

Foreword from the President



Diane Ausavich, CR, President

Dear Colleagues,

We are pleased to announce that the Milwaukee/NARI 2nd Annual Remodeler & Supplier Expo is scheduled to take place on Thursday, October 20, 2011, at the Marcus Majestic Cinemas in Brookfield, WI. The Remodeler & Supplier Expo is the region's premiere educational conference devoted exclusively to the remodeling industry. Planned by a task force of our Education/Certification Committee, this event offers participants the opportunity to attend educational sessions on a variety of cutting-edge topics. Each topic will fall under one of four program tracks, be pertinent to professionals in the industry and designed to encourage discussion.

The theme for this year's Expo is ***Business Development - Ideas for 2011 and Beyond***. Consistent with this theme, we have an exceptional lineup of engaging speakers who will deliver presentations on a broad range of topics throughout the day. Presentations will include subject matter pertaining to the areas of Design Trends, Sales and Marketing, Business Management and Administration, and Production and Field. The conference schedule is designed so that there is something for every staff person in your company from the owner, to field and production staff, to office managers, etc. Educational sessions are designed for both contractors and suppliers, so we encourage all exhibitors to attend the Keynote and Breakout Sessions too!

Shawn McCadden, CR CLC, nationally known industry columnist, trainer and business consultant will present the Opening Keynote Address titled *Five Keys to Differentiation for Remodeling Companies*. In addition, Shawn will also join us for a morning breakout session on *Customer Service for Field and Production Staff*. Finally, Paul Winans, CR, of Remodelers Advantage, Inc. will deliver a wrap-up address titled *Plan Your Work-Work Your Plan* in closing to the conference.

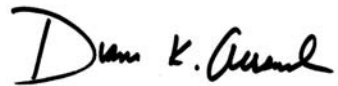
Immediately following the Closing Keynote Address, we invite you to join your colleagues for an hour of camaraderie at a closing reception in the exhibit area and a chance to win some great raffle prizes.

On behalf of Milwaukee/NARI, I encourage you to review the Milwaukee/NARI Website for more information about the Remodeler & Supplier Expo. Session topics and speakers will be updated frequently and registration forms are available by clicking on the registration tab.

For additional questions regarding the Expo, please contact Amanda Dombrowicki, Milwaukee/NARI Education Coordinator, via phone, (414) 771-4071, or via e-mail, amanda@milwaukeeenari.org.

We hope to see you at the Marcus Majestic in Brookfield on October 20!

Sincerely,

A handwritten signature in black ink that reads "Diane K. Ausavich". The signature is written in a cursive style with a large initial "D".

Diane Ausavich, CR
President