

PRSRT STD
U.S. Postage
PAID
Charlotte, NC
Permit No. 2736

Registration Fees

Early Bird Registration \$595 (on or before January 7, 2011)
Regular Registration \$695 (after January 7, 2011)

Accommodations

Hotel rooms for the Replacement Contractor Executive Conference have been reserved at the Grand Hyatt San Antonio at a discounted rate of \$189 per night. Please call 210.224.1234 for hotel reservations. Attendees should identify themselves as being with Hanley Wood's Replacement Contractor Executive Conference to receive the discounted rate. **This special rate is only available until January 17, 2011**, or when our room block sells out, whichever occurs first. After that time, hotel room availability and rates are at the hotel's discretion, so be sure to book soon!

Attendees are responsible for their own hotel and travel accommodations. Book early as space is limited. You must be a registered attendee of the Conference to reserve a room in the conference room block.

Attendance Policy

Attendance at this event is reserved exclusively for replacement industry professionals and other building professionals as well as manufacturers who have paid a fee as official sponsors of this event. Hanley Wood, LLC reserves the right to review, accept and/or reject all registrations.

Press attendance is allowed only with the written permission of Hanley Wood editors. Press must register through Hanley Wood in Washington, DC.

One Thomas Circle, NW
Suite 600
Washington, DC 20005

Registration Cancellation Policy

A cancellation must be made in writing and submitted to Hanley Wood via mail, fax, or email. Cancellation requests received 31 days prior to the first day of the conference will receive a full refund minus a \$75 handling fee. Cancellation requests received on or within 30–22 days of the first day of the conference will be subject to a loss of 50% of the entire registration fee. Cancellation requests received within 3 weeks of the first day of the conference will be subject to a loss of 100% of the total registration fee. One night's room deposit and tax is required to reserve a room. Attendees who cancel their stay are responsible for one night's lodging. A confirmation of your registration will be sent via email within two weeks of registering. Name changes are permitted at any time.

Pre-conference registration ends February 9, 2011 at 5:00 pm EST. If you wish to register after this date, you must do so on-site.

Questions?

Email:
rcconference@hanleywood.com

Register Today!

rcconference.com

register today!
rcconference.com

register today! rcconference.com

back
on track



February 10–11, 2011
Grand Hyatt Hotel, Riverwalk
San Antonio, TX

Attend the Replacement Contractor Executive Conference & learn how to:

- Energize your sales effort
- Pump up your marketing to get the attention of your current and future customers
- Network with the industry's sharpest marketers and sales pros

NEW FOR 2011!



All conference attendees are eligible to receive a FREE customer satisfaction assessment conducted by GuildQuality. Companies that rank highest in customer satisfaction as determined by GuildQuality will be awarded the Replacement Contractor Service Excellence Award at a special awards dinner at the conference. Be sure to check the opt-in box when you register — note: you must register by December 15 to be eligible to participate.

February 10–11, 2011
Grand Hyatt Hotel, Riverwalk
San Antonio, TX



hanley wood

back
on track

Don't miss this information-packed conference.

- **HEAR** a noted economist talk about where the home improvement industry is going and how you can make sure your company is headed in the same direction.
- **DISCOVER** how to make your sales and marketing efforts a matter of urgent interest to consumers who want to buy but are uncertain about the future.
- **LEARN** how to use blogs, social networking, and online video sharing to make you the first name that comes to mind when people think of home improvement.

\$595 BEFORE
JANUARY 7, 2011
\$695 AFTER

Powered by



2011 Sponsors



GUILD QUALITY



Register today!
rcconference.com

conference program

back on track

Housing sales may be slow—but for home improvement companies, there's an upside.

People are staying put. That's why remodeling sales are once more trending upwards and specialty contractors of roofing, siding, windows and doors will get consumer priority.

Price-based competition, tight credit, increased regulation, consumer uncertainty—finding answers to these and other challenges is at the heart of this year's Replacement Contractor Executive Conference, a day-and-a-half-long event featuring dynamic speakers, and panels of industry experts, plus plenty of opportunities to share your ideas and experiences with some of the industry's smartest, savviest business owners. This conference is where you'll find what you need to inspire your people, improve your efficiencies, and get back on track in the rapidly changing world of home improvement marketing and selling.

You can't afford to miss this year's Replacement Contractor Executive Conference.

- Sessions designed to bring you fresh ideas about getting your business up to speed on the latest sales & marketing tactics.
- Panel discussion of working contractors who will talk about how to manage and motivate employees to give you and your company their best.
- Time to meet and network with the industry's leading replacement contractors—share your ideas, while also learning from your peers.

Thursday, February 10

11:00 AM – 7:00 PM
Registration

1:00 – 2:15 PM
The Economy and the Home Improvement Industry
Eric Belsky, Harvard Joint Center for Housing Studies

The recession has officially ended. Why doesn't it feel that way? Economist Eric Belsky, of Harvard University's Joint Center for Housing Studies, outlines where the economy's been, where it's really at today and where it may be headed in the immediate future. He covers trends in housing and demographics that will affect your marketing and sales effort and will tell us what home improvement companies should expect to see, and manage for, in the near future.

2:30 – 3:30 PM
The Art of Urgency
Rob Jolles, Jolles Associates

So many of us are taught to seek out needs, offer solutions, and

bring in features and benefits. What happened to urgency? Without a sense of urgency, we are left with clients who are obsessed with price and are ultimately ruled by their fear of change. In this session participants learn to focus away from the products or ideas they're selling and look instead at the way people make decisions and how to influence those behaviors.

3:45 – 5:00 PM
Panel Discussion: How To Manage And Motivate With Less

Panelists: Bob Quillen, Quillen Bros. Windows; Mark Kaufman, Mark Kaufman Roofing; Scott Barr, Southwest Exteriors; Ken Moeslein, Legacy Remodeling

How can you motivate employees to do more, try harder, and give more energy and spirit to the company? This panel of roofing, siding and window replacement company owners explain the systems they've created and use to build teamwork, camaraderie, productivity and loyalty among employees, subs and customers.

5:00 – 7:00 PM
Cocktail Reception

Friday, February 11

7:00 AM – 12:00 PM
Registration

7:00 – 8:00 AM
Breakfast

8:00 – 9:15 AM
Execute Or Be Executed
Sam Geist, Sam Geist & Associates

Strategy gets you into the game but execution is the game. Marketing/management guru Sam Geist offers a blueprint for how you can move strategic thinking to strategic doing. You'll learn how to engage your people so as to develop their commitment, skills and responsibility, how to initiate a successful step-by-step approach to execution and how to discover and use the tools that will enable you to close the gap between plans, ideas, dreams and reality.

9:30 – 10:30 AM
The Market & Your Marketing Strategy
Jonathan Smoke, Hanley Wood Market Intelligence

What do you really know about the market your company operates in? How important is the age of the housing stock, unemployment, consumer demand? Jonathan Smoke of Hanley Wood Market Intelligence shows you the metrics to look for and how to take them into account when planning your marketing and sales efforts.

10:45 AM – 12:00 PM
Selling: The Little Things That Create Big Successes
Bill Blades, William Blades, LLC

People buy from people they like. Prepare to take lots of notes as Bill Blades provides ideas to enable your salespeople to be fun to work with, and buy from, as they learn to be creative and use creativity in the sales process. You'll walk away with ideas that will differentiate your sales team from those of your competitors, ideas you can implement at tomorrow's sales meeting.

12:00 – 1:15 PM
Lunch
Sponsored by Milgard

1:15 – 2:30 PM
Open Discussion: Legal & Illegal Marketing and Selling
Jack Zurlini, Jr., Washington State Assistant Attorney General; D.S. Berenson, Johanson Berenson LLP.

In 2009 and 2010, the district attorney's office in Washington State filed complaints against seven home improvement companies alleging deceptive marketing and sales practices. These include first night price drops and unsubstantiated claims of energy savings. Berenson, an attorney well-known for representing home improvement companies in many states, and assistant AG Zurlini will discuss practices considered illegal or questionable and answer questions from the moderator and audience members. Find out what your company can do to avoid unwelcome or unwarranted regulatory action.

2:45 – 4:00 PM
The Internet Is More Than Your Website
Marty Gould, Focalize Consulting

To quote George Faerber, co-owner of Bee Window, Inc. and BringMeMyLeads, the Internet today "is where the eyeballs are." Three out of every four people looking for a home improvement project or product go there first. Marketing consultant Marty Gould will show you how to focus your Internet marketing activity to generate more leads, build stronger relationships with your customers, and create great word of mouth.

6:00 – 7:00 PM
Reception

7:00 – 9:00 PM
Awards Dinner
Replacement Contractor
SERVICE EXCELLENCE AWARDS

Sponsored by James Hardie
Join us for dinner as we celebrate the winners of the Replacement Contractor Service Excellence Awards. All conference attendees who agree to the free assessment conducted by GuildQuality will be eligible for the award. The awards will be presented at our first ever Service Excellence Awards dinner. Don't miss it!

