

Tuesday, Oct. 9

Code: TU01

Reverse Engineer Your Estimate to Measure Your Job Performance

8:30 AM to 10:00 AM

Description

Grow your company and gain confidence in your numbers by learning to create an accurate and measurable estimate. We will explore ways to enter information into your estimate to keep your team producing in a logical and repeatable way. A review of job costing and why it is important that you reverse engineer your estimate template to determine if you are making or losing money. We will look at what goes into determining what you should charge per hour for your employees and yourself. As we wrap up in the class, we will look at and complete a labor tracking sheet by unit cost. Attendees will work together to determine what a repeatable unit cost might be for almost any task you may be estimating.

Speaker: *Jesse Smith*

Code: TU02

Trends in Home Improvement Spending

8:30 AM to 10:00 AM

Description

The presenter will discuss how the average homeowner has spent nearly 60 percent more on home improvement projects over the past 12 months than in the 12 months prior, and why there's a 7 percent increase in total nationwide expenditures within the industry overall. Review research results showing that homeowners are taking bigger-ticket projects as kitchen and bath remodels, and exterior renovations, with the fastest growing spending group by generation being millennials. Further explain how millennials spending practices are impacting home improvement projects, future project growth, and how their spending practices stack up against other generations, like Gen X and Baby Boomers. Cover current and future trends in home improvement spending in America, along with spending forecasts for home improvement spending in the years ahead.

Speaker: *Dave King*

Code: TU03

Start Right to End Right

8:30 AM to 10:00 AM

Description

There are processes to eliminate the endless punch-lists, incomplete projects, customer misunderstanding, and the eventual re-negotiation of your profit at the end of every project. Learn how managing a defect-free, on-time, on-budget delivery of every remodeling project you sell is possible, but it requires a different approach to customer care and total quality assurance. The process should start early during sales development, through to completion, and under warranty.

Speaker: *Joe Stoddard*

Code: TU04

50 Shades of Confused: Taking the Grey Out of Lien Waivers, Joint Checks & Other Instruments of Profit

8:30 AM to 10:00 AM

Description

Tired of the unpleasant torture of joint checks, contracts, insurance claims, mechanics liens and the infamous lien waiver that are all supposed to make business more efficient, easier and straightforward has become so complex you need a law degree and three hours to get through just one of them. Learn how to navigate those items and stay sane and pleasurably profitable. Learn how to take the torture out of these tools and make them more profitable and you less of a whipping post.

Speaker: *Thea Dudley*

Code: TU05

Mounting Secure Deck Ledgers

8:30 AM to 10:00 AM

Description

Ledger connections have to be designed to handle vertical and lateral loads, and there are lots of attachment methods available to us now. Learn how to apply prescriptive ledger mounting systems and their limitations. See what proprietary ledger attachment systems are on the market and how to use manufacturer information properly. Find out what solutions exist (or don't exist) for challenging ledger mounting situations like stucco, veneer brick, existing siding, open-web floor trusses, engineered wood rim board, and foam-sheathed homes. Moreover, learn what options are available to meet the lateral load connection requirements.

Speaker: *Michael R Guertin*

Code: TU06

Digital Marketing for Remodelers: What it Takes to Win on the Web

10:30 AM to 12:00 PM

Description

The digital marketing landscape is changing—fast—and so are the ways people look for a remodeling company. Learn how the remodeling and home improvement industry is adapting to changing consumer behavior and expectations as well as what top remodeling contractors from across the country are doing to get more leads and sales from the web.

Speaker: *Ben Landers*

Code: TU07

Cash Cow: How to Guarantee Profits for Your Business and Manage Your Cash at the Same Time

10:30 AM to 12:00 PM

Description

Generally Accepted Accounting Principles (GAAP) makes logical sense. However, it does not make “human sense.” GAAP standards supersede our natural behavior and make us believe bigger is better. For construction businesses, this translates to more and more sales and driving the top line revenue. When all of your efforts are on the top of the P&L, then you do not control what drips down to the bottom line. In this session, construction business owners will learn how to build profit into every job, set the profits aside through a custom

cash management strategy, and change the way you perform business to cause the rest of the money work. This system can be used to guarantee profits, make accurate tax payments, eliminate debt, and streamline your construction business.

Speaker: *Shawn van Dyke*

Code: TU08

Leadership Strategy in a Constantly Evolving World

10:30 AM to 12:00 PM

Description

The United States military coined the term VUCA to reflect the growing volatility, uncertainty, complexity and ambiguity of general conditions and situations. VUCA accurately describes the environment currently facing the construction industry. In such times, leadership becomes more important than ever before. Leaders will need a new skill set to operate effectively in a VUCA world. This interactive presentation will explore the unique challenges and opportunities that exist in this new environment and explore the skills leaders need to succeed.

Speaker: *Ed Rowell*

Code: TU09

Be “Smart Home” Ready: Incorporating Technology Into Current and Future Projects

10:30 AM to 12:00 PM

Description

This interactive panel discussion will focus on the “how-to’s” for incorporating current and future smart home technology solutions into existing homes. A panel of well-known and highly respected NARI, NKBA, and CEDIA member experts will share suggestions for putting today’s coolest technology solutions into place. Also discussed will be collaboration tips for building a successful team, and how (and when) to get all stakeholders involved. Learn all about smart home products, whether or not they are a good fit for your client, the value that they provide, and ways they can increase bottom-line profits.

Speakers: *Ryan Herd, Adam Gibson, Christopher Wright, Jamie Briesemeister*

Code: TU10

Being a Woman in a Man's World - Women in Construction Workshop

10:30 AM to 12:00 PM

Description

The first half of this session will take a look at what success looks like through the lens of one female business owner as she charts her journey in an industry-led mostly by male professionals. Hear about her early influencers and how you too can be a role model for the next generation of females heading in a male-dominated industry. The second half will be a group discussion and the session will close with an interactive Q&A session. From high heels to steel toe boots women are leaving their footprints on various projects and as leaders.

Note: This session is open to all participants.

Speaker: *Lisbeth Calandrino*

Code: TU11

Colors for Living

1:30 PM to 3:00 PM

Description

Colors inspired, narratives revealed, and directions determined. Join Mark to discover the "what's and why's" of emerging color, design, and pattern, so you can introduce them into your design or remodeled projects. You will embark on a journey as he shares international influences filtered through his studied and discerning expertise.

Color, texture, and pattern directions arise from myriad stories and from cosmetics to transportation, cuisine to technology, and music to travel. You will get a preview of what's up for design and decoration and how it will emerge in residential and commercial spaces. With conversation and interaction, visuals and video, relax and enjoy the stories of "Color Narratives!"

Speaker: *Mark Woodman, CMG*

Code: TU12

Fall Protection Safety and OSHA Job Site Inspections

1:30 PM to 3:00 PM

Description

Falls continue to be the leading cause of fatalities on construction job sites. OSHA reports that 39% of all deaths are caused by fall from ladders, scaffolding, holes, and higher elevations. Nationwide, OSHA

continues to focus on construction job sites hoping to raise the importance of fall safety to protect workers. This focus includes educational outreach and job site safety inspections. In this interactive session, we will discuss the use of various fall protection systems, guard rails, newer methods to protect workers on your job sites and resources. We will also discuss what to do and say when an OSHA inspector stops by your job site to conduct a safety audit to help minimize penalties.

Speaker: *Mark Paskell*

Code: TU13

Efficient Project Planning and Scheduling

1:30 PM to 3:00 PM

Description

The intermingling of project planning and scheduling are critical to a project's success regarding time, money, quality, and safety. In this session, an interactive approach to project planning and scheduling for the subcontractor will be highlighted. Early and continued interaction between the general contractor and the subcontractor is crucial.

Proactive approaches to the planning and scheduling processes will be addressed, to include preconstruction meeting involvement, crew size identification, and conflict management techniques.

Speaker: *Kristy Wolfe*

Code: TU14

What Happens When You Are Gone? Developing Emerging Managers to Run Your Company

1:30 PM to 3:00 PM

Description

You have worked hard over the years to build a successful company and have worn every hat along the way. You have also hired some very talented people to manage projects and provide other technical expertise. However, while talented, these people not always have the business acumen to manage the financial, marketing and human capital elements that are critical to running a complex construction company. The most successful managers of the future will have developed strong management, leadership and business skills in order to grow their companies profitably.

Speaker: *Keven McCook*

Code: TU15

Managing Your Jobs on the Go - A Look at the Latest Devices, Software, and Apps

1:30 PM to 3:00 PM

Description

All construction companies are looking to utilize their mobile devices to manage their jobs when in the field. This presentation will take a look at current devices, software, and apps that are available to construction companies today. More specifically, we will discuss how correctly utilizing these available apps can save a construction company up to nine hours per week and exceed the expectations of the information-hungry buyer of 2019.

Speaker: *Paul Wurth*

Code: TU16

Troubleshooting in Advance: Water Management in Masonry

3:30 PM to 5:00 PM

Description

Leaks through brick and stone are common and expensive. It is easy to build these leaks out with proper water management. It has been said that brick and stone should be thought of as though they were a "stack of sponges": water will soak through brick, stone, and mortar. With that in mind, how can we build masonry veneers, chimneys, and even solid walls, so water stays out of the building?

Speaker: *Doug Horgan*

Code: TU17

From Veteran Friendly to Veteran Ready- Recruiting, Hiring, Onboarding, and Retaining the Veteran Workforce

3:30 PM to 5:00 PM

Description

About 250,000 veterans transition from military service every year joining the over 14-million veterans in the workforce. While many companies recognize the value that these veterans bring to the workforce, they may struggle to implement a successful veteran employment program. Whether looking to hire one veteran or 1,000, organizations must know how to source, attract, and hire the right candidate- with the right skills. More importantly, implementing an onboarding process and instilling a culture that fosters engagement and retention helps

your veteran employees succeed while simultaneously supporting your business goals. In this interactive session, you will learn how to implement the critical components of a successful Veteran Hiring Program that's both scalable and sustainable.

Speaker:

Code: TU18

Developing Dynamic Production Systems

3:30 PM to 5:00 PM

Description

Perhaps your company is fairly new, or because of the growth in the economy, your production departments are scrambling to keep up with orders. Perhaps you have been running a Lead Carpenter system, but there are just not enough good Leads to cover all the work. What are your options? This seminar will detail out many of the different systems that are being used in companies all over the country from small to very large. We will discuss the options that are out there, what are the benefits and drawbacks of each, at what milestones the shift from one to the next should occur, and how transitions can be effectively handled.

Speaker: *Tim Faller*

Code: TU19

The Coaching Edge: Building a Successful Team

3:30 PM to 5:00 PM

Description

According to the International Coach Federation, "The average company can expect a return of seven times the initial investment in coaching. Research from the Corporate Executive Board Company, Gartner, shows that "sales reps who receive just three hours of coaching a month exceed their goals by 7%, boosting revenue by 25% and increasing the average close rate by 70%." If you do not practice coaching, people lose motivation to meet their sales goals. Learn how coaching your team can have huge returns for a company.

Speaker: *Lisbeth Calandrino*



Code: TU20

Meeting Code Requirements By Understanding Wood Framing

3:30 PM to 5:00 PM

Description

Meeting building code requirements during structural design and construction requires knowing and understanding the different wood framing methods used today as well as in the past. This session will provide attendees an understanding of typical residential wood framing methods and the differences between them. the presentation includes discussion and clarification of a variety of building code considerations related to framing details.

Speaker: *Shawn McCadden, CR, CLC*

Wednesday, Oct. 10

Code: WE01

A Case Study: Building Science Lessons Learned & Applied from Four Old Homes and One New

8:00 AM to 9:00 AM

Description

In this presentation, renowned Builder, Matt Risinger of YouTube fame will provide the audience a case study of four remodeled homes. From this study, he will cover lessons learned and practices to improve your next new project. Matt truly believes the best builders are from the remodeling industry because they have seen older homes that have stood the test of time, and the issues that have caused structural failures in newer homes. He will evaluate several remodels from different eras, the 1890's, 1920's, 1960's, and 1990's, then demonstrate how lessons learned from their failures such as mold, rot, and inefficiency can be applied to a new BUILD or a modern remodel.

Speaker: *Matt Risinger*

Code: WE02

Remodeling Housing Market Trends & Forecasts

8:00 AM to 9:00 AM

Description

This presentation will offer insight regarding remodeling and renovation market trends and forecasts. It will also offer insight regarding recent economic and housing market trends, where we currently are in the residential real estate cycle, and what challenges may lie ahead.

Speaker: *Mark Boud*

Code: WE03

Navigating Claims: It is Not Always Your Fault

8:00 AM to 9:00 AM

Description

If you are engaged in a remodeling project, you will inevitably have complaints. Some complaints will be legitimate, buyer's remorse, product/material defects, construction conditions, design deficiencies, specification problems, and some may be installation defects. The fact is that the contractor will be blamed for all of them. This session will provide the basic information needed to understand your obligations and suggest practical steps every contractor needs to take to minimize their risk of being held liable for defect claims.

Speaker: *Jeff King*

Code: WE04

Photo Smart: An Amateur's Guide to Capturing Great Photographs for Social Media

8:00 AM to 9:00 AM

Description

Let's remember the whole point of social media: that we are to be social. Moreover, it is your company photos, captions and the people behind the lens that drive business. Sharing photos and words that spark emotion ("Wow, look at that color!" or "Aw, puppies...") make our social media feeds memorable and engaging. Good photographers and writers can zero in on one subject in a crowd and tell a simple story with one photo. In their high energy, interactive talk, presenters will provide you with three simple fixes to take and explain the photos that attract customers, bloggers and editors.

Speaker: *Jennifer Smiga & Julia Zapcic*



Code: WE05

Managing a Multi-Generational Workforce

8:00 AM to 9:00 AM

Description

Leadership opportunities are abundant in a multi-generational workforce. The exit of Baby Boomers and the influx of Millennials, with an entire generation in the middle (GEN X), can create conflict and confusion in the workplace. This session will provide tips and tools on how to get these generations to come together in our workplace and better understand each other, from technology to communication techniques. We will also look at motivation methods necessary to get the most out of each generation.

Speaker: *Kristy Wolfe*

Code: WE06

Intro to Historic Preservation

9:30 AM to 10:30 AM

Description

In this session, attendees will gain an overview of what Historic Preservation is, what it is not, and how to think about projects that are historically sensitive. Historic preservation work has its own language of parts and pieces. It is a specialized and unique construction niche that if approached properly can lead to new revenue opportunities and new markets. Your potential clients are dying to find someone who loves their historic home as much as they do. Topics covered will include historic kitchens, historic baths, Department of Interior Standards, three approaches to restoration, and which type fits for each project. Historic windows, historic bricks, reversibility and a brief overview of historic styles.

Speaker: *Brent Hull*

Code: WE07

LinkedIn Simplified: Your Business Secret Weapon

9:30 AM to 10:30 AM

Description

FACT: 77% of B2B buyers conduct independent research before reaching out to someone within a company (Source: Hubspot). You likely know, from your behavior, that most of us begin our search for products and services online. LinkedIn is the leading business platform with over 546+ million professionals. Among those are your clients and ideal prospects. As the platform has become a robust search engine, many are searching within the

platform for what you offer. When prospects come across your name during their search, are you showing up as you should? Also, If you Google your name, your LinkedIn profile (if you have one) appears among the top organic returns. Come learn how to optimize your profile, research your best connections, and position your expertise to ensure you are found more easily by prospects.

Speaker: *Anaezi Modu*

Code: WE08

The Power of Breakeven Analysis

9:30 AM to 10:30 AM

Description

There are only three paths to increase profits - spend less, charge more, or do more work. Breakeven analysis can help you determine which path will work best for you. As the economy improves, you need to make strategic decisions about growth. Learn how to create a breakeven analysis to help make crucial decisions. Play the "what-if" game to forecast the consequences of changes in overhead, margin, and sales volume.

Speaker: *Leslie Shiner*

Code: WE09

Style, Function, and Trend: Unleashing Unique Kitchen and Bath Ideas

9:30 AM to 10:30 AM

Description

With an informal atmosphere, discover and define the newest sources of illumination and lighting styles. Embrace innovative design and functional trends in cabinetry. Create and plan with the newest technology in appliances, and covet the modern aesthetics of various surfaces. This expert panel is not only savvy about directional trends but they also actively participate in product design, so that you will get the inside scoop from people truly "in the know." Bring design ideas to life as you learn the latest product and style trends to create environments that will be impressive to your clients.

Speaker: *Mark Woodman, Stephanie Pierce, Jeff Dross & Marc Hottenroth*

Code: WE10

Building 'WELL' for Health and Wellness

9:30 AM to 10:30 AM

Description

This session marries best practices in design and construction with evidence-based wellness interventions. It outlines the way our homes and buildings act as vehicles to support human health, well-being and comfort. Healthy buildings provide a significant point of differentiation for the owner and contractor by positioning any new or existing building at the forefront of the rapidly growing health and wellness market. Learn about opportunities to capitalize on the emerging wellness industry, become a marketplace leader, and differentiate from other contractors and craftsmen.

Speaker: *Jonathan Burgess*

Code: WE11

The Cost of not Dealing with Workplace Harassment

4:00 PM to 5:00 PM

Description

With the increased focus on sexual harassment, construction companies need to review their employment policies to protect themselves from potential claims. The session would help employers understand its potential liability for sexual harassment, and provides in-depth suggestions on what the contractor should do to minimize the risk of sexual harassment in their companies and on job sites.

Speaker: *Jeff King*

Code: WE12

Why People Buy - Demystifying the Sales Process

4:00 PM to 5:00 PM

Description

Homeowners choose their contractor for a variety of reasons, and it is almost never based on the lowest price – unless of course, the salesperson gives them no other reasons to consider. WHY PEOPLE BUY focuses on the critical importance of differentiating your business in a way that helps the prospect conclude that you are their best choice for the project. Salespeople will reshape their thoughts about selling and learn to hold themselves more accountable for the sales they lose.

Speaker: *John DeRosa*

Code: WE13

Using Metrics and Creating a Dashboard

4:00 PM to 5:00 PM

Description

As a business owner or manager, you cannot afford to get buried in the weeds of the daily financial transactions. Instead, you need to have a financial dashboard that provides an early warning system for your financial stability. Monitoring and measuring performance metrics is critical to your survival and success. Learn how to create an executive dashboard and explore what numbers you need to track on a regular basis.

Explore the different the Key Performance Indicators (KPI's) to help keep you on a course for profitability.

Speaker: *Leslie Shiner*

Code: WE14

Small Business, Big Content: Marketing Strategy Scaled to Your Size Business

4:00 PM to 5:00 PM

Description

Harness the digital marketing practices of large companies to grow your small business. In this session, Marketing Rival will share their process for aligning sales goals and marketing through a strategic content and social media plan. They will share lessons learned from big players in the industry and teach you how to apply them to your small business.

Speaker: *Jennifer Smiga & Julia Zapcic*

Code: WE15

Adding Value to The Remodel: Future Proofing the Home

4:00 PM to 5:00 PM

Description

Residential remodeling projects offer opportunities for remodelers to add value, benefit the residents, and position their business for future work. Including "futureproofing" strategies in your current construction projects demonstrates your commitment to lasting value and creates a long-term relationship with the client. These are low-cost strategies that provide future value, such as electrical conduit to permit easier installation of solar or other cabling, wiring for future lighting, thermostat wiring to alternate locations, and blocking for grab bars in bathrooms. These



strategies are easy to get homeowner buy-in, add value, and demonstrate your expertise and concern. We will discuss documentation for the customer describing the work and the value to them. Your clients will want to keep the documentation in the home and will serve as a silent sales tool, helping to ensure your firm gets called for the next job.

Speaker: Dana Bres, P.E. & Robert Douglas

Code: ERT02 (BONUS SESSION – Business Owners)
Transform to Thrive™: New Profit Paths from Your Work

11:45 AM to 12:45 PM

Description

Few work harder than building industry professionals. But whether you're solo practitioner or running a global firm—even if doing well today—you have ongoing struggles to work smarter while building profits. This session will help you gain a fresh perspective on developing signature, branded, profitable offers. If you create a strong, unique brand, even if a competitor offers similar products or services, you will have a marketplace advantage if positioned and marketed correctly. As a result of our 60-minute session together, you will re-assess your entire firm and how you do the work you do. Including analyzing your processes and determining aspects you can replicate and market on your own. With the strategies, case studies, and hand-outs provided in this session, you will integrate what you learn to transform your business in ways you can measure. This integration includes tips on positioning with new digital and social channels.

Speaker: Anaezi Modu, Joaquin Erazo, Jesse Smith

Thursday, Oct. 11

Code: TH01

Job Site Etiquette

10:30 AM to 11:30 AM

Description

Do you consider your client's home an extension of your showroom? This session will discuss the opportunities and pitfalls that present themselves to contractors when they enter the customer's home. We will discuss proven techniques to provide professional level service to homeowners while you are working in their home. Your level of service is not only measured by the work you are performing but also in the way you enter their home and the

conditions you leave the property. Take your customer service business to the next level. Finally, leave with a plan to set customer's expectations, mitigate company risk and upsell your product.

Speaker: Steve Klitsch

Code: TH02

Sizing and Placing Concrete Deck Footings - Codes and Best Practices

10:30 AM to 11:30 AM

Description

Concrete deck footings are an industry mainstay but are often undersized or oversized. Learn two methods to right-size footings to adequately support a deck, tributary load calculation, and footing tables for comparison. Learn how to determine the soil bearing capacity. Moreover, learn best practice for forming and pouring footings to ensure a stable deck.

Speaker: Michael Guertin

Code: TH03

Growth Strategies: Four Key Disciplines to Generate Profits for Your Business

10:30 AM to 11:30 AM

Description

The goal of most trade businesses is growth, but undisciplined growth will put you out of business or stunt your growth as quickly as running out of money will. Slow, purposeful growth is the way to win the long game of business. To ensure sustainable growth in your trade business, you need to answer two questions: "Why do you want to grow?" and "How do you want to grow?" There is no wrong answer to these questions, but there is a right way to mitigate risk and ensure proficiency, productivity, and profitability at every stage.

Speaker: Shawn van Dyke

Code: TH04

Growing Pains: Moving from a Small to Mid-Size Operation

10:30 AM to 11:30 AM

Description

Meet four different size contractors as they share challenges and solutions in growing their business operations. This open forum will offer organic insights on important issues challenging contractors from different size businesses today. The topics will change depending on questions from the audience, but the primary area of focus will be growing your business. What are the pitfalls owners will encounter as they grow from small to mid-size operations? In a growth economy, how to strategically manage company cash flow, expanded hiring practices, and efficient job costing methods all while maintaining satisfactory customer service. Other related topics open to discussion are; industry disruptors, legal issues, OSHA regulations, compliance and liabilities.

Speaker: *Mike Patterson, Chris Landis, John Moody, Jerry Levine, Michael Winn, CR, GCP, CGR*

Code: TH05

Conditioned Space and Home Ventilation

10:30 AM to 11:30 AM

Description

In this session, we will discuss the natural consequences of building a home without proper ventilation. After reviewing the unfortunate liabilities placed on your client and business by not considering proper ventilation, we will discuss a performance path to best suit your building style and budget. The presenter will lay out the pros and cons of several ventilation styles and products. Review and discuss several types of insulation styles and how they play a part in your venting strategy. These facts will allow you to create a better understanding of whole house ventilation. Plus, discussion on how to add this to your estimate as a staple item or use the information to generate sales.

Speaker: *Matthew Whitbeck*

Code: TH06

Moisture Management in Basements and Crawlspace

1:00 PM to 2:00 PM

Description

In this session, we will discuss the liability and danger of improper detailing for underground living. Review several detailed accounts of remediation work, detailing issues and poor material selection made by remodelers and builders working on basements. We will discuss the physics behind why the subterranean building is so difficult. Learn how to best coach your clients through intelligent product selection. The presenter will illustrate the pros and cons of different insulation and framing materials. Plus, discussion on radon issues and simple tricks to help reduce the risk.

Speaker: *Matthew Whitbeck*

Code: TH07

Learn Five Things From Your Estimate After the Job's Sold

1:00 PM to 2:00 PM

Description

This class is perfect for anyone who is ready to admit they cannot fly by the seat of their pants and breakthrough the \$1M threshold. You will start making more money today by using just two or three new ideas that can easily blend into your current process. Together we will look at a big picture perspective yet stay focused on a few key elements we need to grow our companies. You will learn the basics of how you create your estimates and simplify everything you need to manage the project successfully after the sale. Attendees participate in an open discussion on leveraging your estimates beyond the sales cycle, and we will share real-life examples of how this information is applied to our company.

Speaker: *Jesse Smith*



Code: TH08

Profits As Seen From the Job Site

1:00 PM to 2:00 PM

Description

Do you want your production staff from Lead Carpenters to the Production Manager to understand the jobs cost and where the money is allocated? This seminar will simplify it for them, so that they will understand why net profit is important to the company, and how it impacts the bottom line. This is an interactive seminar that has helped field personnel to say, "Oh, now I understand" and helped companies work together on creating net profit.

Speaker: *Tim Faller*

Code: TH09

Get Found Online! Proven Tactics for Digital Marketing

1:00 PM to 2:00 PM

Description

Referrals and online searches are the best way of getting new deck and remodeling customers. Is your business being found by local, ready-to-start clients? Do you dread the thought of social media marketing? Are you getting the reliable, high-quality workers you need? We have got you covered, just like the hundreds of local businesses we have already helped. Improving your online presence is way simpler than you might think but the impact it can have on your building company is huge. Learn the easy, pain-free, and quick online marketing fixes and strategies that will shore up your local reputation and grow your business.

Speaker: *Jack Jostes*

Code: TH10

The Ten Commandments of Remodeling

1:00 PM to 2:00 PM

Description

Attendees will engage in battle-tested hard-earned lessons on running their business to increase profit and with sustainability as the primary goal. Some ideas will challenge your understanding of your business's operations. Open your mind to alternate thinking and changes to core beliefs that will free you to work smarter and not harder. Nail down some of the fundamentals using Excel rather than using your gut to understand the mechanics of making money.

Speaker: *Alan Hanbury, GMR, CGR, CAPS, CGP, MBA*

Code: BRE03

Breakfast with the Expert - Strategies for Managing a Profitable Portfolio

8:00 AM to 9:30 AM

Description

Join fellow construction executives in an interactive discussion with an industry expert to discuss some of the most pressing topics facing executives today. Analyze the marketplace and determine which projects are best for your business. Position your business to enable it to win and successfully execute the projects that are most profitable.

Speaker: *John Woodcock*
