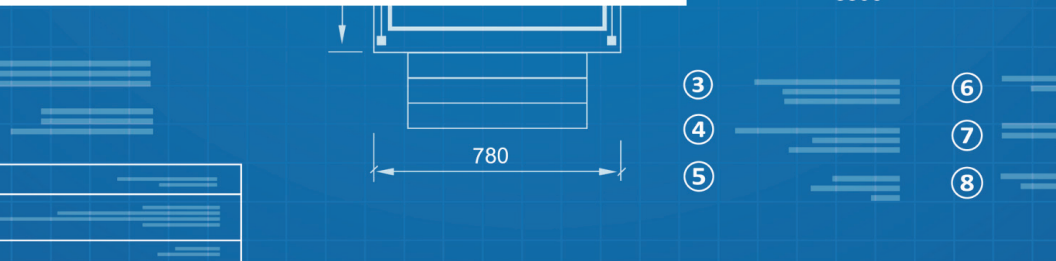




# REMODELING EDUCATION EXPO

Chicagoland's premier conference for  
remodeling professionals

June 7, 2022 | 8:00 AM - 3:30 PM



## EXHIBITORS

VISIT THE EXHIBITOR HALL DURING LUNCH – 11:30 AM – 12:45 PM



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## REMODELING EDUCATION EXPO

TUESDAY, JUNE 7, 2022

8:00am – 8:30am	Registration, Networking & Breakfast	Lobby / Crystal Room
8:30am – 9:20am	Keynote Presentation	Crystal Room
9:30am – 10:20am	Educational Breakout Sessions #1	Crystal / Uma T / JT Rooms
10:30am – 11:20am	Educational Breakout Sessions #2	Crystal / Uma T / JT Rooms
11:30am – 12:45pm	Lunch & Exhibitor Hall Open	Crystal Room
1:00pm – 1:50pm	Educational Breakout Sessions #3	Crystal / Uma T / JT Rooms
2:00pm – 2:15pm	Afternoon Break, sponsored by:	Crystal Room
	<b>KITCHEN DISCOUNTERS</b> OF AMERICA, INC.	
2:15pm – 3:15pm	State of the Industry Panel	Crystal Room
	<ul style="list-style-type: none"> <li>o Caroline Broderick, <i>Managing Editor at Pro Remodeler</i></li> <li>o Doug Howard, <i>Director of Consulting at Remodelers Advantage</i></li> <li>o Jenny Rice, <i>Owner at Icon Building Group</i></li> <li>o Russ Head, <i>Co-Founder at Liv Companies, LLC</i></li> </ul>	
	Moderator: Don Van Cura Sr, <i>President at Don Van Cura Construction Co.</i>	
3:15pm-3:30pm	Conference Closing	Crystal Room

SPECIAL THANKS TO OUR TECHNOLOGY SPONSOR



8:30-9:20AM KEYNOTE PRESENTATION

**Trends, Threats, and Opportunities for Chicago’s Remodelers Today** **Crystal Room**  
*Craig Webb, President of Webb Analytics*

The thrill ride that Chicagoland remodelers have been on for the past two years isn’t over yet. Changes this summer and fall in pricing, product availability, worker attitudes, and customer desires all will affect how you do your work—and how much profit you’ll generate from it. What should you expect? Craig Webb, former editor of *Remodeling Magazine* and now president of Webb Analytics, will update you on the latest developments affecting your work so that you’ll be prepared to prosper.

ABOUT THE PRESENTER

Craig Webb is president of Webb Analytics, a consulting and research company that helps construction supply companies identify and then respond to trends, threats, and opportunities. Webb is one of the nation’s leading experts on building material dealers and distributors. He spent 12 years as editor-in-chief of *ProSales*, the nation’s most honored publication for building material dealers, as well as five years as editor-in-chief of *Remodeling Magazine*.

Webb Analytics builds and expands on Craig’s lifelong career in the news and information businesses. He has worked for *The Wall Street Journal*, McGraw-Hill, United Press International and a variety of magazines, newsletters and newspapers in the U.S. and Europe. He has traveled to 49 states and several foreign countries visiting dealers, builders and remodelers. That legwork is the foundation of the services that Webb Analytics has provided since its founding in September 2018.

Webb was born just outside Washington, D.C., grew up in South Bend, Indiana and received his bachelor’s degree in journalism and history from Indiana University in 1976. He currently lives in Washington.



9:30-10:20AM EDUCATIONAL BREAKOUT SESSIONS #1

**Your Biggest Problem Now and to Come: Finding Workers** **Crystal Room**  
*Craig Webb, President of Webb Analytics*

Remodelers nationwide say they easily could do far more jobs if only they could find and hire people to do the work they had lined up. How can your firm become the exception to the rule? This session, led by Webb Analytics’ Craig Webb, will explore the issue in depth. How can you recruit better? Train faster? Create a pay and benefits package that makes you an employer of choice? Use new technology to solve some of your biggest problems? What’s culture got to do with it all? You’ll emerge with ideas to help you build a bigger, better team.

**Fundamentals of Procurement Using Technology** **JT Meeting Room**  
*Jeff Ryan, General Manager at RenoRun*

As the price of construction materials rises and the ability to hire staff continues to be a challenge, technology is the key to success. For project managers and contractors to successfully deliver a project, they need to have a proper construction procurement process that is efficient, budget conscious and ensures quality every time. How organizations and professionals carry out the procurement process heavily impacts their operations in the construction industry. This session focuses on the intersection of procurement and technology. It introduces the basics of procurement and a structured process for implementation. Topics include types of procurement, considerations, technology substitutes, and procurement best practices. This session will help attendees develop the right habits to ensure smooth operations and predictable procurement related outcomes.

**Construction Documents: Your Pathway to a Successful Project** **Uma T Meeting Room**  
*Joseph Putignano, Director of Operations at Cobblestone Remodeling, Inc.*

This session will explore how clear documentation benefits everyone! Building and remodeling are often described as a process similar to a great musical composition; this process goes through a cycle of emotion, clarity, and timing for everyone involved. Construction documents are one pathway that bring clarity, direction, and agreement towards a successful project, and ultimately help cover you and your business in the process. #coveryourownassets

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10:30-11:20AM EDUCATIONAL BREAKOUT SESSIONS #2

**50 Shades of Cray: How to Identify and Protect Yourself from Crazy Clients** **Crystal Room**  
*Allyson Case Anderson, Founder & CEO at Integro Builders, LLC*  
*James P. Ziegler, Attorney at Stone Pogrund & Korey, LLC*  
Construction is an invasive and often highly emotional experience for clients. The process can bring out the very best – and the very worst – of you and your clients. By the end of this session, you will have learned how to identify red flags of troublesome clients, how to understand your risk at various stages of your project, how to protect your company contractually, considerations to weigh regarding entering into litigation, and best practices to avoid catastrophic disagreements with your clients.

**What All Contractors Should Know About Radon Systems** **JT Meeting Room**  
*Dan Potter, President at DuPage Radon Contractors*  
This session will review the important information that *all* remodelers, general contractors, electricians, plumbers, siding contractors, etc. should know about radioactive radon mitigation systems, brought to you in an interactive fun, game show format.

**Make a PACT for Success in 2022!** **Uma T Meeting Room**  
*Doug Howard, Director of Consulting at Remodelers Advantage*  
This session will describe how to drive your company to greater success by focusing on each of four critical areas (processes, accountability, communications, and training) and applying proven strategies to get results. There will be particular emphasis on how to use this approach to address the challenges of delays, bottlenecks, and production capacity that many remodeling clients are experiencing in 2022.

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1:00-1:50PM EDUCATIONAL BREAKOUT SESSIONS #3

**Design-Build Remodeling: Managing Client Budgets Through the Design Process** **Crystal Room**  
*Russ Head, Co-Founder of Liv Companies, LLC*  
How can we provide design services that consistently create buildable construction projects? For the majority of clients, budget is as important of a constraint as the design itself, and when the costs increase throughout design without proper guidance from the remodeler, clients are less likely to build their project at the end of the day. How can we manage the client budget, client expectations, finish selections, scope creep, increased material costs, unforeseen costs, and still make sure that all this work turns into a construction agreement? Communication!

**Reclaimed Chicago Common Brick for Interior and Exterior Use** **JT Meeting Room**  
*Patti Swanson, Marketing Director & Architectural Sales at Bricks Incorporated*  
Learn the history of Chicago common brick, discover how it is reclaimed from demolition sites and repurposed, explore unique characteristics of the material and typical installation techniques, and see examples of projects that have made use of this one-of-a-kind vintage product.

**Get the Picture: How to Capture Compelling Photos and Boost Your Business** **Uma T Meeting Room**  
*Maureen Henry, Marketing Coordinator at NARI of Greater Chicagoland*  
Learn hands-on tips and tricks for do-it-yourself remodeling photography, using only your mobile phone’s camera. In addition, find out the best ways to leverage those photos across your business’ digital properties. From Facebook and Instagram to web site project galleries and client newsletters, having a portfolio of photos at your fingertips allows you to attract prospective clients by *showing* (and not just telling) them the great work you do.

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## UPCOMING EVENTS



June 23 | 8:30 am

### **New Member Orientation & Benefits Overview**

NARI Headquarters in Wheeling, IL



July 12 | 5:30 pm

### **Outdoor Kitchen Design CEU & Barbecue**

Backyard Barbecue Store in Wilmette, IL

Sponsored by Kalamazoo Gourmet



August 11 | 6:00 pm

### **NARIGC Summer Social at the Chicago Dogs Baseball Game**

Impact Field in Rosemont, IL

**LEARN MORE AND REGISTER AT  
[MEMBERS.NARICHICAGO.ORG/EVENTS](https://members.narichicago.org/events)**

