



PROFESSIONAL
REMODELING
ORGANIZATION
METRO DC

National Annual Conference & Expo

Building a Life, Not Just a Living

What would change if your business worked for you?

September 23–24, 2026
Tyson's Corner, Virginia

Opening Night · September 23
An Evening with AJ Madison

Annual Conference & Expo · September 24
Keynotes · Masterminds · Skills Sessions · Expo

promidatlantic.org

Attendee Guide

*Everything you need to
know before you arrive.*

INSIDE THIS GUIDE

- The experience - what to expect
 - Full schedule for both days
 - Speaker lineup
 - Mastermind & session details
 - Expo & networking
 - Venue & logistics
 - Contact information
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Questions?

Marketing and operations:
kimmie@promidatlantic.org

Events, accommodations and sponsorship:
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THE PRO EXPERIENCE

This is not a trade show.

You didn't build your business by doing what everyone else does. You built it by making better decisions, surrounding yourself with the right people, and never feeling as though the learning experience is complete.

The PRO National Conference exists for exactly that purpose. Two days designed around one idea: the most important investment you can make in your business is an investment in yourself - in how you think, how you lead, and the way you define how success actually looks and feels.

We call the keynotes Life Lessons and the breakouts Skills Sessions for a reason. Because what happens in this room doesn't stay here. It goes home with you. It shows up Monday morning.

One idea can change your entire trajectory.

Life Lessons — Three Keynotes

The full community together for the moments that matter most. Big-picture thinking that reframes how you see your business and your life.

Mastermind Roundtables

Tables of 10, organized by your role. Facilitated by industry leaders. The honest conversation that only happens when the right people are seated together.

Skill Sessions - Breakout Panels

Three facilitated panel discussions running simultaneously. Expert practitioners, curated topics, real exchange.

Skills Sessions - Deep Dives

Three focused individual sessions in the afternoon. Choose your track. Leave with something specific and actionable.

The Expo

Running all day in the main corridor: browse, connect, discover the partners who belong in your business.

OPENING NIGHT · SEPTEMBER 23, 2026

An Evening with AJ Madison

AJ Madison Showroom
8500 Leesburg Pike #101
Tysons, VA 22182

Doors open 6:00 PM

The evening before everything begins. Join us at the AJ Madison showroom for an intimate evening of conversation, connection, and the kind of first impressions that set the tone for everything that follows.

A beautifully designed space, the right people in the room, and the sense that something significant is about to start.

Included with every registration. No additional ticket required.

Presented by PRO Metro DC

National Annual Conference & Expo 2026

OPENING NIGHT

An Evening with AJ Madison

Wednesday, September 23 | 5:30 - 7 PM
Tyson's Corner, VA

The Prelude to a Transformational Day



EDUCATION DAY SCHEDULE · SEPTEMBER 24, 2026

TIME	SESSION	DETAILS
7:00–8:00 AM	Registration & Expo	Grab your badge, find your table, explore the expo. Coffee provided. Seating assigned by role.
8:00–8:10 AM	Welcome	Welcome, goals & agenda · Asif Choudhury, Executive Director, PRO Metro DC
8:10–9:00 AM	Life Lesson 01	Opening Our Hearts & Minds to Transformation · Michael Sauri · Main Ballroom
9:00–10:15 AM	Mastermind Roundtables	Role-based facilitated discussions · Tables of 10 · Designer / Sales / Production / Owner-CEO tracks · All in Ballroom
10:15–10:30 AM	New Perspectives	Group reflection & energy · Michael Sauri returns · Main Ballroom
10:30–10:45 AM	Break	Expo & coffee · Corridor
10:45–11:45 AM	Skills Session Panels	Choose one: Design-Sales-Production · Zoning & Permitting · Business Transitions · Three rooms running simultaneously
11:45 AM–12:30 PM	Lunch & Expo	Lunch served in expo corridor · Sponsored
12:30–1:00 PM	Survey & Insights	Live audience survey with real-time results · Asif Choudhury · Ballroom
1:00–1:50 PM	Life Lesson 02	Distill to Propel · Bruce Case · Main Ballroom
1:50–2:00 PM	Break	Expo & coffee · Corridor
2:00–3:00 PM	Skills Sessions	Choose one: Your First AI Teammate (John Doyle) · Legal Top 5 (Thomas Croessmann) · Remodeling in 2030: Production Focus · Doug Horgan
3:00–3:10 PM	Break	Expo & coffee · Corridor
3:10–4:00 PM	Life Lesson 03	Keynote – Mary Gordon (TBA) · Ballroom
4:00–4:30 PM	Closing & Door Prizes	PRO: Get Involved · Door prizes · Closing remarks · Asif Choudhury · Ballroom
4:30–6:00 PM	Happy Hour	One hour reception with appetizers · Expo corridor

MASTERMIND ROUNDTABLES · 9:00–10:15 AM

KEYNOTE SPEAKERS

Tables of 10, organized by your role. Seating is assigned at registration — your table is ready when you arrive.

Designer Mastermind

Hannah Hudson & Fiona Grunwald, facilitating

Sales Mastermind

John Marchiony, Ken Clark & Bob Williams, facilitating

Production Mastermind

Rob Medley, Neil Martin, Nathan Moorhead & Doug Horgan facilitating

Owner / CEO / Leader Mastermind

Justin Zeller, Libbie Fritsche, Asif Choudhury, Mary Gordon & Perry Henderson, facilitating

SKILLS SESSION PANELS · 10:45–11:45 AM

Three rooms running simultaneously. Choose one.

Bridging Design, Sales & Production

Ensuring what you design and sell is profitable · Facilitated by Stacey Peters

Navigating Zoning, Permitting & Regulations

Today and into the future · Facilitated by David Merrick · Panel includes Rabbiah Sabbakhan, Montgomery County Dept. of Permitting

Business Transitions

ESOPs, succession plans & buying a remodeling business · Facilitated by Greg Antonioli · Panel includes Peter Feinmann & Addie Merrick

SKILLS SESSIONS BREAKOUT · 2:00–3:00 PM

Three sessions running simultaneously. Choose one.

Your First AI Teammate

A working session for design-build pros · John Doyle · Stop subscribing to tools. Start managing a teammate.

Legal: Top 5 Do's and Don'ts

Thomas Croessmann

Remodeling in 2030: Production Focus

Doug Horgan

Michael Sauri

Life Lesson 01 — Opening Our Hearts & Minds to Transformation

Morning Reflection · 10:15 AM

One of the most respected voices in design-build. Michael opens the day and sets the tone for everything that follows.

Bruce Case

Life Lesson 02 — Distill to Propel

President & CEO, Case Architects & Remodelers. Bruce brings the wisdom of someone who leads one of the most recognized firms in the country and figured out what actually matters.

Mary Gordon

Life Lesson 03 — Coming Soon

Asif Choudhury

Welcome · Survey & Group Insights · Closing

Executive Director, PRO Metro DC

VENUE & LOGISTICS

Opening Night · September 23

AJ Madison Showroom · Tyson's Corner, VA · 6:00 PM

Education Day · September 24

DoubleTree McLean · Tyson's Corner, VA · Doors 7:00 AM

CONTACT US

We're here to help!

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The ripple starts here.

We can't promise you which moment will be yours. But we can promise you the room.