

	THEMES	SUPPLY DROP (MULTI-SPONSORED EBLAST)	FOCUS ON	eNEWS DATES	EVENTS
JANUARY	Building Materials Sales Outlook Commercial Roofing Credit-Financing Women in Distribution		Counter Sales	January 10, 24	SPRI Jan. 12-14, Clearwater, Fla. CRCA Jan. 17-19, Chicago
FEBRUARY	IRE 2024 Warehouse Storage Systems Networking		Security Cybersecurity	February 7, 21	IRE 2024 FEB. 6-8, Las Vegas
MARCH	Leadership Award Recruitment/Retention Crisis Communications Human Resources	Ad Close: March 1 Deploy: March 28	Framing	March 6, 20	SPFA March 3-6, Las Vegas NERCA March 12-14, Boston
APRIL	Forklifts Warehouse Mobility Residential Roofing “Green” Products Next Gen		Spring Thaw/Storm Prep.	April 3, 17	NRCA Roofing Day April 16-17, Washington, D.C.
MAY	Training Sponsoring Training Events Certifications Heat stress		Sales/Closing (Training)	May 1, 15	
JUNE	Fleet Management Radio/Telecom Systems GPS tracking	Ad Close: June 3 Deploy: June 27	Vehicle/Material Tracking	June 12, 26	FRSA June 5-7

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JULY	Warehouse Management Inventory Control Warehouse Management Heat Stress		Solar Roof Installs	July 10, 24	
AUGUST	Credit Diversity Adding Value as Sales Rep. Marketing Top 100 Roofing Contractors List		Engaging Latino Contractors	August 7, 21	
SEPTEMBER	Operations Local Partnerships (Schools, Non-Profits) Inside/outside Sales Person of the Year	Ad Close: Sept. 3 Deploy: Sept. 26	Technology	September 4, 18	WRE Sept. 29-Oct. 1, Las Vegas
OCTOBER	Leadership Award OSHA Inspections Customer Service Fall/Winter Prep Leadership Training Branch of the Year		Safety	October 2, 16	METALCON Oct. 30-Nov. 1, Atlanta MRCA Oct. 21-23, St. Paul
NOVEMBER	Technology CRM Do's & Don'ts Inside Sales Leadership Award 2024		Video, Photo Technology	November 6, 20	ROOFCON Nov. 9-11, Orlando
DECEMBER	Year-End Inventory Outside Sales		Energy Efficiency	December 4, 18	BOS 2024 Dec. 3-5, Frisco, Texas