



**“Unlocking New Value – Shaping Our Future”  
2016 CONFERENCE AGENDA**

<b>Saturday April 2</b>		<i>What</i>	<i>Location</i>
1:00-5:00 PM		Check in and registration <i>CARE/CCP Meet and Greet</i>	Registration Desk
<b>Sunday April 3</b>		<i>Location</i>	
Recreational Activities , Check-in, Registration & EXPO <i>(On-line pre-registration required for all activities, one activity per person)</i>			
7:00 – 8:00		Breakfast on your own	
8:00-5:00 pm		Check in and registration	Registration Desk
9:00 am - (TBA)		Golf Scramble	Golf Course
10:am – 4pm		Free Time Activities: Spa Treatment or River Cruise	
12:00 pm (tentative)		EXPO Set Up	
5:30 – 8:30 pm		Reception and Vendor EXPO	
6:30 pm		“One Roof” Awards Recognition	
<b>Monday April 4</b>		<i>Location</i>	
7:00 – 12:00 pm		Check in and registration (all day)	Registration Desk
7:00 – 8:00 am		Breakfast	
8:00 – 8:15		Conference Welcome & Opening, Jim Slauson	
8:15 – 8:35		Industry Update – Jim Schnepfer, GAF	
8:35 – 9:30		Marketing Update – Paul Bromfield, GAF	
9:30 – 9:45		Break	
9:45 – 10:45		Amy Staska, NRCA University – <b>Workforce Development</b>	
10:45 – 11:45		Greg Wallick, Best Roofing - <b>“Roofing is a Team Sport”</b>	
11:45 – 12:45		Lunch	
12:45 – 1:00 pm		<i>Get into place for sharing session</i>	
1:00 – 2:00 pm		<i>Contractor Sharing Sessions</i> <ul style="list-style-type: none"> <li>• <i>Social Media – Selling Your Brand</i></li> </ul>	



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	<ul style="list-style-type: none"> <li>• Lead Generation - Commercial</li> </ul>	
	<ul style="list-style-type: none"> <li>• Lead Generation - Steep</li> </ul>	
	<ul style="list-style-type: none"> <li>• Employee Success – How to reward, motivate, and incentivize your employees</li> </ul>	
2:00 – 2:15 pm	<i>Get into place for 2<sup>nd</sup> sharing session</i>	
2:15 – 3:15	<i>Contractor Sharing Sessions</i>	
	<ul style="list-style-type: none"> <li>• Social Media – Selling Your Brand</li> </ul>	
	<ul style="list-style-type: none"> <li>• Lead Generation - Commercial</li> </ul>	
	<ul style="list-style-type: none"> <li>• Lead Generation - Steep</li> </ul>	
	<ul style="list-style-type: none"> <li>• Employee Success – How to reward, motivate, and incentivize your employees</li> </ul>	
3:15 – 3:30 pm	<i>Break</i>	
3:30 – 4:15	Mark Graham, NRCA – <b>“Code Approvals in 2015”</b>	
4:15 – 5:15	<b>Keynote Speaker #1</b> <b>“Never Give Up on a Dream”</b> - Jim “The Rookie” Morris	
5:30 – 7:30	Happy Hour – Beach / tailgate party	
	Dinner on your own	
<b>Tuesday, April 5</b>		<b>Location</b>
7:00 – 8:00 am	Breakfast	
8:00 – 8:15	Conference Welcome - Jim Slauson	
8:15 – 9:15	<b>Keynote Speaker #2 – “Achieving Consistent Top Performance Through Personal Resiliency”</b> - <i>Roberta Kraus, Center for Creative Leadership</i>	
9:15 – 10:00	Craig Brightup, The Brightup Group, LLC – <b>“Federal Business Policies and Election 2016.”</b>	
10:00 – 10:15	Break	
10:15 – 11:00	TBA	
11:00 – 12:00	Philip Siegel, Esq., Hendrick, Salzman, Phillips & Flatt – <b>“Employee Misclassification”</b>	
12:00 – 1:00 pm	Lunch	
12:00 – 1:00 pm	Women’s Leadership Workshop / Luncheon with	



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	Roberta Kraus, Center for Creative Leadership <b>“Optimizing Performance for High-Achieving Women”</b>	
1:00 – 2:00 pm	<i>PANEL for Commercial Contractors: <b>COATINGS</b></i>	
2:00 – 3:00 pm	<i>Breakout for Commercial Contractors: Helene Hardy Pierce, GAF - (Topic TBA )</i>	
1:00 – 2:00 pm	<i>PANEL for Steep Slope Contractors: <b>FINANCING - How to market financing to fulfill your client’s needs.</b></i>	
2:00 – 3:00 pm	<i>Breakout for Steep Slope Contractors: “Attic Ventilation &amp; Selling” – Sudhir Railkar, GAF.</i>	
3:00 – 3:15	Break	
3:15 – 4:15	<b>Keynote Speaker #3</b> <b>“Lessons in Leadership” - Carey Lohrenz</b>	
4:15 – 4:30	Wrap Up – Jim Slauson	
4:30 – 6:00	Break	
6:00 – 7:00	Cocktail Reception	
7:00 – 9:30 pm	Awards Dinner	
<b>Wednesday April 6 -- Elective Classes</b>		Location - TBA
7:00 – 8:00 am	Breakfast	
8:00am - 4:00pm	<i>Steep Slope - <b>GAF Master Negotiations: Winning sales on your terms, your price, your value</b></i>	
8:00am - 4:00pm	<i>Commercial – <b>GAF Master Negotiations: Winning sales on your terms, your price, your value</b></i>	