



Dear GAF Contractors,

We have sent a personalized Wealth Builder / Partners in Growth invitation to your company email – the one on record with CCP. There is only one invitation sent to a company, and the principal person who registers will have the ability to add 5 more guests (six company attendees are permitted). If you need us to send the invitation to a specific email address, please call the Contractor Conference Hotline at **866-460-8172** or email us at gafevents@gaf.com. We look forward to seeing you at the [Talking Stick Resort](#) in Scottsdale!

CONFERENCE AGENDA

Saturday March 28

- 1:00-5:00 PM Check in and Registration

Sunday March 29

- “Free Time” complimentary recreational activities throughout the day: Golf at the Talking Stick Golf Club, Desert Botanical Gardens Tour, Scottsdale Shopping, and Baseball at Salt River Fields
- 8:00-5:00 PM Check in and Registration
- 5:30-8:30 PM Programs and Products Expo, and “One Roof” Awards Recognition

Monday March 30

- 7:00 -12:00 PM Check in and Registration
- 7:00-8:00 AM Breakfast

- 8:00-8:15 AM Conference Welcome / Opening – Jim Slauson, VP, Certified Program and Services, GAF
- 8:15-8:35 AM Industry Update – Jim Schnepfer, Executive VP, Sales, GAF
- 8:35-9:30 AM Marketing Update – Paul Bromfield, Sr. VP, Marketing & Corporate Development, GAF
- 9:30-9:45 AM Break

Commercial Breakout Sessions:

- 9:45-10:45 AM **Commercial Session #1:**
 - TPO Product Performance and Understanding VOC Regulations in 2015 - Helene Hardy Pierce, VP, Technical Services, Codes, and Industry Relations, GAF
- 10:45-11:45 AM **Commercial Session #2**
 - Industry Update on Commercial Code - Mark Graham, Associate Executive Director, Technical Services, NRCA

Steep Slope Breakout Sessions:

- 9:45-10:45 AM **Steep Slope Session #1**
 - Energy and Moisture Performance of Spray Foam Sealed and Ventilated Attics- Sudir Railkar, Research & Development, GAF, and Dr. William Miller, ORNL
- 10:45-11:45 AM **Steep Slope Session #2**
 - The Roof: Every Building's First Line of Defense Against Mother Nature- Ann Cope, PhD, P.E., Insurance Institute for Business & Home Safety
- 11:45-12:45 PM Lunch
- 1:00-2:00 PM **Contractor Sharing Session #1** (Three topics, please chose one)
 - New Mobile Jobsite
 - Generating Leads and Qualifying Your Client
 - Sales Person and Employee Development
- 2:00-2:15 PM Break
- 2:15-3:15 PM **Contractor Sharing Session #2** (Please see topics above)
- 3:30-4:15 PM NRCA Update – Bill Good, Executive VP, NRCA
- 4:15-5:15 PM Keynote Speaker – Brian Parsley
- 5:30-6:30 PM Happy Hour; Dinner on your own

Tuesday March 31

- 7:00-8:00AM Breakfast
- 8:00-8:15AM Welcome Address – Jim Slauson, VP, Certified Program and Services, GAF
- 8:15-9:15AM Effectively Handling An OSHA Inspection – Edward G. Folke, Jr., Esq., Fisher & Phillips LLP

- 9:15-10:00AM Washington DC Policy Update – Craig Brightup, CEO, The Brightup Group
- 10:00-10:15AM Break
- 10:15-11:00AM Defending Your Company's Name in the World of Twitter – Ron Levine, Esq., Herrick, Feinstein LLP
- 11:00-12:00AM Channel Marketing, ROI-Generating Leads, and Lead Management - Omer Atesmen, CEO, Service Pro Finder
- 12:00-1:00PM Lunch
- 1:00-2:00PM Are You Fit to Grow? – Mark Richardson, Business Strategist, Author, and Entrepreneur
- 2:00-3:00PM Challenge Selling - Chris Mooney, Exec. Director, Sales Development, GAF
- 3:00-3:15PM Break
- 3:15-4:15PM Keynote Speaker – Rocky Bleier, “Be the Best You Can Be”
- 4:15-4:30PM Conference Wrap Up – Jim Slauson
- 6:00-7:00PM Award Dinner Cocktail Reception
- 7:00-9:30PM Steep and Commercial Awards Dinner

Wednesday April 1

- Breakfast on your own

8:00 am – 9:00 am Elective Classes (chose one):

Steep Slope Elective Classes

- Leveraging Technology to Ace In-Home Selling
- GAF Solutions for Your Toughest Jobs

Commercial Elective Classes

- EverGuard® TPO and RhinoBond® - Labor Savings and Challenging Details
- Coating Solutions, Creating New Opportunities

9:15 – 10:15 AM Elective Classes (chose one)

Steep Slope Elective Classes

- Leveraging Technology to Ace In-Home Selling
- GAF Solutions for Your Toughest Jobs

Commercial Elective Classes

- EverGuard® TPO and RhinoBond® - Labor Savings and Challenging Details
- Coating Solutions, Creating New Opportunities

- 10:15AM Departures