



Agenda as of September 17, 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

Ready? Set? GO! Kickoff this special 24 hours together in Boston by catching up with old friends and competitors and meeting new industry colleagues.

Thursday, October 16

8:00 am—8:30 am

Breakfast

Get your day started right by fueling up for the morning sessions and saying “good morning” to old friends or finding someone new to expand your professional network. Let’s get started!

8:30 am—10:00 am

Finding What Matters Most to Your Customers

David Allison, Founder, The Valuegraphics Research Company

Companies espouse values to help reflect leadership principles, guide the work of employees and ensure sound decision making. A growing number of businesses are mapping their values to those of their customers. Why? David Allison offers a window into what drives people to make purchasing decisions beyond quality, value, and price. He will share insights into the values of architects, builders, and contractors that drive their buying decisions.

Sponsored by Lexington Manufacturing

10:00 am—10:30 am

Networking Break

Spend some time absorbing the lessons from our keynote session and chat with peers to get their take on what it means to align values with your customers.

Sponsored by Quanex

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

What happens when a sage economist and a skilled market analyst share a stage? Let’s find out!

To get to the heart of what Kermit and Todd can see for our industry in the coming year, each will each provide a “pecha kucha” style speed presentation – twenty slides in 12 minutes. Then, WDMA

President and CEO John Crosby will interrogate our guests with insightful questions and commentary.

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 artificial intelligence now will capture market share, boost profits, and set performance standards their competitors can't touch.

With more than a decade in the fenestration industry, Stefanie Couch has built a practice of leveraging technology to grow building product sales. She will show you how to cut through the hype of AI and focus on outcomes-based utilization to boost sales, expand market share, and modernize go-to-market strategies. Gain perspective on making choices that deliver results—from revenue growth and market expansion to margin protection and operational efficiency.

12:30 pm—1:15 pm

Networking Lunch

Enjoy a healthy, energizing lunch that will keep your focus and attention going for the afternoon. Make the choice to sit next to someone you haven't met. Take a deep breath and appreciate the unique nature of this special event.

1:15 pm—2:15 pm

The Architect's View on Building Performance Imperatives

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

Drawing from his book *People, Planet, Design: A Practical Guide to Realizing Architecture's Potential*, Corey will unpack his framework of ten building systems that embody design excellence, with a specific focus on the role of windows, doors, and skylights. He'll frame these elements not as checkboxes, but as critical contributors to buildings that shelter us while connecting us to well-being, daylight, views, and indoor air quality—ultimately advancing human and planetary health. Don't miss this opportunity to learn how sustainability can move beyond talk and metrics and deliver strategic design that creates lasting value.

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, forward-thinking dialogue about the issues and trends shaping our industry. Year after year, CEOs describe this roundtable session as one of the most valuable and impactful gatherings they attend each year.

This year, CEOs will be asked to reflect on the topics from the day's programming and also help define WDMA's strategic direction for 2026 and beyond.

3:45 pm

Conference Adjourns