

## FOR IMMEDIATE RELEASE

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### **LBM Advantage Shapes the Future of the LBM Industry with Sixth Annual NextGen Leadership Conference**

New Windsor, NY - LBM Advantage held its sixth annual NextGen Conference on April 27-30, 2025, at the Gaylord Texan in Grapevine, TX. This leadership development gathering welcomed rising professionals from across the cooperative for a packed agenda of industry insights, exclusive site tours, peer networking, and social outings.

This year's highlights included behind-the-scenes tours of Simpson Strong-Tie's innovative facilities and the Cameron Ashley Distribution Center, providing attendees with first-hand exposure to cutting edge products, industry-leading operations and supply chain strategy.

In addition to a festive welcome party featuring a custom cowboy hat bar and upscale networking dinners, the conference featured a robust lineup of educational sessions:

- **State of the Co-op** – LBM Advantage CEO Dave DeJoy delivered a forward-looking address on LBM Advantage's continued growth, strategic goals, and the cooperative's evolving role in a dynamic market.
- **Optimizing Lumber Yard Operations** – LBM Advantage Member Sales Manager Bryan Baker and COO of Richardson Timbers Harley (Bubba) Finnell, Jr. provided practical solutions to drive operational efficiencies and profitability.
- **How to Problem Solve with AI** – LBM Advantage IT Director Rob Andren provided practical insights on integrating artificial intelligence into everyday business challenges by showcasing real-world tools and applications.
- **Multi-Family Housing Market Trends** – LBM Advantage Building Products Manager Andrew Hess shared key data and perspectives on one of the fastest-growing segments in the construction industry and provided strategies for entering the market.
- **HR FAQs** – LBM Advantage HR Director Kellianne Lundgren hosted an interactive session tackling common HR questions and best practices.
- **Lumber Futures Primer & State of the Lumber Market** – LBM Advantage Vice President of Forest Products Tim Johnson offered a breakdown of the current lumber market, equipped attendees with the knowledge to make informed buying decisions, and showcased how the co-op helps its members navigate the lumber futures market.

The NextGen Conference continues to be a cornerstone of LBM Advantage's commitment to investing in the next generation of industry leaders, providing current and emerging talent with the tools, knowledge, and connections to thrive in the lumber and building materials industry.

LBM Advantage is a wholly member-owned cooperative comprised of the industry's premier independent LBM retailers. With a mission to provide its members with a competitive edge, LBM Advantage leverages collective power to offer national programs with regional expertise. The cooperative operates locations in New Windsor, NY; Grand Rapids, MI; Smithfield, NC; and Conroe, TX.

For more information, visit [www.lbmadvantage.com](http://www.lbmadvantage.com) or call 800-456-4300.

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