



Education Conference & Expo September 27



Course Descriptions and Speaker Bios

PRO MID ATLANTIC UPDATE

PRO Mid-Atlantic President Michael Sauri will bring attendees up to date about the excitement building around the PRO Learning Center, PRO's re-branding efforts, and a few key points about the recent Board Advance Meeting. Things are happening throughout the organization and there is a lot to get caught up on!



Michael Sauri
TriVistaUSA Design
Design + Build

MICHAEL SAURI, PR, TriVistaUSA Design + Build & PRO Mid Atlantic President

Michael Sauri started TriVistaUSA in 2005 with his wife and business partner, Deborah. The Arlington-based Design + Build firm has received over 40 awards for carefully designed custom home remodels in DC, MD and VA. Michael has been called on to speak at the National Association for the Remodeling Industry (NARI) as well as Remodeler's Advantage "Extreme Business Makeover" conference. He has received industry recognition as ECO-CEO in 2010, Big 50 in 2011, the coveted Fred Case Remodeling Entrepreneur of the Year Award in 2018 and the Peter H. Johnson Image Award from NARI in 2019. Michael serves on the PRO Mid Atlantic Board. Michael and Deborah have supported important charities such as Congressional School, Wilderness Leadership and Learning, Bridges to Independence and the Arlington Free Clinic. Before starting a cutting-edge design + build firm, Michael played guitar full time, taught private lessons, and even spent three years as an elementary and middle school Orff Schulwerk music teacher at Key School, an independent school in Annapolis, MD. He also officiated his brother's wedding, earning him an actual bumper sticker, "minister by day, rock star by night."

— BUSINESS MANAGEMENT —

Managing the Custom Remodeling Process: Understanding and Guiding an Exceptional Homeowner Experience

Managing a successful remodeling project means managing expectations, and managing the process as well as the project. In this program, I review how to educate potential clients regarding the key elements that make up a successful building project. These steps are the basis to successfully guiding homeowners through the remodeling (or custom building) process and will include specific strategies for managing homeowner expectations during this challenging time. Done properly, your customers become your biggest fans and best source of future referrals. This course will help attendees:

- Learn how to set clear expectations from the very first client meeting
- Provide a sample paper trail to facilitate customer communication
- Provide a framework to respond to customer warning signals
- Take action to avert lawsuits and other serious problems



David Lupberger
Remodel Force

DAVID LUPBERGER, REMODEL FORCE

David Lupberger believes fervently that the best customer service only comes when a remodeler can deliver consistent results, which happens only with proven systems. He spent nearly 4 years writing the Remodelers Turnkey Program. This series of manuals is a basic how-to text on running a remodeling company. He recently authored the Home Asset Management Plan, a business system showing contractors how to implement a “client for life” program with their homeowner clients. From his base in Colorado, he now consults with both Remodelers and industry manufacturers such as General Electric to maximize customer service relationships between all the industry partners. He travels extensively, speaking to thousands of remodelers across the country and is a regular on the seminar series at national trade shows. He also is a columnist for numerous industry trade magazines.

HOW DO WE ATTRACT AND RETAIN THE BEST EMPLOYEES

The ability to attract, to grow, to retain, and to motivate top talent is vital. As service businesses we are only as good as our team. Join this discussion to learn real world tips and techniques from industry leaders.



Elizabeth Wilder
Anthony Wilder
Design/Build

ELIZABETH WILDER, ANTHONY WILDER DESIGN/BUILD

Elizabeth Wilder is the President of Anthony Wilder Design/Build, a renowned architecture, interior design and construction firm in the Washington, D.C. area. Along with her husband, founder, Anthony Wilder, Elizabeth leads a team of architects, interior designers, and builders with award-winning results. Named a Top Small Workplace by The Wall Street Journal and Winning Workplaces in 2009 and one of Bethesda Magazine’s 2021 Top Places to Work, Anthony Wilder Design/Build has long been recognized for their superior design and high-quality construction, and for progressive business practices. Elizabeth has shared her views on business and leadership MSNBC, Forbes.com, Kiplinger’s Finance as well as in many other business, design, and lifestyle publications. In 2018, Anthony Wilder Design/Build launched a new home repairs and maintenance division called Wilderworks. The firm has been recognized in national press and received numerous local, regional, and national awards for their work and is an active member PRO.



Asif Choudhury
Bahar Consulting

ASIF CHOUDHURY, BAHAR CONSULTING

Asif Choudhury is the owner of Bahar Consulting, a business management and consulting firm providing services to both large and small businesses. The company works with organizations to grow the capabilities of all employees and maximize the potential talent of its clients. Asif is both an analytical thinker and keen listener, asking the right questions to pinpoint both problem areas and areas of strength. The mission behind Bahar Consulting is to mobilize the workforce of its clients so that the company will grow, produce more revenue, and thrive. Areas of expertise include: Leadership Consulting, Sales Training, Business Planning, Strategic Marketing, Finance, and Accounting. Choudhury is highly respected by his peers. Having worked in the construction industry for over 25 years, Choudhury served as the National Secretary of CFMA (Construction Financial Management Association) from 2016 - 2018. His role was to implement and provide vision, guidance and strategy for the organization. Asif facilitated the first strategic planning meeting for the Construction Industry Alliance for Suicide Prevention and continues to work actively with the organization. In addition to being a Board Member for PRO Mid Atlantic, Asif is also a current Board Member for the Rockville Chamber of Commerce. In the past, Asif has been the President of his local BNI (Business Network International) Chapter.



Bruce Case
Case Architects
&
Remodelers

BRUCE CASE, CLC, CASE ARCHITECTS & REMODELERS

President & CEO of Case Architects & Remodelers is one of the largest full-service remodeling firms in the nation. Operations are focused in the Washington, DC area and bring clients a unique mix of design/build services (through the Case brand), home care services (through Fred – the first name in home repair) and internet design/renovation tools (through Ibbly – Inspiration Built by You). Since its founding in 1961, Case has won over 200 national design, remodeling, and business awards and the Case companies have completed over 100,000 renovation projects for over 60,000 clients. Binding these initiatives is a commitment to inspiring our clients through the power of home.

5 STEPS TO CLEAR COMMUNICATION

Clear communication isn't by accident. It happens when project details are shared with everyone. Because of the diverse group of people involved with our projects, we need to make sure that the homeowner, trade contractor, and supplier are all "on the same page". In this course, I review the 5 steps that will clarify expectations and responsibilities for everyone associated with a project. In this session, we will:

- Learn strategies to help create order out of chaos and set clear expectations
- Understand how your internal and external communication affects your bottom line and ultimate success
- Hear tips to help you, your staff, your clients, and subs all communicate better

DAVID LUPBERGER, REMODEL FORCE

See above for bio

WHAT TYPE OF PAY AND INCENTIVE STRUCTURE DO YOU HAVE?

Attracting and retaining employees is about more than just dollars and cents. Benefits packages, company culture, training and growth opportunities are key factors in the decisions candidates make. Join us for a discussion on market trends and what is attractive to the current labor force.

ASIF CHOUDHURY, BAHAR CONSULTING

See above for bio

COACHING AND ACCOUNTABILITY: HOW TO GET YOUR EMPLOYEES THINKING - AND ACTING - LIKE OWNERS

Learn how to use build a company in which tasks and projects get done effectively and efficiently - all without you having to nag or micro manage to get it done. Learn how to use your time most efficiently while helping your employees grow into their jobs and add continual value to the company. After this session, you'll learn how to:

1. Set expectations with employees early in the delegation process
2. Understand the three elements of accountability and how to use all three.
3. Help them understand and use the language of accountability as they increase responsibility
4. Build a team of thinkers -not just worker bees - and create a dynamic team who will help you pull the company to higher levels of profitability and success.

VICTORIA DOWNING, REMODELERS ADVANTAGE



Victoria Downing
Remodeler's
Advantage

Victoria Downing, President of Remodelers Advantage Inc., is a leading authority in the remodeling industry. For nearly 30 years, Victoria has worked with owners of remodeling companies across the United States and Canada, to help them build strong, consistently profitable businesses. She is known for her high-energy educational seminars as well as her in-depth knowledge of the best practices that transform company performance. Victoria has created the industry's largest community of motivated remodelers through Remodelers Advantage University and the Roundtables Peer Group Program. Currently, the members of this community produce over \$1 billion in revenue annually.

— DESIGNER/SALES —

NKBA DESIGN TRENDS

2022 Kitchen and Bath trends revealed. NKBA guidelines will be highlighted. Colors, materials, finishes, will be shown in lots of spectacular images. Hear the latest trends from Julie and Christine, current NKBA Council members!

JULIE PRIDDY, CMKBD, ASID, NCIDQ, ACCOLADES

Julie Priddy, CMKBD, ASID, NCIDQ, is the owner of Accolades, Inc. a full-service design firm. She specializes in Kitchen and Bath renovations. She has been a member of the National Kitchen and Bath Association, NKBA, for over 20 years. Julie is currently President for the NKBA Baltimore Washington Chapter. Helping others through NKBA has been quite rewarding. She is also an American Society of Interior Design, ASID, Professional and National council of Interior Design Qualification, or NCIDQ, certified. Julie teaches Kitchen and Bath classes and Interior Design classes at Montgomery College in Rockville, MD. She is inspired by the give and take collaboration. Her own academic background comprises Computer Science, Interior Design and Construction Management degrees. She enjoys giving talks to other groups about remodeling topics as well as writing published articles.



Julie Priddy
Accolades



Christine Simeone
KOHLER

Christine Simeone, KOHLER

Christine Simeone is a Remodeling & Showroom representative for the KOHLER Co. in the Maryland area. She has been in the kitchen & bath industry for ten years, the past six with KOHLER. Christine has spent countless hours conducting product presentations and CEU's to trade partners including Architects, Kitchen & Bath Designers, Interior Designers, and Distributor Showrooms. She is an active member of the AIA, NKBA, and ASID. She is currently the Communications Chair for the NKBA Baltimore/Washington Chapter. Additionally, she is taking design classes at Anne Arundel Community College with the goal of earning an Associate Degree in Interior Design with a focus in Kitchen & Bath Design. Christine lives in the Federal Hill neighborhood of Baltimore, MD with her daughter, Taylor.

CLOSING THE SALE

- Have you or your team found it challenging to sell through the current supply chain shortages?
- Has material cost fluctuations caused frustration and doubt in you or your team's ability to close deals?
- Do you wish to improve your ability to "close" regardless of happens in the economy in the next 12 months?

For decades the idea of "Closing the Sale" has been expressed as some BIG event that happens at the end of a call or interaction with a prospect. It's almost painted as this physical exertion of energy that a sales professional forces on a potential customer. At Sandler we feel different. Positioning yourself to close requires a process, a solid system, and an understanding of human emotion and behavior. Meeting these requirements allow you qualify hard, and as a result the "close" should be easy. Participants will learn the framework of the world-renowned Sandler Selling System, and why we are considered the go-to training company of individuals and businesses worldwide.

NEMA SEMNANI, PRECISION SALES CONSULTING, A SANDLER TRAINING COMPANY

Nema Semnani is the founder and president of Precision Sales Consulting, which is a Sandler Training Company dedicated to helping individuals and companies drive revenue and profitability through scalable sales training, management training, coaching, and process development. Nema has spent his career driving sales, management, and process implementation for Fortune 500 companies, as well as, developing sales processes, sales training programs, building sales teams, and leading business development for innovative startups. Nema is an award-winning speaker, who specializes in the art and science of storytelling. Nema is a film nerd with an encyclopedic mental database of useless movie quotes and is a very amateur stand-up comedian, having performed at the world-famous Caroline's on Broadway.



Nema Semnani
Precision Sales
Consulting,
A Sandler Training
Company



Tony Wagner
Precision Sales
Consulting,
A Sandler Training
Company

TONY WAGNER, VICE PRESIDENT, PRECISION SALES CONSULTING, A SANDLER TRAINING COMPANY

Tony Wagner is the Vice President at Precision Sales Consulting, a licensed Sandler Training Company dedicated to helping individuals and companies drive revenue. In his role, Tony uses his 9+ years of experience to help individuals, small, medium, and large businesses achieve and repeat controlled sales results. Prior to his time at Precision Sales Consulting, Tony amassed thousands of hours of personal sales and business growth experience. In his free time, Tony enjoys family time, reading/learning, and boxing!

SHIFTING CONSUMER EXPECTATIONS

Consumers are fickle—just ask all the companies that are stuck today trying to sell unwanted bicycles and patio gear. There are signs as well that shifts may be underway in what sorts of remodeling projects customers will want this winter and into 2023. In this session, Craig Webb will give his predictions on what's happening with homeowners in the DMV and which opportunities are just beginning to bubble up.



Craig Webb
Webb Analytics

CRAIG WEBB, WEBB ANALYTICS

Craig Webb is president of Webb Analytics and one of the nation's leading experts on building material dealers and distributors. He spent 12 years as editor-in-chief of ProSales, the nation's most honored publication for building material dealers, as well as five years as editor-in-chief of Remodeling magazine. Webb Analytics builds and expands on Craig's lifelong career in the news and information businesses. He has worked for The Wall Street Journal, McGraw-Hill, United Press International and a variety of magazines, newsletters and newspapers in the U.S. and Europe. He has traveled to 49 states and several foreign countries visiting dealers, builders, and remodelers. That legwork is the foundation of the research, data reports, speeches, and consulting that Webb Analytics has provided since its founding in September 2018. Webb was born just outside Washington, D.C., grew up in South Bend, Ind., and received his bachelor's degree in journalism and history from Indiana University in 1976. He lives in Washington.

HOW TO IDENTIFY AND QUALIFY YOUR BEST CUSTOMERS

The Harvard Business School refers to a phenomenon in small business called "resource poverty." This refers to a simple fact that small business owners wear dozens of hats, and have limited time and resources. Working in this setting, time is one of the most valuable and limited resources that business owners have. Due to limited time, successful business owners focus their time and energy on "high-impact activities." Attracting and qualifying the right clientele is a "high impact activity". The goal of this program is to give attendees the information they need so that they never again go on a sales call with an unqualified prospect. This program will help attendees:

- Understand how to identify their target market
- Create a marketing pipeline that feeds additional work
- Understand how to identify the demographics of your best clients
- Clearly understand the 8 questions to ask a potential customer over the phone so that you don't waste valuable time on an onsite sales call with an unqualified prospect

DAVID LUPBERGER, REMODEL FORCE

See above for bio

KITCHENS OF THE FUTURE

The kitchen has been trending toward minimalism, sustainability, and the increasing desire of consumers to eat healthy foods, often cooked at home. Homeowners are now more aware of the importance of sustainable, healthy building materials, and designers are reimagining the kitchen from the standpoint of storage, prep, cooking, disposal, consumption, and social activity. Also, combining outdoor with both indoor and outdoor spaces is a key request from homeowners in today's building market. As revealed in a recent survey of architects, rooms that have seen particularly strong growth in popularity over the past year include outdoor living areas and rooms. This course will look to the future.



Amy Gaeta
Sub-Zero Group
Mid-Atlantic

AMY GAETA, SUB-ZERO GROUP MID-ATLANTIC

Amy Gaeta is the Trade Representative for Sub Zero Group-Mid Atlantic; the luxury appliance regional distributor for Sub Zero, Wolf, Cove, and Best appliances. She has been in the appliance industry for over 20 years and during that time she has served on the PRO board and several PRO committees, along with the NKBA board for the Baltimore/Washington chapter as the VP of Programs; she has been a long time member of AIA, ASID, NKBA and PRO trade organizations. In addition, Amy is a continuing education instructor and has mastered the Sub-Zero Group product training program. She shares her knowledge with trade professionals in Maryland, DC, Delaware and Virginia. Amy currently lives in Baltimore, MD.



Allie Mann
Case Architects &
Remodelers

ALLIE MANN, CKBR, CASE ARCHITECTS & REMODELERS

I have been a part of the Case Design Family since 2005. I am incredibly passionate when it comes to designing spaces that will not only enhance but improve the quality of life for my clients. I love my job and there is nothing more rewarding than the smile of a happy client! I am also equally passionate about design education, for the past years 12 years I have taught Kitchen and Bath Design as well as Introduction to Interior Design at Northern Virginia Community College.

— FIELD MANAGEMENT TRACK —

HOW TO INCORPORATE SUPPLY CHAIN CHALLENGES WITH CUSTOMERS?

The whack-a-mole world of ever-shifting supply shortages can confound even the best remodeler. These unusual times demand a change from the norm with the promises you make and the terms you set. In this discussion, panelists will preview the shortages you're likely to face this fall and winter and suggest ways to manage through the challenges ... profitably.

DAVID LUPBERGER, REMODEL FORCE

See above for bio

CRAIG WEBB, WEBB ANALYTICS

See above for bio



Tim Faller
Remodeler's
Advantage

TIM FALLER, REMODELERS ADVANTAGE

Tim Faller is Senior Consultant and Master of Production with Remodelers Advantage in Linthicum, MD. Remodelers Advantage is a company dedicated to lighting the path to greater success for motivated remodeler professionals. Tim started out as the Lead Carpenter Guy but as companies developed, he has focused on the development of all types of production systems believing that there are common components that must be practiced regardless of the size of the company or the job size. He has written two books, The Lead Carpenter Handbook and Dear Remodeler, which is a compilation of newsletter articles that cover a wide range of topics. He has spoken at numerous trade shows including JLC Live, Remodeling Show, and The International Builders Show. Tim's main skill is communicating to everyone difficult concepts in simple terms and problem solving which he uses to help companies debug their production process in his very popular Tim Tour!

JOB COSTING AND WORK IN PROGRESS

Do you know where your money is going? Real-time and accurate work-in-progress reporting is necessary to keep projects profitable and prevent under or over billing. Review best practices to keep budgets in check and profit in your pocket.

ASIF CHOUDHURY, BAHAR CONSULTING

See above for bio

SCHEDULING: THE MASTER SCHEDULE AND JOB BY JOB

Everywhere I go I hear people talking about the need for schedules, but they have trouble with them. It is either sticking with them or simply making them and then there is no buy in from the team. In this seminar we will cover the why, the how, and the how to stay on of the schedule.

- What is the most critical thing component of scheduling?
- Why is schedule so important if it will always change?
- How do you schedule each job effectively?
- How do you stay on schedule?
- What is a master schedule and what does it do for you?

TIM FALLER, REMODELERS ADVANTAGE

See above for bio

DEALING WITH DIFFICULT CLIENTS

There are times when the best job is one that you didn't get. Due to homeowner demands, working with difficult clients can have both a financial and emotional cost. If potential clients don't want to

follow your proven processes and procedures, are they a client that you want! In this program I will review:

- Learn how to identify problem client “red flags”
- Identify problem clients as early as the initial meeting
- How to turn a project crisis into a client bonding experience
- As issues will arise, learn a process to defuse these crisis situations

DAVID LUPBERGER, REMODEL FORCE

See above for bio

THE PRODUCTION TEAM AND PROFITABILITY

Do you want your production staff from Lead Carpenters to the Production Manager to understand why the jobs cost so much and where all the money goes? This seminar will bring it all down to earth for them so that they will understand why net profit is important to the company and to them and how they impact the bottom line. This interactive seminar has helped many field personnel to say, “Oh, now I understand” and helped companies work together on creating net profit. In this seminar you will learn:

- The basics of production costs, overhead, and net profit
- How good net profit impacts everyone
- What can each person do to effect net profit
- Some good things to do while sharing the numbers with your team

TIM FALLER, REMODELERS ADVANTAGE

See above for bio