

May 10-11, 2012

Hyatt Regency Baltimore  
at the Inner Harbor  
Baltimore, MD

# profiting in place



**remodeling**  
LEADERSHIP CONFERENCE

hanleyAwood

THURSDAY, MAY 10

1:00-2:15 PM

**Zap the Gap: How to Maintain Your Sanity with All Four Generations**

Meagan Johnson, Gen-Xer, co-author of Generations, Inc.

Never before have there been four generations in the workplace and the marketplace at the same time. What an opportunity for collaboration—and conflict. Meagan Johnson reveals how generational bias affects our perceptions of our clients and employees, and our behavior towards them. She explains the differences and the similarities among generations, and how to use that knowledge in our everyday business dealings.

2:30-3:30 PM

**The Great Migration: Boomers on the Threshold of Retirement**

Jeanne Anthony, Senior Project Manager, AARP Education and Outreach

There are 78 million Baby Boomers in the U.S.—and every year for the next twelve years, almost four million of them will celebrate their 60th birthdays.

Some will retire, some will move into new or smaller homes. But a significant number will stay put. Will they remodel? And if they do, what are their attitudes toward universal design? Jeanne Anthony answers these and a host of other questions about the generation that has spent more to remodel their homes than any before them.

3:45-4:45 PM

**The XYZ of It: Managing Multiple Generations**  
Larry Johnson and Meagan Johnson, father-daughter co-authors of Generations, Inc.

Differing values, work-ethics, standards of quality, and attitudes toward customers can cause havoc on your team, or they can be a source of incredible energy and creativity. Father-daughter team Larry and Meagan Johnson will help you learn:

- How to manage and motivate different generations;
- Success strategies for younger people who must work with or manage Boomers;
- How to retain and develop young star performers while getting the best from veterans
- How to create a team where everyone works together

5:30-9:00 PM

**Welcome Reception & Networking Buffet**

FRIDAY, MAY 11

8:00-9:00 AM

**He Sells/She Sells: How to Sell to Women and Other Important People**

Colette Carlson, human behavior expert and author

It's no secret that women and men think, speak, and behave differently, and it's these differences that often create challenges when communicating with and selling to the opposite sex. Colette Carlson uses humorous examples and real case studies that will help you present, persuade, and sell for maximum results. You'll learn to:

- Recognize simple gender-based mistakes that can lose the sale;
- Tailor your message to get the focused attention you need to be heard;
- Re-frame questions to receive more than one-word answers;
- Implement specific strategies when selling to couples.

## Managing a Maturing Business in a Maturing Market

Nobody is getting any younger. Not remodelers, and not the clients they serve. On one side of the table, aging Boomers are determined to stay in their homes throughout retirement. That means making their living spaces safer and more accommodating. What kind of changes will they need? How do you sell aging-in-place without making your clients feel old? What happens when their kids get involved in the process?

On the other side of the table, remodeling business owners are also growing older. They need to think about "remodeling" their companies to make the transition to the next generation of business leaders. And they have to do it while managing multiple generations, adjusting to a constantly changing digital landscape, and facing increased industry regulation.

Help is on the way.

Attendees at the 2012 Remodeling Leadership Conference will learn how to:

- Market, sell to, and manage multiple generations
- Optimize online marketing to attract customers who are ready to buy
- Prepare for legal and regulatory changes in the coming year

1:00-2:00 PM

**Social Media and the Digitally-Empowered Client**

Chris Marentis, Founder & CEO, Surefire Social

A lot goes into the decision to choose a contractor. Videos and "before and after" images help, but in order to stand out you need to connect with the emotions that drive customers' choices. Chris Marentis will show how an integrated social marketing approach—including "social proof," SEO (search engine optimization), "social graphing," and before-and-after success stories—can start a dialogue with your customers and help them plan a dream remodeling project.

2:15-3:15 PM

**Legal Whack-A-Mole: What's Next for the Remodeling Industry**

D.S. Berenson, Berenson, LLP

Increasing regulation in an increasingly litigious society is making it more and more difficult to operate a traditional remodeling business. Plus, many of the safeguards remodelers think they have in place may be out-of-date or in error. D.S. Berenson will review the thorniest regulatory issues facing contractors today, and address the steps they must take now to prepare for new rules coming down the pike. A Q&A session will give attendees an opportunity to probe more deeply into specific issues.

3:30-4:30 PM

**Presto Change-O: A Magician's Guide to Laughing at Change**

Brad Montgomery, Comedian, Author, Husband, Dad, Astronaut-Wanna-Be

It's clichéd to say that although we can't change what happens to us, we can change how we react. Now the problem becomes how can we change our attitudes when faced with the fears and anxiety that change inspires? For Brad Montgomery, the answer is easy: "Might as well laugh at it, it's gonna happen anyway!" You'll learn how to "let go" and allow the things we cannot change to happen, then gracefully find ways to adapt to our new realities.

6:30-9:30 PM

**Big50 Reception and Dinner**

Join your colleagues as REMODELING honors the 2012 Big50 winners with a reception and awards dinner. The prestigious Fred Case Remodeling Entrepreneur of the Year award and the Remodeling Service Excellence Awards will also be awarded at this special gala event. The gala is a great networking opportunity for attendees—join us and salute the industry's best.

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