

Wednesday, October 1, 2008 Morning Sessions 9:00 A.M. - 10:30 A.M

WA1 CONTRACTOR MARKETING - "SECRETS YOUR COMPETITION DOES NOT WANT YOU TO KNOW" ADAMS HUDSON
Receive "marketing blueprints" as part of your conference admission that will show you...

- How to Massively Increase Yellow Page leads while slashing costs.
- The ONE Marketing Strategy Your Competition Hopes you'll never discover.
- Simple Methods to Generate replacement and service leads "at will".
- "Missing Ingredients" that ad reps never mention... and why.

Plus, attendees will get hundreds of dollars of handouts, actual "Case Studies," and resource material.
BONUS: A full Marketing Makeover worth \$24,000 will be given away at the Conference. You must attend to win.

WA2 BUYING COMPANIES – NOT JUST A "BIG COMPANY" OPPORTUNITY ELLEN ROHR
• Learn how to VALUE a company... yours and others. Ellen will share simple valuation formulas and creative ways to structure a win-win purchase.
• Finding, approaching, presenting and CLOSING the deal. Step-by-step behaviors for GROWING your company through simple acquisitions.
• This is NOT dry-as-dust theory. This is "street smart" strategy for building your business fast with whatever cash flow you have.
YOU WON'T LEARN THIS IN COLLEGE... YOU WILL LEARN THIS AT ISH NA.

WA3 WHY HYDRONIC DISTRIBUTION SYSTEMS ARE A DEEP SHADE OF GREEN TECHNOLOGY JOHN SIEGENTHALER
The hydronic heating industry can provide customers with boilers having thermal efficiencies of 95+ percent. The forced-air industry can do the same with furnaces. Given these ultra-high efficiencies, one might assume there is little remaining opportunity to further reduce energy use. However, thermal efficiency only tells part of the story. Additional electrical energy is required to distribute the heat produced in the mechanical room throughout the building, and this is where hydronics holds a significant advantage over forced air. This difference will only become wider as new circulator technology enters the North American market. This seminar will make the comparison and show you why a state-of-the-art hydronic distribution system is about as green as it gets.

WA4 PERFORMANCE BASED PAY COMPENSATION PLANS FOR FIELD PERSONNEL RON COLLIER
As we begin to hire and motivate field personnel, pay plans should move from normal hourly pay to a more robust, performance based pay. Field personnel should not be paid more money to work slower; they should be paid more to work more efficiently. Performance based pay plans are systems that reward the productive worker who takes advantage of his experience and training, while penalizing the non-productive worker. We'll discuss different types of performance plans currently in use in contractors companies and some implementation strategies for success.

WA5 7 MARKETING SECRETS EVERY DESIGNER AND CONTRACTOR MUST KNOW! MELISSA GALT
A successful business is one that allows us to enjoy the whole of our lives & doesn't swallow us whole! Knowing the tried & proven marketing secrets for success will enable you to create their business for their best life now. Implementing even one of the techniques or tools is guaranteed to create a significant positive impact on your bottom line and their time.

- Not every prospect is a good fit. *Learn to define and target your ideal client?*
- A revolving door of continually new and one time clients can be exhausting. *Creating a lifetime of demand in your existing client base.*
- Getting referrals can sometimes feel awkward or forgotten. *Realize how to easily create raving fans and leverage their testimonials.*
- Scratching the surface won't develop the relationship for success. *Discover how to find your unique points of connection with every client.*
- Doing it all yourself is a guaranteed fast track to burn out. *Master the virtual office and stress-less delegation techniques.*
- It's all in how you say it. *Conquer the semantics for success; get the words that work for ultimate success.*
- Leaving money & opportunity on the table because you are selling how you would buy is common.
Banish your limitations as you educate your client into a bigger better design.

Wednesday, October 1, 2008 Afternoon Sessions 3:00 P.M. - 4:30 P.M

WP1 TEN TRENDS THAT WILL SHAPE THE FUTURE OF HYDRONIC HEATING JOHN SIEGENTHALER
With crude oil holding in excess of \$100 per barrel, every sector of the HVAC industry is taking a long hard look at how it can compete and even prosper in an increasingly energy conscientious market. New hardware and design concepts will help keep hydronics technology at the cutting edge of energy efficiency. This seminar will examine what they are as well as the rationale for their use. You will see some incredible ideas and equally incredible performance numbers that will surely help shape the future of hydronic heating.

WP2 RECESSION-PROOFING YOUR BUSINESS: STRATEGIES FOR SUCCESS KIRK ALTER
Make the right moves in tough times, or pay the price for many years to come. No one can be right 100% of the time. Economic change brings both opportunities & threats. Have you safeguarded your business by creating a business strategy to see you through challenging times...do you remember the Carter years – gas lines and 21% interest rates? The housing crisis, high fuel costs, and a tightened money supply could bring you grief, or bring you riches. What are you doing to ensure your success? Get the tools to correctly analyze your place in the marketplace & position yourself for long-term success.

WP3 THE RESEARCH REQUIRED FOR SUCCESSFUL IMPLEMENTATION OF NEW WATER EFFICIENT TECHNOLOGIES PETER DEMARCO
Americans now use an average of 100 gallons of treated drinking water each day. The U.S. EPA reports that 36 States are projecting water shortages by 2013. The need to become more efficient with water, especially expensive treated drinking water, is profound. To improve efficiency, we will need to transition our homes and our workplaces with more efficient fixtures, fixture fittings and water reuse systems in order reduce consumption and ensure adequate water supplies are available to meet the future demands of our growing population. However, this transition towards increasingly more water efficient and sustainable plumbing products and systems must occur while protecting the health and safety of the public, providing performance that results in consumer satisfaction and ensuring that plumbing systems continue to operate as required. This presentation will focus on some of the scientific research that has been conducted to date - and what remains to be done - in order to embrace these new technologies while having a high level of confidence that safety and efficacy requirements have been evaluated.

WP4 SOLAR AROUND THE WORLD BOB "HOT ROD" ROHR
This session will explore various solar concepts and actual installations around the world. Learn some design and sales ideas to promote solar to your customers.

WP5 EVERYTHING YOU WANTED TO KNOW ABOUT COUNTERTOP MATERIALS ... BUT WERE AFRAID TO ASK SEAN JACOBS
Learn the real features and benefits of countertop materials and how to use them to WOW your customers with the designs that excite them. Understand the differences between the myths that abound and the realities of the most popular countertop materials. Yes, there are many exotic surfaces for consumers to consider. But the four mainstream products still dominate the world of surfacing sales. This program will educate and entertain a beginner to this exciting industry on the four most popular surfaces sold worldwide. Looking at high-pressure laminate, solid surface, granite, and quartz and why they win the hearts of consumers worldwide. We will explore the history of their development to the manufacturing process used to create them. This fast-paced, fun-filled, hands-on approach, we will examine performance characteristics and how they vary -- compare and contrast scratch resistance, impact resistance, stain resistance, care & maintenance, warranty, and pricing.

Thursday, October 2, 2008 Morning Sessions 9:00 A.M. - 10:30 A.M

TA1	WATER REUSE AND WATER RECLAMATION Green plumbing design may include water reuse and water reclamation systems. These systems conserve water by not using the public water supply for flushing water closets and urinals or for irrigating the lawn and gardens. The installation of water reuse and reclaimed water systems raises concerns regarding public health and safety. Extreme care must be exercised in using these systems. The Plumbing Codes have been going through revisions to regulate these systems. This program will discuss the issues regarding code compliance and protection of public health for water reuse and reclaimed water systems.	JULIUS BALLANCO
TA2	ADDING VALUE FOR YOU AND YOUR CUSTOMER – RAMPING UP YOUR PRE-CONSTRUCTION SERVICES Everyone inherently understands the value of good pre-planning, even though we don't always seem to have the time to do it! Learning to effectively sell your pre-construction services to your customer can differentiate you & exponentially expand your profit. Go from rudimentary "kick-off" meetings as the current standard to having a well conceived fully functional pre-construction services operation in your company. Revolutionize your approach to this facet of your business and reap the rewards. Come and learn how to create a pre-construction services component to your business that will help you to become the preferred service provider in your marketplace and improve your overall business success.	KIRK ALTER
TA3	AN INTRODUCTION TO THE GREEN PLUMBERS PROGRAM The key to understanding the future of plumbing is to understand the availability and cost of water and energy. This workshop will explain how GreenPlumbersUSA can prepare you for the future, and help you grow your business. The workshop will also highlight the original five GreenPlumbers educational courses and introduce the five additional courses added in 2008.	STEVE LEHTONEN
TA4	IS THERE A CASH FLAW IN YOUR CASH FLOW? It isn't sales that cause us to stay in business, but the resulting cash flow that keeps your company afloat. Getting and keeping cash, using cash properly and the use of breakeven techniques in business will better control your profits. Complete a cash flow projection sheet for your company, discuss collection techniques, credit card and cash sales, financial ratios, and effective use of cash and credit for your business.	RON COLLIER
TA5	SELLING TO THE RESIDENTIAL MARKET This seminar will provide details into how to profitably work with kitchen and bath dealers and designers, while competing with the big box. What should you be selling to the kitchen and bath dealer and what do the designers want from you that will help them, and essentially you, close more sales?	SEAN JACOBS

Thursday, October 2, 2008 Afternoon Sessions 3:00 P.M. - 4:30 P.M

TP1	HOW TO PUT HIGH PERFORMANCE PLUMBING MARKETING IN YOUR COMPANY INSTANTLY Contractors are great technicians. Too bad this skill doesn't automatically translate into results. That's where marketing comes in. Attend this super-fast seminar that focuses on high performance marketing that gets results. In it, you'll see... <ul style="list-style-type: none"> • Why Most Yellow Page ad results are a joke and how to make yours outperform others... even with a smaller ad! • The Only 5 Words you need to know about your marketing. Forget complicated formulas and marketing mumbo-jumbo. • See 4 ads that generated over \$1 million each in sales. Then watch as the keys to their power are revealed for you to copy! • See the 18 cent marketing tool that can keep customers from ever opening the phone book again. So simple, so obvious! • 3 questions that can lower your newspaper ad rate by 65%. Maybe more. • A proven way to retain customers longer, get more referrals, and higher image... for 46 cents! Free! – 16-page marketing report • Lead generation guide • Branding Guide • Yellow Page Critique • 12 month marketing strategy planner • Retention Program kit <ul style="list-style-type: none"> • Free follow-up newsletter, and a few things you're not prepared for! 	ADAMS HUDSON
TP2	RESIDENTIAL SPRINKLERS The Building Code has added requirements for residential sprinkler for all residential use groups. A code change may mandate sprinkler systems in the Residential Code for all one and two family dwellings and townhouses. The method of calculating the pipe size is also unique to residential systems. Get an understanding of the unique design, sprinkler layout, and hydraulic calculations using NFPA 13D. These systems are typically installed as a part of the potable water distribution system by the plumbing contractor.	JULIUS BALLANCO
TP3	SELLING COMPANIES - CREATING WEALTH AND A WAY OUT <ul style="list-style-type: none"> • What about getting OUT? How to create a fortune without enslaving the children • What are the opportunities as an industry? Wall Street basics for understanding the BIG game • What about the EMPLOYEES? If you don't provide wealth-building opportunities, they may LEAVE and start their own companies. (Already happened to you?) Learn how to offer a "Stake in the Outcome" without sacrificing your fortune. 	ELLEN ROHR
TP4	GREEN DESIGN WITHIN THE UPC AND UMC Discover how green products and concepts can be applied with the 2006 UPC and UMC. Specifically, learn about green applications that are currently allowed by the codes as well as some possible applications that can be allowed through the alternative approval process.	TAL RABIAH
TP5	DESIGNING KITCHENS THAT 'MULTI-TASK' Multi-tasking has become a way of life for homeowners – and nowhere is this more evident than in the kitchen. Revered as the "heart" of today's home, kitchens are increasingly being required to also function as the "brain" – acting as a central command station for everything from food preparation, dining and entertaining to doing homework, planning household activities, paying bills, organizing schedules, controlling security features, and more. As a result, today's kitchens must feature clearly defined zones that work both individually and as part of the greater whole, allowing members of the household to perform tasks simultaneously, and in the same space, while maximizing both functionality and family time. From dual-function appliances to multi-tiered islands, this insightful seminar will provide attendees with a wealth of ideas about how to create exciting, multi-functional kitchens.	MELISSA GALT

Friday, October 3, 2008 Morning Sessions 10:00 A.M. - 11:00 A.M

COMP1	"TWO REAL SHARP P'S IN A BRIGHT GREEN POD" Participate in an open discussion with two of the industry's seasoned pros and the only two recipients of the Carlson-Holohan Industry Award of Excellence. We'll cover everything from state of the art "Green" technologies, like Solar Thermal, Ground Source Heat Pump, Solar PV and Hydrogen Fuel Cell Technology, to High Efficiency Space and Hot Water Heating, Waste Heat Recovery and mini-split Inverter systems that have very high SEER and HSPF ratings.	DAVE YATES and MARK EATHERTON
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