



REMODELER & SUPPLIER EXPO

Business Development Conference - Ideas for 2010 and Beyond

MARCH 10, 2010 | 7:00 A.M. TO 5:00 P.M.
MARCUS MAJESTIC CINEMAS | BROOKFIELD, WI

**EARLY-BIRD REGISTRATION OPENS NOV 13
EXHIBITOR/SPONSOR PROSPECTUS AVAILABLE NOV 30**

The Milwaukee/NARI Remodeler & Supplier Expo, anticipated to be the premier educational conference devoted exclusively to the remodeling industry, will offer participants the opportunity to attend educational sessions on a variety of topics within four overarching tracks, visit exhibits by companies who provide products or services to professionals engaged in the industry, and network with industry peers.

Conference Tracks

- Design and Green Remodeling
- Business and Legal
- Marketing and Sales
- Production and Field



Who should attend? *You should attend if...* you or your company is engaged in the remodeling industry, you are a professional remodeler or own a remodeling business, you are looking to improve or enhance your remodeling business, or you are looking to obtain dwelling contractor CEUs.

Who should Exhibit? *You should exhibit if...* you are a Milwaukee/NARI Member and you or your company provides a product or service to professional remodelers (i.e. single line contractors, material suppliers, financial institutions, architects, legal firms, consultants, insurance agencies, plumbers, electricians, marketing, electronics, painters, telecommunications, printing/signs, etc.)

	Design and Green Remodeling Track	Marketing and Sales Track	Business and Legal Track	Production and Field Track
7:00 AM - 8:15 AM	Registration, Continental Breakfast and Exhibits			
8:15 AM - 9:15 AM	Opening Keynote Address: Tales from the Streets—How Top Remodelers are Finding Success Victoria Downing, GCP, Remodelers Advantage, Inc.			
9:15 AM - 10:45 AM	Energy Efficiency in Existing Homes – Increased Sales through Assessments	Desperately Seeking Sales - A Primer on Effective Marketing During a Tough Economy	Understanding the Legal Issues Every Remodeler Should Be Aware Of	Maximizing Mobile Technology Potential in the Remodeling Industry
10:45 AM - 12:15 PM	Why Universal Design/ Aging in Place Makes Sense and Cents	Marketing Yourself Through Social Media - If You're Missing It, You're Missing Out!	Reduce Your Risk – A Comprehensive Guide to Contractors Insurance	Working with Your Local Building Officials – Permits, Inspections, Architectural Review Boards and Grievances
12:15 PM - 1:30 PM	Lunch and Exhibits			
1:30 PM - 3:00 PM	Green Remodeling Using High Performance Design	Enhance Your Virtual Showroom - Building a Web Site that Generates Traffic and Boosts Sales	Know Your Numbers: QuickBooks and General Accounting Practices to Help Your Bottom Line	Panelized Wall Systems: Are They Right for Remodeling?
3:00 PM - 3:15 PM	Afternoon Break			
3:15 PM - 4:00 PM	Closing Keynote Address: The Remodeling Outlook: Positioning for the Future Mark G. Richardson, CR, Case Design/Remodeling, Inc.			
4:00 PM - 5:00 PM	Closing Reception and Exhibits			

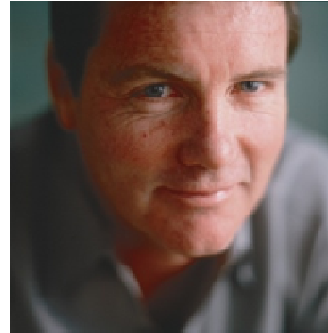
Keynote Speakers

Milwaukee/NARI looks forward to welcoming the following Keynote Speakers to its inaugural expo.



Victoria Downing, GCP
Remodelers Advantage, Inc.
Laurel, MD

Co-Author of *Mastering the Business of Remodeling: An Action Plan for Profit, Progress and Peace of Mind*



Mark G. Richardson, CR (invited)
Case Design/Remodeling, Inc.
Baltimore, MD

Author of *How Fit Is Your Business?*

What Is Included With Your Registration for the Expo?

- Access to more than a dozen educational sessions covering a variety of cutting-edge remodeling topics.
- Entrance to Exhibits and a Closing Reception
- Opening Keynote Address by Victoria Downing, GCP, Remodelers Advantage, Inc.
- Closing Keynote Address by Mark G. Richardson, CR of Case Design/Remodeling, Inc.
- Ideas for improving/enhancing your remodeling business in today's market
- Opportunity to network with peers and companies that provide products and services to those engaged in the industry.
- Continental breakfast, lunch and afternoon refreshment break
- And more...

Registration Fees

	Early-Bird (through Feb 10)	After Feb 10 or On-Site
Member* Fees		
NARI Member	\$125	\$200
Each Additional NARI Member from your Company	\$95	\$150
Non-NARI Member Fees		
Non-NARI Member	\$225	\$300
Each Additional Non-NARI Member from your Company	\$195	\$250

**Member rates apply to current members of Milwaukee, Madison and Fox Valley NARI. Renew your dues or become a new member to qualify for discounted registration rates.*

Continuing Education

Milwaukee/NARI plans to apply for approval to offer the following credits to expo attendees.

- CEUs toward Department of Commerce Dwelling Contractor Qualifier refresher
- CEUs toward NARI Certification/Recertification

Conference Task Force

Dave Amoroso, Ron Sonntag Public Relations, Inc.

Jill Liptow, RCI Design/Build

David Pekel, CR, Pekel Construction & Remodeling, Inc.

Tony Rink, CR, Renovators, Ltd.

Thomas Weiher, CR, CKBR, Carmel Builders, Inc.

Milwaukee/NARI Home Improvement Council, Inc. is proud to be partnering with the Madison and Fox Valley NARI Chapters on this inaugural educational conference.