

Wednesday, 12-Oct-2011

8:00am-5:00pm

W01

Business Skills Camp: Alpha Company

Residential home improvement is the bright spot in the construction industry and is attracting home builders, entrepreneurs and other market segments looking for safe harbor. Competition is fierce and the only way to survive is plan a course of action, watch the numbers and stay nimble.

This all-day presentation puts you in the company of other new and smaller firms seeking growth and increased profits. Six core competencies will be taught:

- **Brands/Leads (Instructor: Victoria Downing)**

In this session, we'll talk marketing, starting with your brand – what it is, how it's developed, and how your current brand may be helping –or hurting-- your lead generation success. Learn how to use a positive, clear brand to communicate your company's specialness to prospective clients who want what you offer—and are willing to pay for it. In addition, we'll discuss the top 6 lead generation tactics that successful remodelers are using today and how to make them work for you.

- **Building a Foundation for Profit, Part 1: Understanding Markup and Margin (Instructor: Shawn McCadden)**

Do you know if you are buying rather than selling projects? This special two part session has been design built to help business owners survive today and thrive tomorrow. Learn some of the simple and successful strategies remodelers can use to achieve the financial success they deserve. If earning and keeping profits is important to you and your business, you need to attend this down to earth, interactive and easy to follow session. Do you know if you are buying rather than selling projects? This special two part session has been design built to help business owners survive today and thrive tomorrow. Learn some of the simple and successful strategies remodelers can use to achieve the financial success they deserve. If earning and keeping profits is important to you and your business, you need to attend this down to earth, interactive and easy to follow session.

- **Sales (Instructor: Jerry Harris)**

- **Creating the Team/Who to Hire (Instructor: Victoria Downing)**

Building a strong team takes planning and effort – and that investment pays off in spades when you hire a superstar employee. In this session, we'll discuss strategies for hiring, onboarding and training top employees. Plus, you'll learn techniques for building a culture of accountability, ownership and responsibility. We'll wrap up this HR discussion with a plan for performance reviews and coaching for continual improvement.

- **Building a Foundation for Profit, Part 2: Cash Flow and Cash Management (Instructor: Shawn McCadden)**

Do you always have enough money to pay monthly bills on time or meet payroll? The number one reason contracting businesses fail is due to a lack of available money when they need it, even if they are operating profitably. In part two of this session you will learn ways to predict, protect and manage cash flow within your business so you will have the money you need when you need it.

- **Production**

Each competency instruction will be followed-up with a learning activity to apply the knowledge gained and encourage social interaction.

At the end of each show day, the Alpha Company will assemble to review highlights of the day, swap stories and foster friendships amongst each other.

Wednesday, 12-Oct-2011

8:00am-5:00pm

W02

Business Skills Camp: Bravo Company

Competition in residential home improvement is increasing. New technologies and practices are revolutionizing how businesses operate. Staying on top of your financial indicators, advancing your operating systems and structuring the business will keep your company profitable and enduring.

This all-day presentation puts you in the company of other mid-size to large firms seeking increased profits and business systems to grow your company. Five core competencies will be taught:

- **Forging a Strong Team (Instructor: Bruce Case)**
Ever feel like you are pushing the wheelbarrow by yourself? The main asset of any remodeling business is its' team. A strong team can push the business to new heights of growth, client satisfaction and profitability. A weak team can push the business to failure. This session will delve into the definition of a strong team, why it matters, what players you should have on your team, and how each role should add value to your business. You will leave this session with specific action steps to improve your team in ways that will help you achieve your goals.

- **Establish Your Brand (Instructor: Robert Criner)**
In today's economy, the remodeling industry has been forced to substantially increase its marketing budget to reach its consumers. It is no longer enough to have great looking trucks and job signs. In this session we will explore marketing strategies that work and where you get the most for your investment. We will look at what and how to market, from how to get the phone to ring to the proper care and feeding of your existing clients. You will learn systems to constantly keep your message out in front of your target audience. For effective electronic marketing we will analyze the different channels such as social media, websites, blogs, online advertising and e-mail blasts. We will cover how to be most effective at home shows and consumer seminars and how to become the remodeling expert in your local paper. We will cover how marketing activities need to be tracked and measured in order to analyze the impact and see what is most effective. You will learn what rebranding is and how it can revitalize your company. We will go back to one of the basic principles in marketing, SWOT analysis, and why it is important for your company's position. Lastly we will focus on ways to create buzz about your company and simply spread your name in the community.

- **Sales Strategies (Instructor: Paul Winans)**

- **Understanding Your Financials (Instructor: Bill Shaw)**
It is easy now in the new remodeling "norm" to become distracted from the fundamentals and to compromise the profit we need to survive and prosper. We must constantly review and understand the role of margin and mark up and how it is woven throughout key financials and reports, especially Percentage of Completion Reporting which is still misunderstood and seldom used. Yet for projects that span months, understanding what revenue we have earned from our clients is critical for success. This course will provide the tools needed to routinely monitor and analyze the financial state of our business.

- **Managing Cash Flow (Instructor: Leslie Shiner)**
Understand the importance and impact of managing cash flow to improve the bottom line. Be aware that cash flow does not equal profitability. To be profitable, you must have the cash needed to keep your business operating efficiently. You will learn how to create a system to forecast and monitor cash flow, as well as develop procedures to manage receivables so that you can effectively organize vendor payments. Learn 6 tips to take back to your office to immediately improve cash flow.

Each competency instruction will be followed-up with a learning activity to apply the knowledge gained and encourage social interaction.

At the end of each show day, the Bravo Company will assemble to review highlights of the day, swap stories and foster friendships amongst each other.

Wednesday, 12-Oct-2011

8:00am-9:30am

W03

The New Rules of B2B Marketing - VENDORS

Joaquin Erazo

Track: Marketing

The remodeling category is still strong, but the rules of B2B engagement have changed. Great remodelers are hard to find. Which companies are the best match? Who is the key decision maker? What do they value? Once they become your customers - how do you retain them? How do you create loyalty?

- Be ready to launch new initiatives that can boost your results
- Understand how remodelers have changed under today's new economy
- Become part of a significant paradigm shift that can improve your customer retention and loyalty

Wednesday, 12-Oct-2011

2:15pm-3:30pm

W04

Shifting from Craftsman to Manager

Tim Faller

Moving from carpenter to Lead Carpenter or even an owner/carpenter spending less time hands-on in the field requires a change in perspective and skills. Learn the leadership qualities it takes to be an effective manager including delegation, problem solving and handling staff/client difficulties.

- Why only a few craftsman successfully make this move
- The difference personality makes in this change of work
- Some specific steps to take to transition

Track: Production

Wednesday, 12-Oct-2011

2:15pm-3:30pm

W06

Porch Building 101

Bobby Parks

This course focuses on the approaches to designing and building porches. It includes simple but important structural and architectural aspects along with details that make a difference in function and appearance. This session covers the basics from gathering site information, assessing the building location, and how to make roof determinations. Discussions will include how to use determining factors and designing to blend in with an existing residence to avoid that "add on" look as well as streamlining the estimating process.

Track: Deck Technical

Wednesday, 12-Oct-2011

4:00pm-5:15pm

W07

Large Job to Small Job: A Production Shift

Tim Faller

There is pent-up demand in remodeling projects yet the projects are smaller in size. This change requires a tune-up in production and scheduling. Learn scheduling techniques to handle multiple jobs, paper trail strategies to keep control of the project and even ways to increase profit through change orders.

Tim Faller

- The staffing shift both in the field and in the office.
- Set each job up for success.
- Schedule to ensure timely completion.

Track: Production

Wednesday, 12-Oct-2011

4:00pm-5:15pm

W08

Creating a Green Home 101

Michael Klement

Considering our dwindling energy and natural resources and our planet's ecological distress, each of us as homeowners has a unique and critical role to play in making a change for the better. According to the USDOE the residential sector accounts for 22% of the total energy consumed in the US and 84% of the water. 21% of U.S. carbon dioxide emissions are contributed by the residential sector. Indoor air pollutants in our homes can often be four to five times as high as outdoor levels of the same irritants. Green home design and building addresses these issues by creating homes that perform significantly better than conventional homes.

Track: K&B/Design

Wednesday, 12-Oct-2011

4:00pm-5:15pm

W09

Porch Building 201

Bobby Parks

This course goes beyond the 101 session and covers custom options and higher end projects. Upgraded trim packages, wrapped columns, upgraded ceiling and floor options as well as fireplaces will be discussed during this course. Coordinating the process with tips on how to manage and pay subs for the varying trades involved. Porch building requires remodeling experience with a basic knowledge of all trades involved. Learn how to take porches to another level and turn them into a "porch room".

Track: Deck Technical

Thursday, 13-Oct-2011

8:00am-9:15am

T01

Defensive Estimating

Alan Hanbury, Jr.

Tired of estimating for everyone? Tired of missing gross profit margin targets? Always over-budget on labor costs? Usually get the sticks and bricks pretty close, but still lose money on jobs? Hear a 34-year veteran give some tips on getting quicker, better, more accurate prices, not just material list style estimates.

Track: Business

Thursday, 13-Oct-2011

8:00am-9:15am

T02

Becoming Your Client's Advocate

Paul Winans

As a contractor you operate in a way that you think is driven, at least in part, by serving the needs of your clients. However, in doing so you might actually be driving your clients nuts! Learn from a former remodeling contractor who hired a contractor to remodel his new home 350 miles away what your clients might REALLY want from you.

- Differentiate between what you think you are selling and what your clients are buying.
- Generate strong client referrals.
- Provide an exceptional client experience can be systematized and repeated by all in your company.

Track: Business

Thursday, 13-Oct-2011

8:00am-9:15am

T03

Nurture Your Leads And Keep Them Hot – Even When They're Not Ready To Buy

Victoria Downing

Most salespeople will tell you that projects are taking longer to close than ever before. Chances are that as leads are "removed from the front burner," they become leads that are lost in the shuffle and die from neglect. If you are looking for ways to keep those leads active, and improve your closing ratios, this workshop will have you walking out saying "I should have been doing that all along."

- Build a nurturing system that will bring prospects into your network from the very first sign of interest.
- Inspire trust, the keystone to closing any sale.
- Determine the best nurturing techniques to use for your company and how to automate them.
- Increase sales close ratios with prospects that are traditionally lost in the shuffle.

Track: Marketing

Thursday, 13-Oct-2011

8:00am-9:15am

T04

Stop Telling, Start Selling

Jerry Harris

Selling to potential clients has changed from telling them what they need to selling what they want. Salespeople need to move from order taker to consultant. Find out in this class the trigger words your customers want to hear, develop listening skills and methods to help the customer buy into their project.

Track: Sales

Thursday, 13-Oct-2011

8:00am-9:15am

T05

Design/Build Twist: How to Find and Cultivate Relationships with Outside Design Firms

Christopher Wright

Tired of working on bland projects with low budgets and price-driven clients? For contractors of every size and trade, designers can be a regular source of beautiful, profitable projects and can give you access to an entirely new market for your remodeling services. Their projects often come with bigger budgets, low competition, and clients who appreciate quality craftsmanship. This session will help you find the right kind of designers to work with in your local market. You will learn how to position yourself as a designer friendly contractor, how to bid and manage their projects effectively, and how to make the relationship work long term. Take your company and projects to the next level by learning how to find and cultivate relationships with outside design firms.

- Spot the right kind of designers to work with and how to approach them.
- Determine what designers are looking for, and the kind of fit you should be looking for in them.
- Keys to successful bidding and profitability with the projects your design partners bring you.
- Manage projects and timelines effectively when a designer is involved.
- "The Favorite": How to become the ONLY contractor they recommend to their clients
- Regular leads, year after year: How to get them addicted to working with you

Track: Kitchen & Bath/Design

Thursday, 13-Oct-2011

8:00am-9:15am

T06

Building a Team with Subcontractors

Tim Faller

Many small companies rely on subcontractors who are in business for themselves or work for someone else. You'll learn how to make subcontractors part of your "team" by gaining their loyalty, creating incentives and tracking performance.

- Review the benefits you gain from using subcontractors.
- Mitigate some of the potential problems.
- Understand some of the legal requirements for using subs as primary installers.
- Take away real life examples of how it does work.

Track: Production

Thursday, 13-Oct-2011

9:45am-11:00am

T07

Outlook – Turning a Time Waster into a Time Saver

Leslie Shiner

Ever look at your clock at 5:00 and feel like you've done nothing all day? For those who use Outlook on a day-to-day, minute-to-minute basis, you may feel like email has taken over your life! Find ways use the hidden Outlook features that can help you better manage your email and calendar.

- Create a process to better organize your email even before it clutters up your inbox
- Use advanced email features such as color schemes, rules and folder management
- Discover more calendar tools including labels, request management and other hidden settings
- Learn skills to better control communications

Track: Business

Thursday, 13-Oct-2011

9:45am-11:00am

T08

Five Key and Timely Business Investments for Contractors

Shawn McCadden

A recent surge in leads and sales has been reported by many remodelers. This is a welcome change that will help those businesses strapped with aging accounts payable and uncomfortable loan balances. As welcome and helpful as improved cash flow can be, as a business owner you must be sure you prioritize how you use it. Remodelers should not only catch up on debt with this money, but it is also important to use some of it to invest back into your business as a way to get prepared for a changed but improving marketplace. In this interesting and though provoking seminar you will learn about five areas remodelers should consider investing in as their finances improve and the marketplace recovers. Wise investments in your business can help you earn and keep more money and prepare your business for future challenges.

Track: Business

Thursday, 13-Oct-2011

9:45am-11:00am

T09

Small Circle Marketing

Joaquin Erazo

Consumers want local results from web searches and today more than ever it's critical for your company to show up. Local search is all the buzz in marketing by tapping into a geographic area that best matches your target client. It's easier than you think. Starting with defining your target market and then laying the demographics of that client profile onto a map you'll be able to pinpoint a neighborhood in your community for stepped-up marketing activity.

- Be able to pinpoint the target markets for your company
- Have all the information you need to implement a cohesive plan to generate qualified leads through local search
- Be ready to implement a scalable marketing plan that increases your market share and dominates geographic areas

Track: Marketing

Thursday, 13-Oct-2011

9:45am-11:00am

T10

Sales Approach for Carpenters

Bobby Parks

Many carpenters and smaller contractors come into this industry from a construction background without any sales experience. Many become estimate givers and order takers. Understanding what it takes to put more jobs on the board requires all of us to be able to “sell”. This course offers proven simple approaches that will assist you with contracting projects without feeling like your “selling”. You simply have to understand the basics involved and what makes customers comfortable in choosing a contractor. Discussions include meeting and making impressions on prospects with tips on how to gain their trust. Learn a simple but very effective approach to use with all leads you run, how to use your office as a customer qualifier and to better manage your time.

Track: Production

Thursday, 13-Oct-2011

9:45am-11:00am

T11

Remodeling Design Strategies: Fundamental for Success

Michael Klement

This is not another one of those inaccessible ‘ivory tower’ discourse on esoteric design theory but something that will be understandable and immediately useable for the everyday, guy-and-a-truck remodeler who started his own business because he like what he does, and is good at it, but now wants to take up a notch and improve the quality of his design solutions for their projects. It will be targeting the guy who has had no formal training in architecture and who wants to differentiate themselves with design in this ever more competitive market recognizing that good design gets jobs.

Track: K&B/Design

Thursday, 13-Oct-2011

9:45am-11:00am

T12

Handling and Tracking Leads

Leads are the life blood of your company yet many contractors squander sales opportunities by poorly handling leads. Starting with putting a value on each lead generated, you’ll learn organization and tracking systems from point of inquiry through final outcome and how each lead that goes into the loss column costs you money.

Jerry Harris

Track: Sales

Thursday, 13-Oct-2011

4:00pm-5:15pm

T13

Delivering Good (and Bad) Customer Service

Paul Winans

Getting more business in all economic conditions depends on what you do to make your clients feel smart because they hired you. Join Paul Winans as he shares real life examples of contractors providing exceptional customer service and other contractors driving clients away because of what he did.

- Conceptualize how important the simple things are to your clients.
- Focus on the daily process rather than simply focusing on results.
- Enact pre-job-start planning to create customers for life.

Track: Business

Thursday, 13-Oct-2011

4:00pm-5:15pm

T14

Sharpen Your Management Skills

Leslie Shiner

Just because you are really good at doing your job, doesn't mean you are automatically good at managing others. As you grow, you must understand how to delegate and spend more energy managing instead of doing the actual work. Process makes profit a repeatable event and it is only through good management skills that the process can be created, organized, delegated and followed.

- Improve your management skills.
- Learn seven steps to successful delegation.
- Find out how to stop "doing" and start "managing."
- Define successful completion.

Track: Business

Thursday, 13-Oct-2011

4:00pm-5:15pm

T15

Sales Strategies for Contractors: It's All about Confidence

Rich Harshaw

Tired of boring sales training webinars full of tie downs, trial closes, posturing techniques, and lines that have to be memorized word-for-word? Well forget about all that. According to Monopolize Your Marketplace Founder & CEO Rich Harshaw, 80% of what makes a great salesman has nothing to do with what you learn in traditional sales training.

Instead, closing ability has a lot more to do with who you are as a person, how you carry yourself in a sales meeting, and ultimately, how much confidence your prospects have in you, personally. Don't think so? Rich's case study of a window salesman who closes over 80% of prospects using a 5 minute sales presentation will convince you otherwise.

Track: Sales

Thursday, 13-Oct-2011

4:00pm-5:15pm

T16

2009 Building Code Update

Glenn Mathewson

The 2009 IRC has made some major changes to deck construction and provides both new prescriptive design solutions aimed at avoiding a costly engineer, as well as introducing brand new requirements that did not previously exist. By getting the skinny on the code ahead of time, you can avoid costly delays from discovering the changes through a failed inspection. Ledgers connections, guard height and new electrical requirements are just a few of the new provisions that this course intends to prepare you for.

- Work in jurisdictions that have adopted the 2009 IRC without fear of unknown changes from the previous code.
- Stay ahead of your inspectors by adhering to the latest version of the nation's leading residential building code.
- Feel confidence in understanding the "why" behind the new code provisions.

Track: Deck Technical

Thursday, 13-Oct-2011

4:00pm-5:15pm

T17

Kitchen Design with Movement in Mind

Jamie Gibbs

Many kitchens are poorly designed for movement taking into account the work triangle, room usage and preparation space. Increasing this trend is the downsizing of most kitchens and the use of large, immobile islands and peninsulas. Understanding movement and how the kitchen is used can mean better utilization and flow.

Track: Kitchen & Bath/Design

Thursday, 13-Oct-2011

4:00pm-5:15pm

T18

Discover Your "X" Factor

Tim Nagle

Many remodeling businesses struggle finding any type of effective marketing or strategy, and definitely don't get the results they need. One remodeling business looks just like another and if customers cannot separate your business from your competitors, all you will be left to do is compete on price. This is a sure way to fail. In this class, Tim will explain how remodelers can create a unique marketing advantage at every turn using a powerful marketing strategy and tools focused on engaging homeowners, building tremendous loyalty and the "X" factor of Modern Strategic marketing.

Track: Marketing

Friday, 14-Oct-2011

8:00am-9:15am

F01

Buying Jobs: Underpricing and Its Threat to Your Survival

Melanie Hodgdon

There are lots of seminars on how to sell work. Unfortunately, there should be more on how to avoid *buying jobs*, which is another way to describe selling work for too little. In this session we'll look at the factors contributing to underpricing as well as the hard numbers to convince you never to do it again.

Track: Business

Friday, 14-Oct-2011

8:00am-9:15am

F02

Seven Keys to Differentiation

Shawn McCadden

Business

Jerry Garcia, guitarist for the Grateful Dead once said "*You do not merely want to be considered just the best of the best. You want to be considered the only one who does what you do.*" Shawn McCadden CR, CLC will share his thoughts on how remodeling contractors can gain a larger share of their market while increasing profit margins at the same time. For this unique session, you'll get a list of seven things professionals can do to differentiate themselves from their competition. If you are the only one who does what you do, and customers want what you offer, they will only be able to get it in one place. If you want to remove yourself from the bidding game and pricing wars, you don't want to miss what Shawn has to share with us. You will be "*grateful*" you came.

Friday, 14-Oct-2011

8:00am-9:15am

F03

Pre-Positioning: Increase Conversion Ratios and Average Tickets

Rich Harshaw

Sure you've heard of pre-positioning—you might even be already executing it. But as the saying goes, "you ain't seen nothing yet!" With proper pre-positioning, your sales people will arrive as "welcome guests" in the home instead of suspicious sales people. Prospects will already have a favorable attitude toward your company; they will understand and appreciate all the excellence of your company, and be sensitive to less-than-desirable qualities of your competitors. Their willingness to spend more money on high quality and great customer service will be enhanced. Bottom line, you'll close more business at higher prices.

Track: Sales

Friday, 14-Oct-2011

8:00am-9:15am

F04

Field Written Change Orders

Tim Faller

Making a profit and giving away work can be as simple as how change orders are taken and transmitted back to the office. Instructing your field crew in the proper handling of change orders and their impact on the bottom line is crucial.

- Understand how having the field staff write changes may be a good idea.
- Utilize a simple tool to ensure they get the numbers right.
- Train the staff in communication so they do not give away the work.

Track: Production

Friday, 14-Oct-2011

8:00am-9:15am

F05

Marketing Strategies: Lesser Costs/Bigger Results

Dennis Schaefer

Marketing has changed traumatically in just the past few years, and in a lot of ways for the better. It is now less expensive to get better results; you just have to be creative. The internet has become our #1 source for Good Quality lead generation, but with all of the options online you need to be smart about how to use it. Also with all the data available to you now from online sources you can be more targeted with your traditional marketing. Meaning you get better results with lesser costs.

- Generate referrals.
- Engage your clients into using this format to help promote your business.
- Quickly optimize your Website to gain leads.
- Use Traditional marketing (newspaper, direct mail, cable etc.) in a new cost effective way.
- Use Event Marketing.

Track: Marketing

Friday, 14-Oct-2011

8:00am-9:15am

F06

Getting the Best Design in the Smallest Bathrooms

Jamie Gibbs

One of the most popular classes last year returns with new, fresh content while small baths may present special challenges, there are numerous construction methods and layouts to max the space. We'll investigate the NEW palette for smaller baths and show some real WOW items that will keep your clients happy...even in a reduced square footage.

Track: Kitchen & Bath/Design

Friday, 14-Oct-2011

9:45am-11:00am

F07

Targeting Profitability: Ready Aim Fire!

Victoria Downing; Linda Case

In this class you are preparing to capture big game -- a healthy, profitable business. Long-time industry experts, Victoria Downing and Linda Case are your guides as you plan your strategic business expedition. They will outfit you with the right equipment, share techniques for identifying big game, show you how to sharpen your aim, and steer you through practice rounds that will perfectly prepare you for successfully bagging this elusive prey. Building a company that delivers solid profits year-after-year is your best weapon for living well, enjoying work, building a strong team, and retiring with money in the bank so come ready to plan your strategies for hunting and snaring the business trophy of your dreams.

- Understand how consistent profitability is related to solid up-front planning.
- Utilize a quick, flexible seven step process to identify your profitability "sweet spot".
- Monitor your progress toward profitability monthly and know when and how to re-aim if you veer off course.

Track: Business

Friday, 14-Oct-2011

9:45am-11:00am

F08

Open Book Management

Greg Antonioli

Business owners often sense an "Us vs. Them" relationship between the office staff and field crew or wish their employees "thought more like owners." If managing by the numbers is the first step to running a sustainable company, opening the books and sharing those numbers is the logical 2nd step. Financial statements are simply scoreboards and players play more effectively knowing the score. Nevertheless, many business owners fear opening their books or fail to see the benefits. In this program, the speaker will share with you how he got over the fear and how Open Book Management has changed the culture of his business, created a cohesive team, and why he could never conceive of running his business any other way.

Track: Business

Friday, 14-Oct-2011

9:45am-11:00am

F09

Leadership Skills for the Lead Carpenter

Shawn McCadden

If you're a lead carpenter or hope to be one someday, your goal is to complete your projects in the best way possible and maintain the budget at the same time. Sure, you need the skills required to lead projects, but, more importantly, you need the skills required to successfully lead the people who make up your team. How will you lead, inspire and motivate your team members to work towards and achieve their potential? Can and how will you develop new leaders so you can earn more yourself and move up inside the business as the business grows? This fun and thought provoking program will help identify and clarify the leadership roles and strategies lead carpenters can use to improve the day to day working experience for themselves, employees and subs. Take the lead, set the example for future leaders to follow. You and your boss will appreciate the difference!

Track: Production

Friday, 14-Oct-2011

9:45am-11:00am

F10

Converting Leads from Web Traffic

Joaquin Erazo

Believe it not - driving traffic to your website is the easy part. The biggest opportunity lies in converting your website visitors into leads. How do you interface with your web visitors? Is your website engaging them? Are you capturing their information so you can follow-up? Preview a list of techniques to get your web traffic to share their email addresses, remodeling wish lists and get them to ask you for more information.

Learning Objectives:

By the end of this session you will:

- Understand how to capture and read your website analytics
- Implement features on your site that will qualify and engage visitors
- Generate more leads from your website

Track: Marketing

Friday, 14-Oct-2011

9:45am-11:00am

F11

Designing Additions that Fit

Doug Walter

Get a run through of home styles in the US and show them one or two examples of successful an addition is a 24/7 billboard telling the world about you. Make sure it's saying good things! Nothing hurts your reputation more than a bad addition. Don't "remuddle"! Know your architectural styles, and learn how to work with them to create seamless additions that are admired. Take away easy rules of thumb to get you going down the right path from a veteran remodeling architect who has won dozens of awards for historic remodeling and sympathetic additions. Watch hundreds of images from around the country (both award winners and train wrecks) and prepare to be entertained. Unless you fall asleep, you should leave with:

- Being able to quickly identify the most popular styles of homes.
- Nifty rules of thumb for dealing with homes of ANY style.
- Knowing when it's time to call in professional help, and how to find that architect who speaks your language.

Track: Kitchen & Bath/Design

Friday, 14-Oct-2011
9:45am-11:00am
F12

Everything but the Deck

Glenn Mathewson

Elaborate outdoor living spaces require more than just a "deck builder", as they are more than just a deck. Lighting, fire-pits, new doors, sinks and other deck amenities can drive the need for a general contractor that can schedule and coordinate the efforts of specialized tradesmen. This course prepares a deck builder with the information necessary to design and prepare a deck for specialized amenities, without just leaving it all up to the subcontractors.

- Include amenities in your deck designs with certainty that you know what it will take to provide them.
- Confidently discuss new gas pipe installations with your clients.
- Contract with tradesmen for specialty work with a better understanding of the work they are doing.

Track: Deck Technical

Friday, 14-Oct-2011
4:00pm-5:15pm
F13

Human Tech, High Touch: Service Made Simple

Technology is a great tool, but is it dehumanizing the customer experience? Learn how to incorporate technology into your process without dismissing the customer encounter. Learn how to communicate in a way that enhances the total customer experience instead of simply streamlining it.

- Capitalize on technology without dehumanizing the customer experience
- Understand and utilize "Customer Speak"
- Follow through with both speed and accuracy while never getting disconnected

Beverly Koehn

Track: Business

Friday, 14-Oct-2011
4:00pm-5:15pm
F14

Diversification: Opportunities and Pitfalls

Melanie Hodgdon

Changes in the economy have driven many contractors to diversify in order to stay afloat. This tendency has produced a downward shift in job type: new construction has given way to remodeling; large remodeling projects have gotten smaller; smaller remodeling projects have given way to replacement, handyman, or maintenance work. While these changes may have kept the doors open, it's important to look at how changing job size, pricing formulas, and other strategies can lead to less obvious forms of business failure.

Track: Business

Friday, 14-Oct-2011
4:00pm-5:15pm
F15

Using LED Lighting in Kitchens and Baths

Jamie Gibbs

LED lighting is relatively new technology but growing in popularity because of its intense light and low energy usage. It is somewhat more expensive, but not when you consider your customer will probably NEVER change a bulb! Learn the lighting properties and proper usage of LED, installation requirements and positive features.

Track: Kitchen & Bath/Design

Friday, 14-Oct-2011

4:00pm-5:15pm

F16

Getting Your Lead Carpenters to Own the Budget

Greg Antonioli

Track: Production

Do your Lead Carpenters track their labor and material inputs throughout the project? Has slippage become the norm? Are you the only one in your company who even sees to the project estimate? Do your systems somehow lack the “teeth” to hold your Lead Carpenter accountable? Greg Antonioli believes that most Lead Carpenters want to “win”, but lack adequate information and structure. In this session Greg will present:

- What information a Lead Carpenter needs before, during, and after their project before he/she can be held accountable to their project budget.
- What systems need to be in place for an efficient and complete hand-off.
- What it takes for a Lead Carpenter to even care about his/her project budget.

This presentation builds on the instruction from (F08) Open Book Management” – registration is suggested, but not required

Friday, 14-Oct-2011

4:00pm-5:15pm

F17

Simplified Design-Build Beats Bidding

Hank Wall

Simplified design-build is a strategy for moving homeowners through design into construction quickly. Homeowners are often ready to enter an affordable design process to “test the waters”. Homeowners write a small check and make a small commitment (design phase) early. Designing three floor plan options is a fast and effective starting point for valuable conversations with your design team. Homeowners choose between your three or four options in a collaborative design process. Your company becomes their trusted ally who knows their home and lifestyle preferences, their preferred partner for the larger construction phase.

Track: Sales

Friday, 14-Oct-2011

4:00pm-5:15pm

F18

Friend, Fan, Follow or Fail: The Basics of Social Marketing

Don't fail social networking! With consumers, Realtors and other influencers flocking to social networks, targeting them as Friends, Fans and Followers to will ensure that you don't Fail social networking. From account set up on Twitter, YouTube and Facebook, as well as the top 10 Dos and Don'ts for each site, we will show you how to netweave it all together, save time and get a passing grade! Understanding how to use social networking sites is a must in today's technological world. Attendees will have a better understanding of the social networking sites available and how to set them up to effectively reach buyers, real estate agents and other target audiences.

Carol Flammer; Mitch Levinson

Track: Marketing

Saturday, 15-Oct-2011

8:00am-9:15am

S01

Win-Win Negotiation

Joseph Pusateri

This seminar will explain the 3 stages of every negotiation. It will cover the 10 principles and 10 rules of negotiating and conclude with a review of 20 specific negotiating strategies with examples of how they are used in a negotiation.

Track: Business

Saturday, 15-Oct-2011

8:00am-9:15am

S02

Strategy Shift: Moving from Defense to Offense

Beverly Koehn

Many businesses have operated in a defensive position for so long they have forgotten how to be offensive. Even though defense is important, without momentum and forward motion, you simply survive. Now is the time to refocus and reposition your team to gain market share. There has never been a better time to recruit the best, send a positive message to your customer base, and improve market positioning. Learn the skills and strategies necessary to make this happen.

- Blend offensive postures with defensive ones without losing sight of the end goal.
- Re-energize and motivate your team to move forward confidently.
- Plan for growth and increased market share, while also minimizing risks.
- Look, act and feel successful while also spreading the message into the marketplace.

Track: Business

Saturday, 15-Oct-2011

8:00am-9:15am

S03

Winning the Series: Keeping Your Sales Game on Track

Kevin McCann

Sales is a game, like baseball. There's an ultimate objective to win, and multiple innings to achieve that aim. During the game, there are highs (home runs) and lows (strike outs). The trick to winning is to keep yourself and your team going inning after inning, game after game, even if it looks like the team is going down. Sales are a yearlong game and this seminar will help you focus on winning your year-end world series.

Track: Sales

Saturday, 15-Oct-2011

8:00am-9:15am

S04

Designing the Deck Like a Home

Glenn Mathewson

This presentation discusses the concept of designing an outdoor living space by identifying the various functions of the space and the movement of the occupants between them. The "decks" of the past are being rebuilt as "outdoor living spaces" today, providing features and uses similar to that of a home. Just as a good architect doesn't design a home as a big empty box, nor does a big flat deck give any meaning to its use or intention. By identifying the various functions of each deck space, the movement of the occupants between them, and the related IRC/IBC design provisions, an outdoor living space can be made as useful and meaningful as the rest of the home.

- Identify inadequacies of deck designs through the review of three case studies of decks previously built by the speaker.
- Quantify the estimated occupancy of various deck features using well-established IBC design fundamentals
- Evaluate the needs of your potential client and show sensitivity to those needs as you design.

Track: Deck Technical

Saturday, 15-Oct-2011

8:00am-9:15am

S05

Two-Step Marketing

Joaquin Erazo

Let's face it, marketing has changed. If you're still implementing the same marketing strategies, tactics, and copy points as you did in the past; you're probably disappointed. Why? Because what used to work in the past doesn't anymore. Today's consumers are skeptical to advertising messages. That's why Joaquin has pioneered the concept of two-step marketing and proven its success.

- Be able to change your marketing to generate qualified leads
- Implement marketing materials that interrupt and engage the message recipient
- Take your marketing to a higher level

Track: Marketing

Saturday, 15-Oct-2011

8:00am-9:15am

S06

Keeping the Vintage Look in Bathrooms Without Compromising Modern Convenience

Jamie Gibbs

There is money to be made in retro! Victorian, Art Deco, Mod 1950's and even some flashes of the '70s styles are being done in bathroom remodels. These old looks don't have to mean scrimping on modern convenience or energy efficiencies. Remodelers don't scrap the quality existing guts to the landfill.

Track: Kitchen & Bath/Design

Saturday, 15-Oct-2011

9:45am-11:00am

S07

Getting Paid for Your Time - Estimating, Bidding and Pre-Construction

Stephen Gidus

Increased government regulations, more challenging designs, more complicated construction methods, and an overwhelming selection of products from which to choose create considerably more time to get a project from an idea to actual construction. Most professional remodelers think all of the work in the pre-construction phase (commonly, mistakenly, referred to as estimating) is done complimentary and the payoff occurs once construction starts. Too often remodelers give away their time to homeowners and to projects that never make it off the ground or even to the drawing board. This course is about getting paid for your time every step of the way and feeling comfortable doing it.

Track: Business

Saturday, 15-Oct-2011

9:45am-11:00am

S08

Developing a Growth Oriented Culture

Bill Millholland

Building the right time with the right blend of people is critical. Take a step back and see the big picture and how fitting a mix of individuals with specialized traits will help your organization and your growth.

Track: Business

Saturday, 15-Oct-2011

9:45am-11:00am

S09

Cheap and Easy PR for Remodelers

Doug Walter; Robert Criner

It doesn't matter if you're the best remodeler in your market if people don't know it. Your website, print, radio and TV ads might say it, but few will believe it. What's the secret to name recognition and reputation? Third Party Endorsements, through awards, articles, features in the popular press. This is grassroots public relations, and can be done far less expensively than advertising, and is FAR more effective. Deep down, we know this stuff. Come and be re-energized toward getting better bang for your marketing buck!

- Find your unique selling proposition and pick projects that best display it.
- Learn tips from the pros on finding, entering, and winning local and national remodeling awards
- Learn to leverage your award or exposure in the press. Blow your own horn!

Track: Marketing

Saturday, 15-Oct-2011

9:45am-11:00am

S10

Measuring Savings Associated with Energy Efficiency Improvements

Gerry Greaves

Conducting energy analyses of existing homes has all the challenges of energy modeling of new homes plus uncertainties about the details of construction, insulation, window properties, HVAC efficiencies, etc. Fortunately, existing homes have one significant advantage; a track record of utility bills. By careful analysis of the energy usage from 12 months of utility bills, plus an energy analysis of the home based on simple data that most home owners can obtain for themselves – a fairly detailed picture of the energy use of the home can be achieved. Then the home can be compared to typical older homes, homes built to various codes, and highly efficient homes. This presentation will help remodelers conduct this comparative analysis to assess the savings homeowners can expect to achieve with the investment of the right energy conservation measures, and validate their effectiveness after installation.

Track: Kitchen & Bath/Design

Saturday, 15-Oct-2011

9:45am-11:00am

S11

Understanding Building Codes and the Inspector

Glenn Mathewson

Understanding the code is far more difficult than simply building to it, yet unfortunately many contractors learn the code one inspection at a time, a simple, but often merciless way to approval. However, with a better understanding of how the code works, the expectations of a contractor and the limitations of an inspector, construction efforts can be more...well...constructive. With some inside tips from an inspector, understanding the IRC and following the path to code compliance will become much less daunting.

- Analyze and interpret the code like a code professional.
- Find the grey between the black and white words of the code and discover alternate ways to "build to code".
- Feel more confident that your work is actually code compliant...regardless of the inspector's opinion.

Track: Production

Saturday, 15-Oct-2011

9:45am-11:00am

S12

Design Techniques that Sell Decks

George Drummond

Most potential deck clients are actually looking for a solution to a problem, perceived or real. The most common ones are replacing an older existing deck; improving a flow for entertaining or access; accommodating a pool, spa or outdoor kitchen; or installing an initial outdoor living area. The key then becomes to recognize the clients unstated desire, then to articulate a design that addresses their issues, thereby resulting in the probability of higher sale closing ratios.

- Describe design in terms of usability, traffic flow, and functional areas
- Recognize opportunities to add unique design features without impacting cost
- Incorporate design features to preserve focal points

Track: Deck Technical