2ND ANNUAL REMODELER & SUPPLIER EXPO
OCTOBER 20, 2011 | 7:00 AM – 5:00 PM
MARCUS MAJESTIC CINEMAS, BROOKFIELD, WI

SCHEDULE AT-A-GLANCE		
7:00 am – 7:30 am	Registration Open	
7:30 am – 8:30 am	Morning Keynote Address and Continental Breakfast - Five Keys to Differentiation for Remodeling Companies Shawn McCadden, CR CLC CAPS 1.0 CEUs	
8:30 am – 9:30 am	Exhibits Open 1.0 CEUs	
	Sales and Marketing Track	**Production and Field Track**
9:30 am – 10:15 am	Marketing Your Remodeling Business – The Dots and How to Connect Them Dave Amoroso and Patty Johnson, Ron Sonntag Public Relations, Inc.	Wisconsin's Uniform Dwelling Code: What You Need to Know Before You Begin Your Next Project Leroy Stublaski, Architecture Plus, LLC 1.0 CEUs
10:15 am – 10:45 am	Break	
10:45 am – 11:30 am	What Women Really Want (From Your Business) Kitty Goyette and Patty Johnson Ron Sonntag Public Relations, Inc.	Customer Service for Field & Production Staff Shawn McCadden, CR CLC CAPS 1.0 CEUs
11:30 am – 12:30 pm	Lunch / Business Meeting / Exhibits Open	
	Business Mgmt and Administration Track	**Design Trends Track**
12:30 pm – 1:15 pm	HR for Small Businesses Without an HR Department Ann Mazer, SPHR, Jannsen & Company, s.c. 1.0 CEUs	Changing Lifestyles Call for Changing Living Spaces Sandra Luttchens-Van Allen, CKD, Master Brand Cabinets 1.0 CEUs
1:15 pm – 1:45 pm	Exhibits Open / Break	
1:45 pm – 2:30 pm	Guide to Contractors Insurance Tim Starr, The Starr Group 1.0 CEUs	Save Energy Beautifully with Lighting Control Andrew Guskov, Lutron Electronics 1.0 CEUs
2:30 pm – 3:00 pm	Exhibits Open / Break	
3:00 pm – 4:00 pm	Afternoon Keynote Address - Plan Your Work, Work Your Plan Paul Winans, CR, Remodelers Advantage 1.0 CEUs	
4:00 pm – 5:00 pm	Closing Reception and Raffle / Exhibitor-Contractor Networking Time	