



SESSIONS	BUSINESS MANAGEMENT Overlook Room	DESIGNER / SALES Birch Ballroom	FIELD MANAGEMENT Dogwood Room	TECHNOLOGY / MARKETING Elm Ballroom
7:30 - 8:15	REGISTRATION, CONTINENTAL BREAKFAST, PRODUCT EXPO Oak/Willow Ballroom			
TWP VIDEO				
8:15 - 8:30	WELCOME / PRO UPDATE Michael Sauri, President, PRO Mid Atlantic Oak/Willow Ballroom			
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 Asif Choudhury & 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 Adopter: Harness the Power of AI Anna Gibson, AKG Design Studio / Carlene Jackson, Carlene Can / Marcy Santos, Bahar Consulting
11:30 - 12:45	LUNCH & TABLETOP NETWORK Oak/Willow Ballroom			
12:55 - 1:45	Building Stronger Relationships: Elevate Communication and Accountability with Your Team and 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 Oak/Willow Ballroom			
2:40 - 3:30	Must Haves in Your Construction Contract Thomas Croessmann, Croessmann & Westberg, P.C.	Why Salespeople Fail Tony Wagner, Precision Sales Consulting - Sandler Training	Cabinet Installation Done Right Beverly Mihalik, 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	MEET UP IN THE BAR	MEET UP IN THE BAR	MEET UP IN THE BAR