

SAVE THE DATE!
December 10-13, 2023

FENCE BUSINESS CONFERENCE 2023

Fence Business Conference - WHAT YOU NEED TO KNOW!

Venue: Shangri-La Resort, Monkey Island, OK, 57301 OK-125, Afton, OK 74331

Venue Hotel Room Booking: 918-257-4202 ext #1 to make your reservations. Make reservations under room block-Thornton Fence Consulting Group for room block rates.

Arrival and Departure: Arrival will be on Sunday, December 10th, with departure late Wednesday, December 13th or best option is Thursday, December 14th. There will be **THREE FULL DAYS** of forums and networking.

Airport and Car Rental: Fly into Tulsa International Airport or Northwest Arkansas National Airport and make your car rental reservations in advance.

Check-In: All resort hotel room reservations are made directly with the resort- TFCG will not be handling. Use Thornton Fence Consulting Group and get the room block rates.

Meals: Lunch will be provided with your registration fee. Breakfast and Dinner is On Your Own (OYO). The resort has several dining opportunities, and several local restaurants are available to drive to or take the resort shuttle.

What to Expect: The 1st Annual Fence Business Conference has been planned to highlight the industry's innovation, share insights, and foster connections among passionate fence business owners and professionals. This event is a testament to the dedication and commitment of individuals like you who have built and sustained successful ventures in the ever-evolving world of fencing. It brings together a family focused event to learn, share, and network in a resort type setting for the family to enjoy the daily activities while the business owner and team focus on building a better business.

This event will inspire and motivate anyone that has the passion to improve their operation and become more profitable. You will experience excitement and enthusiasm with breakthrough moments that will impact your company for improvement and profitability. This program will change the way you do business as it places energy on leadership as a priority. It will push you to become a better owner, leader or businessperson and will transform the way you look at running your business by re-evaluating and defining a new business model.

Event Schedule

- **Sunday, (December 10, 2023)**
Arrival and welcome dinner
- **Monday, (December 11, 2023)**
8:00- 10:00 Leadership Forum with Barry Willingham
10:00 - 12:00 Succession & Exit Strategy Forum with Jeff Cook
Lunch Provided
1:00 – 3:00 Fence Business Technology Forum with Justin Judy
3:00- 5:00 Tabletop Vendor Social
- **Tuesday, (December 12, 2023)**
8:00 – 12:00 Website/SEO/Google Forum with Sam Natello
Lunch Provided
1:00- 3:00 Commercial Fence Forum with Rob Miller
3:00- 5:00 Tabletop Vendor Social
- **Wednesday, (December 13, 2023)**
8:00- 10:00 NO DIG Fence Forum with Aaron Smith
10:00- 12:00 Traditional vs Consultative Sales Difference with Bill Schenke
Lunch Provided
1:00- 3:00 The 7 Strategies for the Professional Fence Contractor Forum with Tony Thornton

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SUCCESSION/EXIT STRATEGY

with Jeff Cook

FENCE BUSINESS TECHNOLOGY

with Justin Judy

WEBSITE/SEO/GOOGLE FORUM

with Sam Natello

COMMERCIAL FENCE FORUM

with Rob Miller

NO-DIG FENCE FORUM

with Aaron Smith

TRADITIONAL vs CONSULTATIVE SALES DIFFERENCES

with Bill Schenke

7 STRATEGIES FOR FENCE PROFESSIONALS

with Tony Thornton

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Scan the QR code to REGISTER TODAY!
www.fenceconsultinggroup.com



Conference Forum Leaders

Barry Willingham



Barry Willingham has served the security and construction industry over the last 36 years, specializing in the areas of Physical Perimeter Security, Fire Protection, and Construction Technology. Past experiences have included positions in both manufacturing and security construction installation, with additional responsibilities involving Executive Level training, focused on Organizational & Cultural Development, Leadership, and Operational Excellence.

Barry held positions at several companies including the HILTI Corporation with global responsibilities, as Vice President of Smith & Wesson Holding Corporation and President of Smith & Wesson's Security Division, and recently held responsibilities as President & CEO of Ameristar Perimeter Security USA, a \$300M division of ASSA ABLOY Corporation, until April of 2019. Currently Barry has full responsibility for Shangri La Resort as President & CEO.

Barry has been married to an exceptionally tolerant wife, Laura, for over 30 years, who together enjoy boating, golf, and cooking.

Jeff Cook



Jeff Cook is returning to BIP (Building Industry Partners) as an Operating Partner after successfully establishing centralized teams that continue to drive the growth strategy developed at the inception of Fencing Supply Group (FSG), currently the largest fencing distribution platform in the world, delivering world-class financial results.

FSG's formation started in 2020 when Jeff, President, and CEO of Binford Supply (part of US Fence Solutions and owned by BIP), helped guide the sale of Binford Supply to The Sterling Group in March 2021. The deal also ran simultaneously with the sale of Merchants Metals, forming a new Sterling Group platform, the Fencing Supply Group (FSG). Jeff was the Executive Vice President of the FSG and lead 11 transactions in 18-months for the platform and created the largest distribution business in the fence industry with \$1B of revenue.

Jeff's impressive history with Binford included facilitating previous leadership's transition to retirement, opening four greenfield locations, centralizing resources, and realizing growth in geographical footprint, revenue, and EBITDA. In four years, the company grew 3X in revenue and 5X in EBITDA, far exceeding forecasted investment returns.

Before that, as VP for Alta Forest Products, Jeff led product line rebrands, sales strategies, logistics, union negotiations, and strategic Capex projects, creating 5.0x returns for ownership in less than four years. Alta Forest Products grew from a consolidation of TMI Forest Products and Welco, creating the world's largest wood fence boards and Western Red Cedar wood products manufacturer. Jeff was named Secretary of the Board of Directors and served as Vice President.

In 2018, Jeff was instrumental in selling the company to ITOCHU. Jeff stayed until the end of the fiscal year to help transition the business before moving to Alta's largest pro-distribution channel partner Binford Supply in Dallas, Texas.

TMI Forest Products was created from a partnership with Green Mountain Cedar, where Jeff carved out a manufacturing business from a larger holding. He restructured leadership and transitioned the business in 2007 to a supply chain partner. With the sale, Jeff became the director of a new products division for TMI Forest Products. He directed the strategy for the largest national pro-distribution and retail accounts, including The Home Depot, Lowe's, McCoy's, and Menards, and realized a 4.2x return for ownership.

A Certified Fence Professional, American Fence Association (AFA), Jeff holds a Sloan Professional Master of Science (MS) and a Bachelor of Science from Oregon State University.

Jeff resides in Dallas, Texas, with his wife Jodi and four girls. The family all share an intense passion for the outdoors and travel worldwide to "rustic and rugged" mountainous destinations.

Justin Judy



Justin is the Director of Business Development at ArcSite, where they're making CAD drawing and estimation look cooler than a polar bear's toenails. But Justin isn't just a tech wizard; he's got a soft spot for fencing. No, not the sword-clashing kind, but the industry that puts up those lovely picket fences and more.

His passion? Empowering folks and helping them achieve their dreams. It's like he's got an "empowerment battery" that's always fully charged.

For the past three years, Justin has been a regular feature at the ritziest events in the home services industry. Picture this: Justin, microphone in hand, dropping knowledge bombs like a tech-savvy wizard. He's been on so many podcasts, YouTube channels, and even graced the pages of written publications that his voice is like the smooth jazz of the home services world.

As industries twist, turn, and evolve like a squirrel with ADD, Justin takes it upon himself to stay in the know. He's the guy who's always got the latest scoop, like your friend who's constantly texting you about the latest gossip.

But wait, there's more to Justin than just business and tech. When he's not working his magic, he's a devoted family man. He loves hanging out with his incredible wife and two kids. You'll often find them by the lake or enjoying the great outdoors, presumably discussing the finer points of fencing techniques over a picnic.

Don't hesitate to reach out to him for anything; and if he doesn't know the answer, he will do his best to find it.

Sam Natello



After working with the likes of Nike and Disney since 1995, Sam Natello and his website design and digital marketing agency (DotCom Global Media) began working with fence industry leaders nearly a decade ago.

Since that time, DotCom shifted its focus to work ONLY with the fencing and staining industries and has emerged as the leading agency exclusively serving these industries. Their impressive fence-industry client list includes the AFA, Tony Thornton, Shawn King (Mr Fence), Fence Armor, ActiveYards, several Master Halco brands, mySalesman, and over 500 other fence-industry related websites.

There is probably not another person alive who has more experience designing websites and marketing for the fence industry ... and his insights have helped earn over 3,000 - #1 Google rankings for his clients - resulting in millions of dollars of revenue for them.

His agency also boasts what is likely the largest collection of professional fence graphics, blog articles, and industry digital marketing data on the planet. Sam is eager to share his knowledge and experience ... hoping to help you answer the question: "Does Your Website Suck and Does Google Hate You?"

Robert A. Miller PSP, CSI, CDT, Imperial Professional Consulting, President



Robert is a Perimeter Security Consultant with a demonstrated history of success working in the fence and perimeter security industry. With over 35 years' experience, Robert will offer proactive insight into physical security solutions that are needed in today's challenging world. He has been hands-on both in the office and in the field provide him with the ability to professionally guide those looking to secure their perimeter by assessing the vulnerability of their site and determining the correct products and design layout relative to their needs. Robert has used his expertise in supporting the design and construction teams on major league sports facilities, military facilities, data centers, and many public safety facilities.

Robert is an active member of Security Industry Association, American Society for Industrial Security, Construction Specification Institute, American Society for Testing and Materials, and Society for American Military Engineers, and American Fence Association. He is also a board-certified Physical Security Professional (PSP) by ASIS and Construction Document Technologist (CDT) by CSI. He is an AIA Accredited presenter for over 15 years and has presented over 500 times to various architects, engineers, and other design professionals. Currently serving as Chair on the Security Industry Association Perimeter Security Terminology group and Technical Advisor on the ASTM F14.50 subcommittee on High

Security Fence and Perimeter Barriers. He is committed to lifelong learning to ensure that the latest trends and standards of the industry are being utilized to insure a complete and effective perimeter security solution.

Aaron Smith



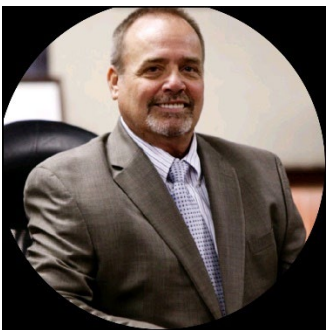
Aaron Smith is a high school graduate from 1989 who served in the military as a Diesel mechanic. He then ventured into the construction industry, starting as a union carpenter apprentice at the age of 21. Through hard work and dedication, he eventually became an assistant superintendent at a prominent construction company.

In 1996, at the age of 25, Aaron started his own fencing company in West Allis, Wisconsin, with just a Ford Ranger pickup and a one-stall garage. Over the course of 27 years and several relocations, the company has expanded to include locations in Hartford, WI, and Farmington, MN. Not only do they provide installation services, but they also fabricate their own vinyl and aluminum fences at each location.

The company while installing all types of fencing, focused on pounding (No-Dig) chain link fences and thanks to the encouragement and guidance from industry professionals like Ray Staatz from Qualine Fence and Mark Knudson from Modern Fence Technologies, they began pounding their own vinyl fences around 2008. In 2015, they developed a machine to dowel out wood posts, enabling them to also pound their own wood fences. By 2018, they had expanded their expertise to include aluminum fencing, pounding all types of fences.

Aaron is grateful for the support and mentorship he has received from his wife, Renee Smith, as well as other contractors and suppliers in the industry. Their guidance and encouragement have been instrumental in the company's growth. Aaron also acknowledges the role of God, recognizing that without divine intervention, they would not have achieved their current success.

Bill Schenke



Retired Sales & Marketing Executive with 40 years of experience in the fence industry, including 20 years in residential/commercial fence sales and construction as well as 20 years in ornamental and security fence manufacturing.

Extensive experience in sales and leadership training within the fence industry, including being one of the original architects of the "Consultative Selling Skills" training adopted by the American Fence Association.

Former AFA Chapter President and member of the Board of Governors as well a FenceTech committee member for several years and inducted into the AFA Hall of Fame in 2020.

Tony Thornton



Tony began his career at the age of 15 and has experience in all aspects of the industry, working for others and operating his own companies. His experience includes all types of fences and gate automation in installation, operations, leadership, management, sales and sales management, distribution, and manufacturing. His passion is to elevate others and help them optimize their potential both personally and professionally. Serving the industry with the American Fence Association as Executive Director for the past 8+ years, offered him a wide perspective on the fence industry and helped him better understand the needs of the fence professional.

Retiring from the Executive Director role in March of 2022, he launched Thornton Fence Consulting Group and is focused on helping companies become more efficient and to maximize profitability. His desire to help, train, mentor, teach and support the industry is his passion.

Married for 40+ years to his beautiful wife, Tammy, they have two children and six grandchildren that keep them very busy. Enjoys spending time in Colorado at their cabin and an avid outdoorsman, enjoying hunting, camping, flying, and riding his motorcycle. His motto is LIFE IS GOOD!

