

Kathy Raissifar
Hanley Wood Exhibitions
kraissifar@hanleywood.com
972.536.6461

REMODELING SHOW INTRODUCES MASTER SERIES EDUCATION TRACK FOR EXECUTIVES

July 31, Dallas, TX – This year executive education at the Remodeling Show will be taken to a new level with the addition of the Master Series Conference Track, an exclusive learning opportunity for veteran remodelers. This track will be featured at the 2006 Remodeling Show held October 19 – 21 at Lakeside Center | McCormick Place in Chicago, Illinois. Owned and produced by Hanley Wood, the Remodeling Show is officially sponsored by NAHB, NAHB Remodelers Council and *Remodeling Magazine*.

The Master Series is an education track comprised of three unique courses that focus on refining existing business systems and company processes. The Master Series will include one course each day of the show and will be facilitated by experts outside the remodeling industry. The three courses were selected based on attendee request, industry need and topic innovation.

Day One features a 90-minute seminar by Leslie Shiner, principal of The Shiner Group, in Mill Valley, California. Shiner travels around the country teaching contractors how to refine existing practices in operations, communications and revenue generation. She will apply her “Art of Delegation” course to those who have stopped working in the field full-time and moved into an office management position. Shiner explains that “delegation is the most difficult part of [making] the transition. Their skills are in construction, not in management, and they have difficulty maintaining a balance between ‘doing’ and ‘managing’ others.” Attendees will walk away with new skills for assigning tasks and projects both in the office and out in the field.

Scott Livingston will present “Emotional EQ: Effective Leadership and Performance” on Day Two. This course will focus on taking personal and team performance to the next level through understanding of emotional intelligence (EQ) and how it drives effective leadership and performance at all levels of an organization. Additionally, attendees will learn how to assist top-level managers and owners in hiring and retaining the best talent for their organizations.

Rounding out Day Three of the Master Series Conference Track is “Dissecting Client Psychology.” Client psychology is a relatively intangible, yet highly-influential element of all construction remodeling projects with a direct impact on any projects’ success. Dr. Jeff Spar, Ph.D., will bring his unique background of psychology, family therapy and executive coaching to this year’s Remodeling Show to “help industry veterans focus on the complex components of family dynamics as they relate to (client) decision-making and planning.” His seminar will explore personality types, their associated behaviors and how to defuse potentially volatile situations through effective client communications.

For experienced remodelers looking for the education that will take their business to the next level, the Remodeling Show Master Series is THE place to be. The track is geared to those remodelers that are already serious consumers of business education. Alan Hanbury, CGR, of House of Hanbury Builders in Newington, Connecticut, sees that remodeling industry veterans will benefit from the "more in-depth knowledge base and outside perspectives which are refreshing and thought provoking. Even if the response is a refresher from prior learning, it seems that 'truth then is truth today.' "

Participation in the Master Series sessions will be limited and registrations will be reviewed prior to acceptance. The Master Series track is \$95 if registered before September 13, 2006 and \$125 thereafter. For more information on the Master Series Conference track, please contact Paul Treanor at 972.536.6332 or ptreanor@hanleywood.com.

For more information on general conference sessions at the Remodeling Show, please call 800.681.6970 or visit www.TheRemodelingShow.com. Registration for the 2006 show is available online.

About Hanley Wood

Hanley Wood, LLC, is the premier media company serving housing and construction. Through five operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Hanley Wood Exhibitions (Dallas), conducts 15 trade shows, including World of Concrete, one of the top 20 trade show events in the country.

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