ICON-Xchange offers our tight-knit industry new ways of doing business. ICON-Xchange provides the manufactured concrete masonry and hardscape industry with unique opportunities to expand their businesses and build relationships.

The B2B Exchange is a unique business-to-business format that brings new opportunities to producers and suppliers of the manufactured concrete masonry and hardscape industry. With high impact one-on-one discussions in reserved hotel rooms or suites, participants can meet with company decision makers in prescheduled meetings that are 25 minutes long.

The ICON-Xchange Marketplace is a shift from the traditional trade show format to an informal tabletop setting. The ICON-Xchange Marketplace provides an additional opportunity for suppliers to meet, network and build relationships with producers. Marketplace hours have been extended over three days.

What’s New in 2019?
The 2019 ICON-Xchange returns as the premier event for the manufactured concrete masonry and hardscape industry.

2019 Features include:
- More B2B Exchange hours over two days
- Extended Marketplace (tabletop displays) to three days
- Learn about the latest industry trends
- Networking opportunities
- Virtual Plant Tour
- Social events
Thank you to our ICON-Xchange 2019 Media Sponsors
B2B Exchange

Friday, February 15 | 9:00 am – 3:30 pm
Saturday, February 16 | 9:00 am – 5:00 pm

The B2B Exchange offers high impact one-on-one discussions in reserved hotel rooms or suites, bringing new opportunities to producers and suppliers of the manufactured concrete masonry and hardscape industry. B2B participants will begin the day with a Kickoff Breakfast and Welcome from 7:30 am to 8:30 am.

ICON-Xchange Marketplace

Thursday, February 14 | 10:00 am – 5:00 pm

Friday, February 15 | 12:00 pm – 1:30 pm
6:00 pm – 7:00 pm

Saturday, February 16 | 7:30 am – 9:00 am
12:00 pm – 1:30 pm
5:30 pm – 6:30 pm

The ICON-Xchange Marketplace provides tabletop displays for easy networking and an opportunity to learn about the latest in manufactured concrete masonry and hardscape products and services with increased hours over three days. The Marketplace continues to be an excellent venue for networking and building business relationships.
ICON-Xchange 2019 B2B Kickoff Breakfast

Friday, February 15 | 7:00 am – 8:30 am

Join B2B Exchange participants for a welcome breakfast to kickoff ICON-Xchange 2019. Highlighting the morning breakfast will be speaker Dr. Adam Rapp, Professor of Marketing at Ohio University and Executive Director of the Schey Sales Centre. Dr. Rapp will discuss the importance of practicing effective time management skills which helps managers establish better resource allocation processes and cultivate strong overarching goals. This session will specifically spotlight internal factors, rather than external factors like technology, time inhibitors and interruptions. External factors are outside forces that we don’t have control over, while internal factors are things that we can control. We choose how we perform in each of these areas. It’s up to us to change our behavior to move forward and become better time managers. Rather than point fingers at those around us, this session will highlight what we can do with the things that are in our control.

Virtual Plant Tour

Friday, February 15 | 4:00 pm – 6:00 pm

A highlight of ICON-Xchange 2019 is the Virtual Plant Tour. The tour will include concrete masonry and paver production facilities worldwide. Refreshments will be served before and during the tour and there will also be prize drawings for producers in attendance. Must be present to win. The featured plants will include:

- **Basalite Concrete Products LLC** in Dixon, CA, is presented by Columbia Machine, Inc. For over 80 years, Basalite Concrete Products has been one of the largest manufacturers of products in the Western United States and Canada. Basalite makes a wide variety of products including blocks, pavers, SRW systems and a full line of packaged concrete/mortar and other bagged materials. The Dixon location spans over 50 acres and includes a high output, state-of-the-art bagging line with automatic bag placing and robotic palletizing.

- **Cambridge Pavers** in South Amboy, NJ, is presented by Pathfinder Systems. Cambridge Pavers provides quality PavingStones, wall systems, backyard patios and outdoor living solutions to homeowners. Utilizing Tiger machinery, the plant will showcase precision height control, triple-splitting lines with a built-in corner splitter.

- **Laird Brothers** in Scotland is presented by Rekers (NA), Inc. Laird Brothers has been a family run company since quarry operations commenced at Lochhead quarry in Forfar in 1958 and they are now a flourishing fourth generation independent company. Their new state-of-the-art concrete products factory features a Rekers KRS4 double plant with KBH grinding and shot blasting. It is the most advanced facility of its type within northern Europe with the capacity to output over 1 million m2 per annum.

- **Santerra Stonecraft** in Ontario, Canada, is presented by Besser Company. Santerra Stonecraft is a third-generation family-owned business. They produce an impressive range of concrete products including architectural and standard concrete masonry units, paving stone, slabs, retaining wall units and accent pieces all in an extensive array of sizes, shapes and colors. They fabricate limestone, supply clay brick and stone and sell accessories. A Servopac® Select is being installed to produce their full line of specialty concrete products.
<table>
<thead>
<tr>
<th>Time</th>
<th>Tuesday Feb. 12</th>
<th>Wednesday Feb. 13</th>
<th>Thursday Feb. 14</th>
<th>Friday Feb. 15</th>
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<td><strong>MORNING</strong></td>
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<td>Executive Committee Meeting</td>
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<td>Board of Directors Meeting</td>
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<td><strong>LUNCH</strong></td>
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<td>Committee Meetings</td>
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<td>Committee Meetings</td>
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<td><strong>EVENING</strong></td>
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<td>Member Networking Reception</td>
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<td>PAC Reception</td>
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<td>Industry Reception</td>
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**Notes:**
- (as of 11/21/18 calendar subject to change)
NCMA and ICON-Xchange Highlights

- **B2B Exchange Hours**  
  *Back by popular demand!*
  For participating producers and host associates over two days

- **Expanded ICON-Xchange Marketplace**  
  With 10 hours of Marketplace over three days

- **ICON-Xchange Virtual Plant Tour**  
  Featuring concrete masonry, hardscape and paver production facilities

- **ICON-Xchange Networking Receptions**  
  Where the Marketplace, networking and fun continues

- **NCMA PAC Reception**  
  Your Capitol Hill connection – JOIN THE CLUB!

- **Family Business/Small Business Forum**  
  Important information exchange among NCMA members and featuring discussions on the issues affecting family-owned and/or small businesses

- **NCMA Business Breakfast**  
  Featuring awards and important industry updates

- **Young Professionals Group**  
  The Young Professionals Group (YPG) is encouraging all emerging leaders to join their peers at the YPG meeting on Tuesday, February 12, 3:30 – 5:00 pm, a YPG Welcome Reception will immediately follow the meeting. The PAC Reception on Wednesday, February 13, 6:30 – 8:00 pm will include a special discounted registration rate for members of the YPG and they are all encouraged to attend this very special event and take advantage of the greatly discounted registration fee.

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**NCMA and ICON-Xchange Networking Receptions**

**Member Networking Reception**

**Tuesday, February 12 | 6:00 pm – 7:00 pm**

Join NCMA members for a reception to connect outside of the meeting room.

**Industry Reception**

**Thursday, February 14 | 5:30 pm – 6:30 pm**

The new Industry Reception will immediately follow the CMU Checkoff sessions. It will be an ideal time to continue the discussion and network with the entire industry.

**ICON-Xchange Networking Receptions**

**Friday, February 15 | 6:00 pm – 7:00 pm**  
**Saturday, February 16 | 5:30 pm – 6:30 pm**

Immediately following the day’s events and before heading out for an evening with your customers and clients, continue to enjoy the Marketplace, and network with friends and colleagues over cocktails and hors d’oeuvres.

**NCMA Business Breakfast**

**Thursday, February 14 | 8:00 am – 10:00 am**

Don’t miss the NCMA Business Breakfast. Join members for several award presentations to well-deserving colleagues and hear NCMA Chairman of the Board Kent Waide deliver his state of the association update. Former NCMA Chairman of the Board Don Gordon and Karl Watson, Sr., past president of Rinker Materials, will be inducted into the NCMA Hall of Fame for their commitment to the industry. The Breakfast is being held in lieu of the Business Luncheon and is included in your ICON-Xchange and B2B Registration.
The industry witnessed President Trump sign into law the Concrete Masonry Products Research, Education and Promotion Act on October 5. The Act authorizes a commodity checkoff program that could generate the funding necessary for our industry to successfully implement develop, and manage programs needed to grow market share in today’s competitive construction environment.

Now that this grassroots lobbying effort has come to fruition after years of industry rallying, what does it mean for the industry and concrete block manufacturers? Join us for an afternoon of sessions that will address the goals of the **CMU Checkoff Program**, how it would operate, and how your company can get involved to support success in an industry referendum. A well-funded, properly planned, and carefully monitored program can create product awareness, business opportunities, and product sales for all producers.

“There is more work and collaboration ahead of us, but I don’t see us backing down from that challenge either. I hope that manufacturers, suppliers, contractors and industry partners will join us for this event as we march down the field to our next goal line,” Major Ogilvie, chair of the CMU Checkoff Program.

Following the CMU Checkoff Sessions, join the industry as we celebrate the passage of the Checkoff Bill with members and industry partners.

(Checkoff Sessions and the Industry Reception are included in convention registration and B2B registration.)
NCMA Spouse/Companion Program

The following events are included in the NCMA Spouse/Companion Registration. See a complete list of the events included in the registration on page 11.

Welcome Breakfast and Book Talk
Wednesday, February 13 | 9:00 am – 11:00 am

Join NCMA spouses and companions for a “Welcome to Orlando” breakfast and discussion on Bill Browder’s memoir *Red Notice: A True Story of High Finance, Murder, and One Man’s Fight for Justice*.

This is a story about an accidental activist. Bill Browder started out his adult life as the Wall Street maverick whose instincts led him to Russia just after the breakup of the Soviet Union, where he made his fortune.

Along the way, he exposed corruption, and when he did, he barely escaped with his life. His Russian lawyer Sergei Magnitsky was not so lucky: he ended up in jail, where he was tortured to death. That changed Browder forever. He saw the murderous heart of the Putin regime and spent the last half decade on a campaign to expose it. Because of that, he became Putin’s number one enemy, especially after Browder succeeded in having a law passed in the United States—The Magnitsky Act—that punishes a list of Russians implicated in the lawyer’s murder. Putin famously retaliated with a law that bans Americans from adopting Russian orphans.

A financial caper, a crime thriller and a political crusade, *Red Notice* is the story of one man taking on overpowering odds to change the world, and also the story of how, without intending to, he found meaning in his life.

A Taste of Winter Park Tour
Wednesday, February 13 | 12:00 pm – 5:00 pm

This culinary tour takes participants through historic and picturesque Winter Park. The local guide will share fun facts, interesting anecdotes and local insider’s tips as he/she leads the participants across brick-laid streets that are both rich in history and culture. The tour will include several stops along famed Park Avenue, where you will be treated to several signature bites while having an opportunity to meet the owner, chef or manager from each establishment. The guide will also take the group slightly off the beaten path into quaint hideaways, where even more gourmet finds will be revealed.

*Disney Springs®* is a one-of-a-kind retail, dining and entertainment district located in the heart of the Walt Disney World Resort® in Florida. It’s also home to a collection of more than 180 shops, entertainment venues and restaurants, including top-name retail brands, specialty boutiques and dining experiences created by celebrity and award-winning chefs. As an NCMA Annual Convention attendee your badge allows you to receive special discounts at participating shops and restaurants. An up-to-date list of participating vendors will be provided prior to the convention. Visit Disney Springs® at [www.disneysprings.com](http://www.disneysprings.com) to see all the area has to offer.
### TUESDAY, FEBRUARY 12, 2019
- 7:00 am – 6:00 pm: ICON-Xchange & Annual Convention Registration
- 9:00 am – 10:00 am: Executive Committee Meeting
- 10:00 am – 12:00 pm: Board of Directors Meeting
- 1:00 pm – 1:30 pm: SRW and Hardscape Products Committee — OVERVIEW MEETING
- 1:30 pm – 2:30 pm: SRW and Hardscapes Education Subcommittee
- 2:30 pm – 3:30 pm: Convention Education Subcommittee
- 3:00 pm – 4:15 pm: NCMA Foundation Investment/Finance Committee
- 3:15 pm – 5:00 pm: SRW Technical Subcommittee
- 3:30 pm – 5:00 pm: Young Professionals Group (YPG)
- 5:00 pm – 6:00 pm: YPG Welcome Reception
- 6:00 pm – 7:00 pm: Member Networking Reception

### WEDNESDAY, FEBRUARY 13, 2019
- 7:00 am – 6:00 pm: ICON-Xchange & Annual Convention Registration
- 8:00 am – 9:30 am: Town Hall Meeting
- 9:00 am – 11:00 am: Spouse/Companion Welcome Breakfast & Book Talk
- 9:45 am – 11:00 am: SRW Strategic Market Communications Subcommittee
- 9:45 am – 12:00 pm: NCMA Foundation Program Review Committee
- 9:45 am – 10:45 am: Future Plant Tour Task Group
- 9:45 am – 10:45 am: Production Technology & Operations Committee
- 10:45 am – 12:15 pm: Tradeshow Subcommittee
- 11:00 am – 12:00 pm: SRW and Hardscape Products Committee
- 11:00 am – 12:00 pm: NCMA Foundation Board of Trustees
- 12:00 pm – 1:00 pm: Council of the Past Chairmen of the Board
- 12:00 pm – 5:00 pm: Spouse/Companion Program: A Taste of Winter Park Tour
- 1:00 pm – 2:30 pm: Family Business/Small Business Forum
- 2:00 pm – 2:30 pm: Masonry Committee - OVERVIEW MEETING
- 2:30 pm – 4:30 pm: Masonry Technical Subcommittee
- 2:45 pm – 4:00 pm: Membership Recruitment Committee
- 4:00 pm – 5:15 pm: Membership Dues & Bylaws Committee
- 4:00 pm – 5:30 pm: Education & Training Committee
- 6:30 pm – 8:00 pm: PAC Reception

### THURSDAY, FEBRUARY 14, 2019
- 7:00 am – 5:00 pm: ICON-Xchange & Annual Convention Registration
- 8:00 am – 10:00 am: NCMA Business Breakfast
- 10:00 am – 5:00 pm: ICON-Xchange Marketplace
- 10:15 am – 11:30 am: Masonry Communications Subcommittee
- 10:30 am – 11:30 am: Government Affairs Committee
- 10:30 am – 12:00 pm: Associate Member Division Board
- 11:30 am – 12:15 pm: Masonry Committee
- 1:30 pm – 5:00 pm: CMU Checkoff Industry Sessions (open to all industry representatives)
- 5:30 pm – 6:30 pm: Industry Reception

### FRIDAY, FEBRUARY 15, 2019
- 7:00 am – 5:00 pm: ICON-Xchange Registration
- 7:30 am – 8:30 am: B2B Kickoff Breakfast
- 8:00 am – 12:00 pm: Manufactured Stone Veneer Meeting Track
- 9:00 am – 12:00 pm: ICON-Xchange B2B Meetings
- 12:00 pm – 1:30 pm: ICON-Xchange B2B Lunch with Marketplace
- 1:30 pm – 3:30 pm: ICON-Xchange B2B Meetings
- 4:00 pm – 6:00 pm: ICON-Xchange Virtual Plant Tour
- 6:00 pm – 7:00 pm: ICON-Xchange Networking Reception with Marketplace

### SATURDAY, FEBRUARY 16, 2019
- 7:00 am – 5:00 pm: ICON-Xchange Registration
- 7:30 am – 8:30 am: ICON-Xchange Continental Breakfast with Marketplace
- 9:00 am – 12:00 pm: ICON-Xchange B2B Meetings
- 12:00 pm – 1:30 pm: ICON-Xchange B2B Lunch with Marketplace
- 1:30 pm – 5:00 pm: ICON-Xchange B2B Meetings
- 5:30 pm – 6:30 pm: ICON-Xchange Networking Reception with Marketplace
- 6:30 pm – 10:00 pm: Board of Directors Dinner

### SUNDAY, FEBRUARY 17, 2019
- 8:00 am – 11:00 am: Board of Directors Meeting

(as of 11/21/18)
ICON-Xchange Online Registration

Get the latest details about ICON-Xchange and the NCMA Annual Convention when you visit www.iconxchange.org. Registration for Producer/Manufacturer Company Teams for the B2B Exchange closed November 15, 2018. For those companies registered for the B2B Exchange who wish to add or change team member registrations, please have your team leader contact Mahsheed Ferdowsyan at (571) 224-0938.

NCMA Annual Convention attendees may register online at www.iconxchange.org. Take advantage of our special Early Bird Discount and save money when you register by Friday, January 25, 2019. If you have any questions about registration or show details, please call Mahsheed Ferdowsyan at (571) 224-0938.

Included in Registration:

**B2B Registration:**
- B2B Kickoff Breakfast and Welcome
- B2B Exchange Meetings *(Prior registration required)*
- Two B2B lunches with Marketplace
- ICON-Xchange Marketplace
- ICON-Xchange Virtual Plant Tour
- Two ICON-Xchange Networking Receptions
- Town Hall Meeting
- Committee Meetings
- Member Networking Reception
- NCMA Business Breakfast
- Family Business/Small Business Forum
- Industry CMU Checkoff Sessions
- Industry Reception

**NCMA Annual Convention Registration:**
- ICON-Xchange Virtual Plant Tour
- ICON-Xchange Marketplace
- Town Hall Meeting
- Committee Meetings
- Member Networking Reception
- NCMA Business Breakfast
- Family Business/Small Business Forum
- Industry CMU Checkoff Sessions
- Industry Reception

**NCMA Spouse/Companion Registration:**
- Spouse/Companion Welcome Breakfast and Book Talk
- Member Networking Reception
- NCMA Business Breakfast
- ICON-Xchange Marketplace
- A Taste of Winter Park Tour
- Town Hall Meeting
- Industry Reception

**NCMA Child Registration (Ages 10-17):**
- Spouse/Companion Welcome Breakfast and Book Talk
- Member Networking Reception
- NCMA Business Breakfast
- ICON-Xchange Marketplace
- Town Hall Meeting
- Industry Reception

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<tr>
<th>Registration Fees</th>
<th>Early Bird Registration (ends January 25, 2019)</th>
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<td>B2B Registration</td>
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<tr>
<td>NCMA Annual Convention Registration</td>
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<td>NCMA Spouse/Companion Registration</td>
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<td>NCMA Child Registration</td>
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See website for Cancellation Policy, Consent Form, Use of Photographic Images and ADA-Compliant Policy Information.
Explore all that Central Florida has to offer, including Florida's world-famous beaches on both the Atlantic and Gulf coasts, Kennedy Space Center, LEGOLAND® and the Everglades.

**Hilton Orlando Lake Buena Vista — Disney Springs™ Area** is located in the Walt Disney World® Resort and within walking distance to Disney Springs™. This truly amazing place has an eclectic mix of unique boutiques, one-of-a-kind eateries and jaw-dropping entertainment that will have you wondering where the day went. There are four fascinating neighborhoods filled with so much to discover, they’ll pull you from one to the next. Visit [iconxchange.org](http://iconxchange.org) to see all the benefits of staying on Disney property. (Space is limited.)

**All NCMA guests receive the Internet and Fitness Center Access complimentary.**

To upgrade your services, there is an optional Resort Fee of $30 per day, which includes Guest Room High Speed Internet Access, DVNow Rentals, Two (2) Starbucks Coffee Daily and Two (2) 16 oz Bottles of Water Daily.

**Reservations** can be made at 1-800-445-8665 or directly at 1-407-827-4000
Room rate: $209 | Reservation cut off: Monday, January 14, 2019. Visit the ICON-Xchange website for additional housing options.

**How to Get There** The hotel is easily accessible by bus, taxi or limo service from the Orlando International Airport. It is only 15 minutes from the airport.

If you are driving, parking is available onsite:
**Self parking:** $18.00 (Parking Lot) | **Valet:** $24.00 (Valet Parking)

*NOTICE: NCMA is not affiliated with any third-party independent housing companies. Please note that in order to receive the group rate and be counted in the official housing group block; attendees must make reservations directly with the hotel. Groups of six or more rooms must be approved by NCMA.*

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Register now for ICON-Xchange and save.

**Early bird discount ends January 25, 2019**