

	9:45 – 10:35AM	10:55 – 11:45AM	12:05 – 12:55PM	1:15 – 2:05PM	2:25 – 3:15PM	3:35 – 4:25PM	
<b>BUILDING 1</b>	<b>TBF ROOM</b>	<b>Just Brand It: Make it Stick!</b> Tom Matthews & Katherine Gulick OWNERS • MANAGERS • MARKETING	<b>Hire Like a Boss</b> Lisa Barker MANAGERS • OWNERS	<b>EverLast Garage &amp; EverLast Wall Restoration</b> Jeff Nelson BSI & CS SALES	<b>Radon</b> Curt Drew of National Radon Defense OWNERS • SALES	<b>8th Accomplish List Item</b> Lou Bemer BSI & CS SALES & SERVICE	<b>Selling the Big 3: Improving Your Crawl Space &amp; Waterproofing ADL</b> Mike Lane   SALES
	<b>BOARD ROOM</b>	<b>Navigating FileHive 2.0: Resource Library</b> Jim Grueb & Chris Barr OWNERS • OFFICE • SALES	<b>Improving Customers' Buying Power: MoreHouse &amp; FinancelT Financing</b> Jen O'Brien & Mike McCarty   SALES • FINANCE • OWNERS	<b>Onboarding New Employees: Recruiting</b> Lisa Barker OWNERS • MANAGERS • OFFICE	<b>Hire Higher: Part 1 of 2</b> Kathy Richardson OWNERS • MANAGERS • OFFICE	<b>Hire Higher: Part 2 of 2</b> Kathy Richardson OWNERS • MANAGERS • OFFICE	<b>Say What? Reputation Management</b> Richard Fencil & Vedran Tomic MARKETING • INTERNET
	<b>SERVICE LOFT</b>	<b>How Mary the Marketer Became a Widget Master</b> Michele Smoly & Brittany Keith MARKETING • INTERNET	<b>Starting &amp; Growing Your Service Department</b> Brian Maresca BSI, CS, DES OWNERS & SERVICE	<b>City Pages: Can't Live Without 'Em</b> Chelsea Farrington & Michael Sorrentino OWNERS • MANAGERS • INTERNET	<b>Widget Toolbox</b> Emmy Gray & Jenna Masotta MARKETING • INTERNET	<b>Let's Be Real: Producing Authentic Video Testimonials</b> Vinny Renaldi, Pierce Kuchle & Kellie Santiago   MARKETING	<b>Selling the SaniDry Sedona: The Science Behind It</b> Jim Grueb   BSI & CS SALES, SERVICE & OWNERS
<b>BUILDING 2</b>	<b>TRAINING ROOM</b>	<b>Hiring Salespeople</b> Kathy Richardson MANAGERS • OWNERS • SALES	<b>New &amp; Improved Basement Vision</b> Lou Bemer BSI & CS SALES	<b>Discovering Personality Styles to Better Connect with Your Customer</b> Larry Dunnigan   SALES	<b>Production &amp; Safety Culture</b> Lou Bemer PRODUCTION • SERVICE	<b>Selling the SaniDry Sedona: The Science Behind It</b> Brian Maresca   BSI & CS SALES, SERVICE & OWNERS	<b>Home Show Live!</b> Kellie Santiago & Melanie Post MARKETING
	<b>UPSTAIRS CAFE</b>	<b>The "How To" on Sedona</b> Mark Domogala & Nick Gotsch SERVICE • PRODUCTION • OWNERS	<b>Servicing SaniDry, XP &amp; CX</b> Mark Domogala & Nick Gotsch SERVICE • PRODUCTION • OWNERS	<b>Navigating FileHive 2.0: Resource Library</b> Jim Grueb & Chris Barr OWNERS • OFFICE • SALES	<b>The "How To" on Sedona</b> Mark Domogala & Nick Gotsch SERVICE • PRODUCTION • OWNERS	<b>Servicing SaniDry XP &amp; CX</b> Mark Domogala & Nick Gotsch SERVICE	<b>The "How To" on Sedona</b> Mark Domogala & Nick Gotsch SERVICE • PRODUCTION • OWNERS
<b>BUILDING 3</b>	<b>FRONT DESK</b>	<b>BUILDING 3 TOURS • every 15 minutes, between 11:00AM &amp; 2:00PM</b>					
	<b>INVICTUS THEATER 3RD FLOOR</b>	<b>Selling the Big 3: Improving Your Crawl Space &amp; Waterproofing ADL</b> Mike Lane   SALES	<b>Intro to School of Entrepreneurship</b> Larry Janesky OWNERS ONLY	<b>The Master Skill of the 21st Century</b> Larry Janesky ALL EMPLOYEES	<b>The Customer Sales Experience</b> Jeff Nelson & Mike Lane ALL SALES	<b>The Master Skill of the 21st Century</b> Larry Janesky ALL EMPLOYEES	<b>Customer Experience</b> Larry Janesky ALL EMPLOYEES
	<b>AMBITION MEETING ROOM 3RD FLOOR   LEFT</b>	<b>The Recycler Role</b> Denise Coogan & Ross Mannuzza APPOINTMENT CENTER • OFFICE	<b>The Secret Sauce for a Thriving Appointment Center &amp; Marketing Partnership</b> Lindsay Zsoldos & Denise Coogan   APPT CENTER • MARKETING & OFFICE	<b>The Value of a Service Department</b> Brian Maresca BSI, CS, DES OWNERS • SERVICE	<b>Making Tough Customers Happy</b> Denise Coogan & Bill Anderson APPOINTMENT CENTER • SERVICE • OFFICE	<b>Defensive Coordinator</b> Ross Mannuzza ACCOUNTING • OWNERS • GENERAL MANAGERS	<b>Hear from a \$2.7 Million Sales Pro: The Right Stuff</b> Vin Orsini BSI, CS & TBF   SALES
	<b>TALENT MEETING ROOM 3RD FLOOR   RIGHT</b>	<b>Role-Playing Service University</b> Bill Anderson SERVICE	<b>The BOBR System</b> Julie Marra & Ross Mannuzza TBF PRODUCTION	<b>Keeping Your Appointment Center Motivated</b> Denise Coogan & Bill Anderson APPOINTMENT CENTER • OFFICE	<b>Be the Shark: How to Negotiate PI Deals</b> Lindsay Zsoldos & Katherine Gulick MARKETING	<b>Appointment Center Cross Training &amp; Role-Play</b> Jim Grueb APPOINTMENT CENTER MANAGERS • OWNERS	<b>Service Management KPIs: Scoreboards &amp; Scorecards</b> Bill Anderson & Brian Hammac   SERVICE MANAGERS
	<b>PRODUCTION PAVILION B-WING</b>	<i><b>New this year for service &amp; production employees! Stop by and ask our resident installation and services pros questions, meet vendors, see live demos and interactive displays, and find out how to make an impact on your company and the customers you serve. There's so much to see: all the tools of the trade: sumps, discharge lines, DryTrak and CleanSpace demos that are 2 class lengths each; FlexiSpan and Service University and XP maintenance demos; EverLast Wall Restoration and SaniDry sections; and much more. You will not want to miss it!</b></i>					
			<b>DryTrak Demo 1 of 2</b>	<b>DryTrak Demo 2 of 2</b>	<b>Mold-X2 Demo</b>	<b>CleanSpace Demo 1 of 2</b>	<b>CleanSpace Demo 2 of 2</b>
	<b>A-WING</b>	<b>Cellulose Demo</b> Ken Adams of Applegate Insulation DES PRODUCTION	<b>Nitrosys Demo</b> T.J. Peters of Nitrosys DES PRODUCTION	<b>Air Sealing Techniques Demo</b> ICP DES PRODUCTION	<b>Cellulose Demo</b> Ken Adams of Applegate Insulation DES PRODUCTION	<b>Nitrosys Demo</b> T.J. Peters of Nitrosys DES PRODUCTION	<b>Air Sealing Techniques Demo</b> ICP DES PRODUCTION
	<b>CRAFTSMEN PRODUCTION MEETING ROOM</b>	<b>Annual Maintenance Demo</b> Jeff Allen & Brendan Murray BSI, CS, DES SERVICE & PRODUCTION	<b>Hear from a \$2.7 Million Sales Pro: The Right Stuff</b> Vin Orsini   BSI, CS & TBF SALES	<b>Thermal Imaging &amp; the FLIR One Pro</b> Mike Rubin DES, BSI & CS SALES	<b>Heat Mapper Tool: Create Customer Urgency</b> Larry Janesky & Mike Rubin DES, BSI & CS SALES	<b>Selling SmartVents</b> Joe Pipczynski of SmartVent BSI & CS SALES & SERVICE	<b>Improving Customers' Buying Power: MoreHouse &amp; FinancelT Financing</b> Jen O'Brien & Mike McCarty   SALES • FINANCE • OWNERS
	<b>C-WING</b>	<b>LUNCH</b>					
	<b>BRAVEHEART MEETING ROOM   3RD FLOOR</b>	<b>PHOTOS</b>					
<b>BUILDING 9</b>	<b>1ST FLOOR</b>	<b>Radon</b> Curt Drew of National Radon Defense OWNERS • SALES	<b>Walls, Floors &amp; Ceilings</b> Chris Schmidt TBF • BSI	<b>Selling the Big 3: Improving Your CleanSpace &amp; Waterproofing ADL</b> Mike Lane   BSI & CS SALES	<b>Project Management</b> Chris Schmidt TBF	<b>Walls, Floors &amp; Ceilings</b> Chris Schmidt TBF • BSI	<b>New &amp; Improved Basement Vision</b> Lou Bemer BSI & CS SALES
	<b>2ND FLOOR</b>	<b>How to Coach Your Sales Team</b> Larry Dunnigan SALES MANAGERS • OWNERS	<b>Content Marketing: Stories That Sell</b> Richard Fencil & Tom Matthews MARKETING • INTERNET	<b>The Social Media Playbook</b> Richard Fencil & Tom Matthews MARKETING • INTERNET	<b>How to Train Your Sales Team</b> Larry Dunnigan SALES MANAGERS • OWNERS	<b>Awesome Communication Skills</b> Rick Searles SALES	<b>Selling SmartVents</b> Joe Pipczynski of SmartVent BSI & CS SALES & SERVICE
	<b>3RD FLOOR</b>	<b>ProM: Chassis for Managers</b> Mike Delmolino OWNERS • MANAGERS	<b>ProM: Motivating Your Team</b> Mike Delmolino OWNERS • MANAGERS	<b>Fix it to List it</b> Mike McCarty & Kellie Santiago SALES • MARKETING	<b>ProM: Winning Schedules for Managers</b> Mark Daconto MANAGERS • OWNERS	<b>ProM: Removing Constraints from Your Business</b> Mark Daconto MANAGERS • OWNERS	<b>ProM: Running an Effective Meeting</b> Marc Tannenbaum MANAGERS • OWNERS
<b>BUILDING 4</b>	<b>TRAINING ROOM</b>	<b>Improving Yield &amp; Profits: High Pressure SPF</b> Steve Bohanon of Lapolla DES PRODUCTION	<b>Masterful Explanations</b> Rick Searles DES SALES	<b>Attic Systems Opportunity</b> Marc Tannenbaum OWNERS	<b>Intro to PPE</b> Tony Matteis of 3M DES, BSI & CS SALES, SERVICE & PRODUCTION	<b>Take Back Your Time: Building a Winning Schedule</b> Lindsay Zsoldos & Katherine Gulick   MARKETING	<b>Improving Yields &amp; Profits: High Pressure SPF</b> Steve Bohanon of Lapolla DES PRODUCTION
	<b>TEST HOUSE</b>		<b>Blower Door</b> Michelle Knaszak DES SALES & PRODUCTION	<b>Blower Door</b> Michelle Knaszak DES SALES & PRODUCTION			

