



21st BIRTHDAY



Unmask

YOUR POTENTIAL



Decorative Plumbing + Hardware Association

Conference and
Product Showcase

New Orleans, October 27-30, 2022

A NOTE FROM DPHA EXECUTIVE DIRECTOR, REBEKAH COVAY

DPHA celebrates our 21st birthday this year in New Orleans! Being in this industry for 21 years myself, I am humbled to have witnessed the extreme growth, passion, and improvements that have been made by my peers. What better reason to celebrate these accomplishments than a conference together in the Bayou? DPHA members have found a way to embrace the 9 to 5 and turn it into something so much more, we're a family. At the DPHA Conference, you'll be surrounded by the most advanced and breathtaking product design, but also the most dedicated and welcoming industry partners. Join us to celebrate our birthday this October at the Hyatt Regency, just a mere few minutes from the iconic French Quarter and Bourbon Street. We promise unrivaled networking and segment specific education tracks with the crème de la crème. We look forward to seeing you in NOLA, where the only masks we want to see are at the closing Masquerade Awards Gala (fingers + toes crossed)!



CONNECT.



COUNCIL OF FELLOWS' FOOD AND HISTORY TOUR

THURSDAY, OCTOBER 27, 3:30PM - 8:00PM

\$175 per person

All ticket sales will be matched with a donation to the Council of Fellows' Scholarship Fund thanks to our Sponsors Sarah Jenkinson of Barber Wilsons/Sterlingham and Jeff Robboy of Baci by Remcraft.

Take an unforgettable stroll through the streets of the French Quarter and immerse your taste buds in NOLA's best while your guide shares the stories behind the iconic cuisine French Quarter history! This is a progressive dinner in the French Quarter. There's no denying that New Orleans is the #1 food destination in the USA. The question is, are you hungry for its delicious seafood?! Roam the streets of the Crescent City, treat your taste buds to some of the best seafood NOLA has to offer, and learn about the history behind the city's iconic cuisine and locations. Come hungry!

MEMBER ROUNDTABLES

SATURDAY, OCTOBER 29, 11:15AM - 12:30PM

Networking is one of the cornerstones of our Association, and one of the ways we connect is through member roundtables. Our Zoom roundtables have been such a big hit, as well as our in-person roundtables in Austin, that we are bringing them to New Orleans! 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.

NETWORKING EVENT - TBD

SATURDAY, OCTOBER 29, 3:00PM - 6:00PM

We are adding another opportunity to network in New Orleans this year! While the exact activity has yet to be determined, it is sure to be something fun and engaging that will allow you to connect with other DPHA members from across North America. You will find yourself on a scavenger hunt or participating in a fun and laugh-filled team building exercise during this new addition to conference.

NETWORK WITH THE BOARD

SATURDAY, OCTOBER 29, 2:00PM - 3:00PM

Get to know the 2022 DPHA Board of Directors and committee chairs at this new event for 2022! Learn more about the association and discover opportunities to get involved while enjoying a cocktail or afternoon snack. This hour will allow new and seasoned members to have the ear of those that help shape the future of the association. Light refreshments will be offered.

MASQUERADE AWARDS GALA

SATURDAY, OCTOBER 29, 7:00PM - 10:00PM

This year's closing gala will look a bit different than in years past. Not only will it be a fun party, New Orleans style, but we will also be presenting our Professional Awards! When making your reservations, make sure you stay through the 30th so you can enjoy the Masquerade Gala and Professional Awards ceremony. And don't forget to dress the part with your most award-worthy mask!

EDUCATE.



RELATIONOMICS: BUSINESS POWERED BY RELATIONSHIPS.

FRIDAY, OCTOBER 28, 9:00AM – 10:30AM

Presented by: Dr. Randy Ross

Relationships are at the core of our lives. They shape and refine our character. They influence our worldview. They're not just important to us as human beings – they're crucial. So it should come as no surprise that healthy relationships are the heart of successful businesses. And yet, many organizational cultures do not promote healthy relationships. Those that do, find that they enjoy greater effectiveness, reputation and loyalty.

Dr. Ross is back this year with a different message. In this powerful presentation, he unpacks the key principles and practices that create a working environment that inspires people to bring their best to work every day. Whether you are building teams in a corporate setting or looking to build stronger friendships personally, these principles will profoundly impact your relationships.

This year's afternoon educational session will be broken into three tracks based on your industry segment. Professional members may choose any track.



DEALER SESSION: THE ROARING TWENTIES! HOW TO MARKET & SELL BETTER IN THE POST-PANDEMIC DECADE.

FRIDAY, OCTOBER 28, 2:00PM – 3:30PM

Presented by: Shawna Suckow

Welcome to the most disruptive business climate we've ever experienced. The pandemic threw the entire world into a tailspin, but we're emerging now and everything looks different in this new light. There's a lot of confusion and noise out there about what the marketplace will look like as we continue to move forward. How will you shift your strategy, your tools, and your processes to meet the quickly evolving demands of this accelerated and different marketplace? How will you position yourself for the Roaring Twenties?

It's going to be an amazing decade full of promise, but it requires a new approach. We need a keen understanding of our customers and how they're making decisions differently now. How can you influence the customer journey in this transformational decade? One thing is certain: new messaging and tools are key.

Join buyer behavior expert Shawna Suckow, CSP, CVP, CMP, as she shares her latest findings on where we are, and what's next. It's not just data though; she'll share case studies to give you the relevant steps you can take NOW.



MANUFACTURER SESSION: REACHING THE MODERN BUYER.

FRIDAY, OCTOBER 28, 2:00PM – 3:30PM

Presented by: Christopher Wallace

Did consumer habits and priorities change through the Pandemic? How can brands stand out in the "hybrid" shopping journey? These are the questions we will tackle in this session, featuring marketing and customer experience strategist, Chris Wallace. Using fresh consumer research around major home décor and home improvement purchases, Chris will offer practical insights on how to rethink both your online and offline strategies to build a better connection between your brand and consumers.



REPRESENTATIVE SESSION: ACHIEVING AND MAINTAINING SUCCESS AS A SALES REPRESENTATIVE.

FRIDAY, OCTOBER 28, 2:00PM – 3:30PM

Presented by: Daniel Beederman

How should a sales representative measure success? That's the topic of this jam-packed, two-part presentation by Daniel E. Beederman, an attorney with over 35 years of experience counseling independent sales representatives on legal and business issues that are unique to their profession.

Part One: GETTING PAID FOR YOUR SUCCESS

Success is achieved when you develop a new customer or finally land that big sale after months, if not years, of hard work. But, what good is that new customer or big sale if you aren't paid your full (or any) commission? In the first part of this presentation, Dan will discuss how to increase the likelihood that you will be paid for the success of your efforts. Dan will delve into what terms to include (or not) in your rep agreement so that you will be paid for the success of your efforts, and what to do if you are not.

Part Two: PUTTING THE SUCCESS IN SUCCESSION PLANNING

Success can also be achieved in the sale or purchase of a rep agency. Whether you are the long-time owner of a thriving business, or one of its valued employees, your future success is inextricably linked to that company having in place a well-crafted succession plan. In the second part of this presentation, Dan will review what you need to know about selling or buying a rep agency, including factors to consider in the valuation of a rep agency, the importance of due diligence, how to structure transactions and related tax consideration and other legal issues and documents.



PROFESSIONAL DEVELOPMENT TRAINING*:
HOW TO BE MORE MEMORABLE IN SALES
AND MARKETING.

SATURDAY, OCTOBER 29, 11:00AM – 2:00PM
Presented by: Shawna Suckow

There's never been a time where our culture has been more saturated with marketing messages from every angle, every minute of the day. Our prospects have also evolved in their buying habits throughout the pandemic. Translation: there's never been a more challenging time to get their attention. When you sell a perceived commodity, it's even more difficult.

Your prospective customers have grown savvier about blocking and ignoring what they deem to be irrelevant messaging, and they're flooded with options from your competition regularly. On a larger scale, consumer distrust of organizations also is at an all-time high. What's a business to do?

How can you break through this cluttered landscape to get the attention of your desired audience? How can you direct their attention to you instead of buying off the internet? Once you get them through the doors, how can you become more memorable and trustworthy, so they think of YOUR business when they're ready to buy? Join Shawna in this eye-opening session that will leave you will fresh ideas to address your sales marketing challenges.

PARTICIPANT OUTCOMES:

- Learn why significant shifts in consumer behavior mean the most memorable one wins – not the one with the biggest budget.
- Complete an assessment of your company's differentiation and effectiveness in the eyes of your customers.
- Learn what's working, and what's NOT, so you can re-purpose valuable resources more effectively.

***Professional Development Training is designed for sales associates and requires separate registration. Registration for this program includes Friday's cocktail hour through the conclusion of conference.**



ELEVATE.

NOMINATE
NOW!

DPHA AWARDS

Each year DPHA recognizes exceptional individuals, companies and products that have made outstanding contributions and advancements to the decorative plumbing and hardware industry. These exceptional individuals and companies will be honored at the 2022 Conference and Product Showcase. Products nominated for products of the year are featured in the Product Guide, and winners will be published in Connections and in Kitchen and Bath Design News. This year we are adding a new award, DPHA Design Space: Room of the Year. Created to recognize DPHA showroom projects, we are looking for the best spaces created by our DPHA showrooms. These spaces could be kitchens, baths, laundry rooms, or any other room with DPHA products.

NOMINATIONS ARE OPEN JUNE 1 - JULY 15



POTY AWARDS

FRIDAY, OCTOBER 28, 12:30PM – 2:00PM

The Product of the Year Awards will be presented by our Awards Committee co-chairs during Friday afternoon's awards luncheon. This year's categories are:

- Fixture of the Year – Bathroom
- Fixture of the Year – Kitchen
- h2o Delivery Product of the Year – Mechanical
- h2o Delivery Product of the Year– Trim
- Furniture Product of the Year
- Accessory Product of the Year
- Hardware Product of the Year - Door
- Hardware Product of the Year - Cabinet
- Technology Product of the Year

For information on last year's winners, [click here](#).

PROFESSIONAL AWARDS

SATURDAY, OCTOBER 29, 7:00PM – 10:00PM

This year's DPHA Professional Awards will be presented during our Masquerade Ball to close out the 2022 conference. This year's categories are:

- Customer Service Department of the Year
- Manufacturing Professional of the Year
- Representative Professional of the Year
- Representative Agency of the Year
- Showroom Professional of the Year
- Showroom of the Year

For information on last year's winners, [click here](#).

PRODUCT SHOWCASE

OCTOBER 28 & 29

The DPHA Product Showcase will be open to see new, best-selling and innovative products as follows:

Friday, October 28	7:30am – 8:30am	Product Showcase Open w/ Breakfast
	10:30am – 12:30pm	Product Showcase Open
	3:30pm – 5:00pm	Product Showcase Open (also open to trade)
	5:00pm – 7:30pm	Product Showcase Open w/ Cocktails
Saturday, October 29	8:00am – 11:00am	Product Showcase Open (also open to public)

A limited number of 10' by 10' exhibit spaces are available for the Product Showcase. Exhibits include a six-foot draped table, two chairs, pipe and drape side and back curtains. Space is offered to DPHA Corporate Sponsors first. The cost is \$4,500 and includes up to two employee registrations.

The DPHA Product Showcase is dedicated exclusively to the decorative plumbing and hardware industry for, by and about DPHA members. Attendees are highly sophisticated and knowledgeable principals of decorative plumbing and hardware showrooms.

REGISTRATION & ACCOMMODATIONS

Registration Fees and Costs

Member registration includes the educational programs offered by DPHA, breakfast, lunch and the reception on Friday and breakfast, lunch and dinner on Saturday. Professional Development Training registration for this program includes Friday's cocktail hour through the conclusion of conference.

REGISTER
ONLINE!

	MEMBER	SPOUSE	FOOD TOUR	PROFESSIONAL DEVELOPMENT TRAINING TRACK
EARLY BIRD	\$895	\$475	\$175	\$395
AFTER 9/1/2022	\$995	\$475	\$175	\$495

Accommodations and Costs

Discover the culture of the Crescent City at Hyatt Regency New Orleans. Centered downtown near Champions Square, Smoothie King Center, and minutes from the historic French Quarter, Arts District, and Mississippi Riverfront. There's no better place from which to explore the eclectic vibrancy of New Orleans.

DPHA has secured a room block from Tuesday, October 25 through Sunday, October 30. Single and double rooms within the block are priced at **\$235** per night plus tax and tourism fees.

RESERVATIONS MUST BE MADE BY SEPTEMBER 16th to be eligible for DPHA's discounted rates. Use this link to reserve rooms: <https://www.hyatt.com/en-US/group-booking/MSYRN/G-DPHM>

2022 SCHEDULE.



Wednesday, October 26	2:00pm – 6:00pm	Board of Directors Meeting
Thursday, October 27	7:30am – 8:30am	DPHA 5K Fun Run/Walk
	10:00am – 11:00am	Professional Development Committee Meeting
	11:00am – 6:00pm	Exhibitor Move-In
	1:00pm – 2:00pm	Awards Committee Meeting
	1:00pm – 2:30pm	Engagement Committee Meeting <i>(formerly Marketing)</i>
	3:30pm – 8:00pm	Council of Fellows' Food Tour
Friday, October 28	7:30am – 8:30am	Product Showcase Open; Breakfast in Showcase
	8:45am – 10:30am	President's Welcome, Keynote Address: Dr. Randy Ross
	10:30am – 12:30pm	Product Showcase Open
	12:30pm – 2:00pm	POTY Awards and Lunch
	2:00pm – 3:30pm	Afternoon Business Speaker Tracks
	3:30pm – 5:00pm	Product Showcase Open to Attendees and the Trade
	5:00pm – 7:30pm	Cocktail Reception in Showcase
Saturday, October 29	8:00am – 11:00am	Product Showcase Open; Breakfast in Showcase from 8-9am
	11:00am - 2:00pm	Professional Development Training*
	11:15am – 12:45pm	Member Roundtables
	12:30pm – 1:00pm	Buffet Lunch for Roundtables
	1:00pm – 3:00pm	Exhibitor Teardown
	2:00pm - 3:00pm	Network with the Board of Directors
	3:00pm - 6:00pm	Networking Event TBD
	7:00pm – 10:00pm	DPHA Professional Awards Dinner + Masquerade Ball
Sunday, October 30	8:30am – 10:00am	Program and Showcase Committee Meeting

DPHA CONFERENCE POLICY: EVENTS THAT COMPETE WITH DPHA FUNCTIONS ARE PROHIBITED

DPHA Conference registration policy prohibits manufacturers, representatives and dealers from hosting events on property or outside of the property that are held at the same time or near the same time as DPHA conference programs and events (within 2 hours). DPHA programming begins each day at 7:00am on Thursday, Friday, Saturday and Sunday. It concludes on Thursday and Friday at 8:30pm, on Saturday at 10:00pm and on Sunday at Noon.

Similarly, DPHA meeting policy prohibits the use of hotel rooms or other venues other than the display space in the exhibit hall in the Product Showcase to display products. DPHA requests that any members who may be invited to view products or attend events that conflict with DPHA programming respectfully decline those invitations. Members that elect to ignore this policy may not be permitted to attend DPHA conferences in the future.

DATE OF CANCELLATION	REFUND AMOUNT
90 Days Prior to Event	100% Refund or Transferred Forward
89 Days to 31 Days Prior to Event	70% Refund or Transferred Forward
Within 30 Days of Event	No Refund

*Professional Development Training requires separate registration.

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CONFERENCE SPONSORSHIP OPPORTUNITIES AVAILABLE SOON!

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- KEYCARD
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- FRIDAY LUNCHEON
- CONFERENCE SWAG
- BLOODY MARY BAR
- MIMOSA BAR
- COFFEE BAR
- FRIDAY NIGHT ICE LUGE
- CHARGING STATION
- BREAKFAST
- BAR
- AND MORE!

