Fitzpatrick Room
Intermission	2:30p - 2:40p	
Breakout A: Staircase Engineering	2:40p - 3:40p	Murphy Room
Breakout B: SMA and You: Partnering for Success	2:40p - 3:40p	Gayle/Bagby Room
Breakout C: Code Level II Certification	2:40p - 3:40p	Fitzpatrick Room
Intermission	3:40p - 3:50p	
Breakout A: SMA and You: Partnering for Success	3:50p - 4:50p	Murphy Room
Breakout B: Business Succession Strategies	3:50p - 4:50p	Gayle/Bagby Room
Breakout C: Code Level I Certification	3:50p - 4:50p	Fitzpatrick Room
StairCraft Awards Reception	6:00p - 7:00p	Pre-Function Area
StairCraft Awards Banquet	7:00p - 9:00p	Capstone Ballroom

Sunday, April 2

Goodbye's as Members Depart

THE SPONSORS

THE EXHIBITORS



Keynote Speaker
Erik W. Farrington



Auction Reception



Awards Banquet
and Reception



Tour of Mississippi
State University



Welcome Reception



Attendee Folders



Speaker - Michael A. Ritter



Breakfast



Afternoon Break



Golf Prizes



Morning Coffee

Please be sure to thank our sponsors who have made our conference possible.

Qualify for the Exhibitors Raffle! Visit all exhibits prior to the drawing Friday at 6:30pm.
You must be present to win!

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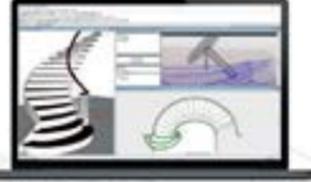
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2018 SMA Annual Conference

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as we celebrate our 30 Anniversary



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