



REMODELING EDUCATION EXPO

Chicagoland's premier conference for remodeling professionals

October 19, 2023 | 8:15 AM - 6:00 PM





EXHIBITORS

VISIT THE EXHIBITOR HALL DURING BREAKFAST – 8:15AM – 9:30AM



Windows
& Doors



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REMODELING EDUCATION EXPO

THURSDAY, OCTOBER 19, 2023

8:15am – 9:30am	Registration, Breakfast & Exhibitor Hall	All-Seasons Room
9:30am – 10:45am	Keynote Presentation	All-Seasons Room
11:00am – 12:00pm	Educational Breakout Sessions #1	Ballroom A/B/C
12:00pm – 12:45pm	Lunch	Ballroom A/B/C
1:00pm – 2:00pm	Educational Breakout Sessions #2	Ballroom A/B/C
2:00pm – 2:15pm	Afternoon Break	2 nd Floor Balcony
2:15pm – 3:15pm	Product Presentations / Demonstrations	
3:15pm – 4:15pm	Panel Discussion: The Future of Remodeling	Ballroom A/B/C
	<ul style="list-style-type: none"> o James Rogers, <i>Owner at R3 Contracting</i> o Steve Filyo, <i>Owner at Blue Earth Deconstruction</i> o Caroline Broderick, <i>Managing Editor at Pro Remodeler</i> o Victoria Downing, <i>President at Remodelers Advantage</i> 	
	Moderator: Jeff Schreiber, <i>Owner at Kitchen Discounters of America, Inc.</i>	
4:15pm-4:30pm	Conference Closing	Ballroom A/B/C
4:30pm-6:00pm	President's Reception	Bocce Court East

SPECIAL THANKS TO OUR PRESIDENT'S RECEPTION SPONSOR:



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9:30-10:45AM KEYNOTE PRESENTATION

The Quiet Hero

Steven Baczek, Architect & Expert from The Build Show Network

All-Seasons Room

REMODELING... there is a love there like no other in construction. Our work is often times that of a quiet hero. Our day-to-day work activities on site call for continuous problem solving of buildings. Discipline and experience provide timely solutions and much of the work is seldom honored or even spoken about. Success is based on responsibility and discipline, often buried in a second life. The award here, is walking away knowing “you did that”, but more importantly, you provided the next chapter in the story. Success doesn’t come easy. It comes to those prepared in collaboration with the team, where every individual “does their job”. An orchestration of disciplines working toward a common goal, for the good of the “TEAM”.

ABOUT THE PRESENTER

Steven Baczek is a registered architect with over 30 years of construction industry experience. As a sole practitioner, he typically works with clients on select custom residential projects. Utilizing his strong Building Science background, he strives to integrate sound design practices with good construction practices to provide exceptional design solutions to their design problems.

His residential work includes over 50 Leed Platinum Homes, and numerous Zero Energy Homes, and Certified Passive Homes. Steve also does extensive work giving older, existing homes a second chance at success. Many of these renovation projects are also designed to be Zero Energy, Deep Energy Retrofits, as well as the first Certified Passive House Renovation in the U.S. under the “Enerphit” program.

Steve volunteers his time for the betterment of the building community as an Architecture Critic at a School of Architecture and on guest panels at building industry events.



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11:00AM - 12:00PM EDUCATIONAL BREAKOUT SESSIONS #1

WE'RE (STILL) HIRING: How to Win the War on Talent Acquisition

*Victoria Downing, President at Remodelers Advantage
Mark Harari, Vice President at Remodelers Advantage*

Ballroom B/C

Hiring talent is becoming increasingly difficult. 80% of survey respondents report skills shortages. 2 of 5 believe the biggest obstacle to growth is the inability to attract the right staff. We're experiencing a business environment where access to top talent is not only putting a strain on productivity, it's also limiting growth. Your talent strategy directly impacts your business performance, yet most don't give it the attention it deserves.

Indeed, the art of finding good talent has long mystified even the most progressive business leaders. But the stakes are too high to treat talent as an afterthought. The good news? There are simple steps to transform your recruiting process from uncoordinated and desperate to systematic and competitive. In this fast-paced, interactive session, you'll learn how to build a recruitment program that attracts and retains high-quality talent consistently, in even the most competitive markets.

In this session, Harari brings the marketing tips to attract recruits (along with a touch of humor), and Downing shares best practices learned from the thousands of remodelers with whom she's worked. Together, their chemistry, showmanship, and 50+ years of experience will deliver a high-impact session.

Air Leakage: The 3rd Most Destructive Home Issue

Joe Konopacki, President & CEO at Insight Property Services, Inc.

Ballroom A

Keeping homes dry and conditioned is essential for an effective controlled environment. Controlling air flow has been overlooked as a key aspect of achieving these goals. Air flow affects indoor air quality, comfort, building durability, condensation, combustion safety, recurring mold, insulation performance, icicles, and more. We will explore these and other issues and show how uncontrolled air flow can be the common link among many problems in homes and how to best solve them. While "homes need to breathe", we will discuss what that means in a practical sense rather than it being a justification for sloppy installations and poor assemblies.

NOTES

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Custom Builder

HOW TO BUILD A HIGHLY SUCCESSFUL REMODELING COMPANY

1. Cut on dotted line.
2. Rotate 180 degrees.



The most successful remodelers in North America have one thing in common: they aren't doing it alone. **Join them.**

The support and guidance you'll receive from your Roundtables peers will dramatically change your company—and your life—for the better.

Isolation is the enemy of success.

Don't go it alone.

"RA is the single best thing I ever did to advance my business."

~ Andy Wells
Normandy Design Build Remodeling

"I am more stable and profitable (by far) than I ever would have been without this group."

~ April Bettinger
Nip Tuck Remodeling

"There is nothing more powerful than the power of WE."

~ Jennifer VanderBeken
VanderBeken Remodel

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**Remodelers
ADVANTAGE.**

1:00PM - 2:00PM EDUCATIONAL BREAKOUT SESSIONS #2

Strategic Planning by the Numbers

Victoria Downing, President at Remodelers Advantage

Ballroom B / C

You've been told it's important to "know your numbers" but do you know how to use your financial information to help you make hard-hitting, profit-insuring decisions for your company? Join industry expert, Victoria Downing, as she explains the key financial indicators in every company and demonstrates exactly what it is telling you. Then join your peers as you interpret real-life financial information and solve your company's most common problems.

Leveraging Your Business Online

Kevin Dempsey, President at Insight Marketing Solutions Inc.

Ballroom A

Digital marketing plays an important role in driving awareness and attracting potential customers for remodeling businesses. In this session, marketing expert Kevin Dempsey will take an in-depth look at Facebook, Instagram, Google My Business, and YouTube and how each channel can be leveraged for a business' specific goals. Additionally, he'll review the importance and benefits of Search Engine Optimization for websites. This presentation will assist attendees in identifying the ideal target audience for their business and offer advice on navigating the constantly evolving realm of social media.

2:15 - 3:15PM PRODUCT PRESENTATIONS / DEMONSTRATIONS

Attendees to select two, 30-minute demonstrations to attend on the following topics:

No Leaks: How to Professionally Install and Flash Windows

Sierra Pacific Windows, A Division of Sierra Pacific Industries

Bocce Court East

Quality Installation Requirements: The James Hardie Difference

James Hardie Building Products

Bocce Court West

Schluter Systems Shower Overview: What Does it Mean to be Waterproof?

Schluter Systems

Ballroom A

The Inside Scoop on Outdoor Cabinetry

Krengel & Hood

Ballroom B

NOTES

3:15PM – 4:15PM PANEL DISCUSSION

The Future of Remodeling

Ballroom B/C

Moderator: Jeff Schreiber, Owner at Kitchen Discounters of America, Inc.

Panelists: James Rogers, Owner at R3 Contracting

Steve Filyo, Owner at Blue Earth Deconstruction

Caroline Broderick, Managing Editor at Pro Remodeler

Victoria Downing, President at Remodelers Advantage

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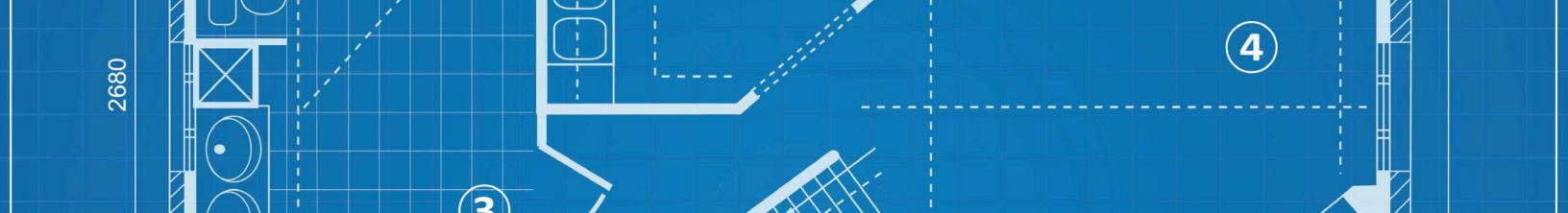
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UPCOMING EVENTS

November 30, 2023 | 5:30 pm

Annual Chapter Business Meeting

Westwood Tavern & Tap in Schaumburg, IL



March 1, 2024 | 6:00 pm

Contractor of the Year Awards Gala

Empress Banquets in Addison, IL

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