



Agenda as of September 4, 2025

Wednesday, October 15

12:00 pm—4:30 pm **WDMA Board of Directors Meeting (board members only)**

5:00 pm—6:30 pm **Opening Reception**

Thursday, October 16

8:00 am—8:30 am **Breakfast**

8:30 am—10:00 am **“The Sustainability Shift: Change Your Pitch, Not Your Product”**
David Allison, Founder, The Valuegraphics Research Company

Architects and builders care about sustainability—when it aligns with their values. In this keynote, values research pioneer David Allison shares exclusive Valuegraphics insights to help you connect with decision-makers. It’s not about changing your products—it’s about changing your pitch. Learn the core values that drive architects and builders, how to position your offerings as the obvious choice, and simple message shifts that boost adoption, influence, and impact.

10:00 am—10:30 am **Networking Break**

10:30 am—11:30 am **“A Modern Approach to Economic and Market Forecasts”**
Kermit Baker, Chief Economist, AIA
Todd Tomalak, Principal, Advisory of Building Products, Zonda

Two of the brightest minds covering our industry in one session? **Check.**
Avoiding “slide fatigue” and data overload? **Check.**
Putting these experts on the spot with rapid-fire questions? **Check!**

WDMA President and CEO John Crosby will host a lively and entertaining exchange with AIA Chief Economist Kermit Baker and Zonda Principal for Building Products Todd Tomalak. These experts will each provide a “pecha kucha” style speed presentation and then tackle the tough questions from John and our audience.

11:30 am—12:30 pm **“The AI Advantage: How Window & Door CEOs Will Win the Next 18 Months”**
Stefanie Couch, Founder, Grit Blueprint

Companies that harness AI now will capture market share, boost profits, and set performance standards their competitors can’t touch.

In this high-impact session, Stefanie Couch, founder of Grit Blueprint and seasoned leader in the window and door industry, will show CEOs how to cut through AI hype and focus on strategies that drive real ROI. With a proven track record helping manufacturers and dealers boost sales, expand market share, and modernize go-to-market strategies, Stefanie will highlight executive-level decisions that deliver immediate results—from revenue growth and market expansion to margin protection and operational efficiency.

12:30 pm—1:15 pm

Networking Lunch

1:15 pm—2:15 pm

General Session

Corey Squire, AIA, Sustainability Director, Bora Architecture & Interiors

2:15 pm—3:45 pm

CEO Roundtable

The CEO Roundtable is a cornerstone of the WDMA Executive Management Conference, bringing together top leaders in the window, door, and skylight industry for candid, high-level dialogue. This exclusive session provides a forum for CEOs and senior executives to share insights, confront common challenges, and identify emerging opportunities that will shape the industry's future. Together, participants will help define WDMA's 2026 strategic direction while gaining broader perspectives on the trends that will influence growth and competitiveness in the years ahead. Year after year, CEOs describe this roundtable as one of the most valuable and impactful gatherings they attend.

3:45 pm

Conference Adjourns