

Sales Horizons with Ron Thurston

Reclaim Time, Master Tech & Drive Revenue

December 8-9, 2026

DoubleTree Suites - Seattle, WA

Attn:
Dealer/Supplier
Sales Personnel

Tuesday, December 8

12:00 pm

Welcome Luncheon and Supplier Spotlight

During lunch, our Supplier members will showcase their company's products and services followed by time for individual interaction.

2:30 pm

The 3 Things Stealing Your Time (And How to Get Them Back)

A practical look at where sales representatives are actually losing hours, and the simple fixes to get that time back for what matters: Selling. Ron breaks down the real time-stealers and shows how the right tool, applied to the right problem, changes the math.

AI - It's Already Happening

A live conversation with WBMA members already putting AI to work in their own building materials businesses. No theory, no hype, just what's working and what isn't, straight from our members' experiences.

6:00 pm

Casino Night

Evening of interactive Casino fun. Games for everyone.
Dinner and hosted beverages

Wednesday, December 9

8:30 am

Breakfast on your own

Build It Live

A hands-on morning — Ron will demo real AI workflows for sales outreach, cold-call prep, and follow-up, then work the room through building your own, together in small groups - bring your laptops.

Walk out Wednesday with something you can use Thursday morning.

11:30 am

Adjourn

