

2019 BRICK FORUM

FEBRUARY 11-13, 2019

The Sheraton Birmingham Hotel
Birmingham, Alabama



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BRICK FORUM
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HIGHLIGHTS - KEYNOTE & PROGRAM SPEAKERS

MONDAY, FEBRUARY 11TH, 1:00-3:00PM

THE FUTURE OF BRICK –

[Tarik Sedky, Agency PURE](#)

This is a DON'T MISS EVENT

What You Will Learn:

- What is Happening to Brick's Market Share?
- What the Research Told us About the State of Brick...It is Not What You Think
- What do Millennials Want?
- Brick is a Great Brand & Can Be Better
- How the Southeast Digital Marketing Campaign was Brought to Life
- What are the Results of the Campaign Currently?
- What You Can Do To Help Grow Market Share?
- Lessons Learned
- Moving Forward



PRICING BRICK BY THE SQUARE FOOT: WHY IT'S CRITICAL

- **[Geoff Ragland](#)** – Ragland Clay Products

SELLING THE ARCHITECT ON THE VALUE OF BRICK DURING DESIGN.

- **[Matt Mara](#)** – General Shale, Inc.

**KEYNOTE SPEAKER,
2:00PM-3:00PM**

MOTIVATE THIS!

**[Steve Rizzo,](#)
Hall of Fame Speaker**

How to Start Each Day with an Unstoppable Attitude to Succeed Regardless of Your Circumstances!

You Will Learn...

- The key to starting your day with an unstoppable attitude.
- The significance of the phrase "You Become What You Think About."
- The spark that ignites passion and enthusiasm.
- The fuel that drives motivation.
- The importance of developing a set of "feel good" habits.



TUESDAY, FEBRUARY 12TH, 10:40AM-12:35PM

Concurrent Short Programs

(Each Program will Run Three Times)

10:45AM – 11:15AM / 11:25AM – 11:55AM / 12:05PM – 12:35PM

MODERN BRICK SELLING: ARE YOU SITUATIONALLY FLUENT?

- **[Britt Stokes](#)** - Acme Brick Company with **[John Sanders](#)** - National Brick Research Center (NBRC) and **[Ted Corvey](#)** - Pine Hall Brick Company