



# Educational Conference & Product Expo

## OAK/WILLOW BALLROOM

7:30 - 8:15

**REGISTRATION, CONTINENTAL BREAKFAST & EXPO NETWORKING**

8:15 - 8:30

**WELCOME & PRO UPDATE, Michael Sauri, PRO Mid Atlantic President**

### OVERLOOK ROOM

### BIRCH BALLROOM

### DOGWOOD ROOM

### ELM BALLROOM

#### BUSINESS MANAGEMENT

#### DESIGNER / SALES

#### FIELD MANAGEMENT

#### TECHNOLOGY / MARKETING

8:40 - 9:30

Scorecarding: Using Data to Drive Leadership and Accountability  
**George Hodges-Fulton**  
GHF-LLC

Sales/Design Handoff to Production  
**Bruce Case, PLC**  
Case Architects & Remodelers

Big Door Installation Made Easy  
**Ken Clark**  
**TW Perry**

Google Analytics 4, Avoiding Analysis Paralysis  
**Brian Javeline**  
MyOnlineToolbox

9:40 - 10:30

Why Culture Rules - Creating an Organizational Culture to Drive Business Success  
**Wayne Ottum**  
Ottum Enterprises

Designing Your Way to Success (How to create a profitable design department)  
**Chris Landis, CR**  
Landis Architects | Builders

Maximizing On-Site Efficiency: The Roadmap to Streamlined Field Operations  
**Amy Kines**  
**Marcy Santos**  
Bahar Consulting

Extreme Content Marketing: Advanced Tactics to Capture Your Target Customer  
**Mark Harari**  
Remodelers Advantage

10:40 - 11:30

10 Key Steps to Growing Your Business  
**Bruce Case, PLC**  
Case Architects & Remodelers

How to Stand Out, Attract the Best Clients & Win Every Sale That Comes Your Way  
**Mark Harari**  
Remodelers Advantage

Appliance Installation: The #1 challenge that causes appliance service calls  
**John Priolo**  
Elite Installation

Become an Early Adapter: Harness the Power of AI  
**Tanya Bamford, R/A Marketing**  
**Anna Gibson**  
AKG Design Studio  
**Marcy Santos**  
Bahar Consulting

11:30 - 12:45

**LUNCH & PRODUCT EXPO**  
**OAK/WILLOW BALLROOM**

12:55 - 1:45

Building Stronger Relationships: Elevate Communication and Accountability with your Team & Clients  
**Marcy Santos**  
Bahar Consulting

Why is More Important Than What? How helping homeowners get to WHY instead of WHAT leads to better experiences and happier clients  
**T.J. Monahan, AIA**  
Designed Happy

Deconstruction for Reuse: Serve your clients and people in need  
**Tom Patzkowski**  
Community Forklift

How to Redo Your Marketing, the Simple and Hard Ways  
**Brian Javeline**  
MyOnlineToolbox

1:55 - 2:30

**DESSERT & DOOR PRIZES**  
**CONGRESSIONAL BALLROOM**

2:40 - 3:30

Must Haves in your Construction Contract  
**Thomas Croessmann**  
Croessmann & Westberg

Why Salespeople Fail  
**Tony Wagner, Precision Sales Consulting - Sandler Training**

Cabinet Installation Done Right  
**Beverly Mihalik**  
**Bitia Pirooz**  
Tart Lumber

Technology that Supports Successful Remodeling Processes  
**Bruce Case, PLC**  
**Bill Millholland**  
Case Architects & Remodelers

3:40 - 4:30

**MEET UP IN THE BAR**