



PRO EDUCATION DAY 2021

SPEAKER BIOS & COURSE DESCRIPTIONS

KEYNOTE

We Are PRO!

In his presentation, PRO Mid Atlantic President Michael Sauri will share details about the excitement building for PRO. He'll update attendees on the current state of the organization's six affiliates and the rapidly growing body of 800+ members. He will also share exciting updates about the expanding support for PRO and collaborations with Remodelers Advantage and ProRemodelerMagazine, as well as new national partnerships in the works. The PRO Remodeler Awards are top of mind and Michael will share information about the "building" competition.



Michael Sauri

MICHAEL SAURI, TriVistaUSA Design + Build & PRO Mid Atlantic President

Michael Sauri started TriVistaUSA in 2005 with his wife and business partner, Deborah. The Arlington-based Design + Build firm has received over 40 awards for carefully designed custom home remodels in DC, MD and VA. Michael has been called on to speak at the National Association for the Remodeling Industry (NARI) as well as Remodeler's Advantage "Extreme Business Makeover" conference. He has received industry recognition as ECO-CEO in 2010, Big 50 in 2011, the coveted Fred Case Remodeling Entrepreneur of the Year Award in 2018 and the Peter H. Johnson Image Award from NARI in 2019. Michael serves on the PRO Mid Atlantic board.

Michael and Deborah have supported important charities such as Congressional School, Wilderness Leadership and Learning, Bridges to Independence and the Arlington Free Clinic. Before starting a cutting-edge design + build firm, Michael played guitar full time, taught private lessons, and even spent three years as an elementary and middle school music teacher at Key School, an independent school in Annapolis, MD. He also officiated his brother's wedding, earning him an actual bumper sticker, "minister by day, rock star by night."

BUSINESS MANAGEMENT TRACK

Forecasts, Trends, Threats, and Opportunities in Construction

The past 18 months have been crazy, challenging times for PRO remodelers. What's in store for the next 18? Craig Webb, former editor of REMODELING Magazine and the Cost vs. Value Report, will identify the top factors that will influence your company's success in, the near future. From the local economy to politics, from people issues to the price of lumber, he'll focus on the special factors that will influence remodelers in the Mid Atlantic.

CRAIG WEBB, Webb Analytics

Craig Webb is president of Webb Analytics and 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 research, data reports, speeches, and consulting that Webb Analytics has provided since its founding in September 2018. Webb was born just outside Washington, D.C., grew up in South Bend, Ind., and received his bachelor's degree in journalism and history from Indiana University in 1976. He lives in Washington.



Craig Webb

Succession or Selling...what's your strategy?

Every business owner will one day face the question: what happens to the business when you retire or move on? Will there be a succession to a family member or key member of the team, or will there be a sale to an unknown third party? This workshop will look at each possibility and address pros and con. It will explore how business owners can consider the best course for their company and then begin planning well in advance for the best possible outcome. Each participant will receive information and planning tools to get their process started.



**Thomas W.
Croessmann**

THOMAS W. CROESSMANN, Croessmann & Westberg, P.C. Law Group

Is a partner in the law firm of Croessmann & Westberg, P.C. where his main focus is representing construction clients. In his construction litigation practice, Thomas represents both general and subcontractors in large and small matters. Specifically, he represents contractors in the prosecution and defense of claims for equitable adjustments, mechanic liens, delay claims, breach of contract, and construction defects. In the residential construction realm, Thomas helps home improvement contractors and builders with regulatory compliance and the defense of regulatory complaints/citations (i.e. OSHA, DPOR, DLLR, DCRA). In addition to his construction practice, Thomas' business practice consists of helping clients in all aspects of their business including, formation, mergers and acquisitions, and employment matters.



**George
Hodges-Fulton**

GEORGE HODGES-FULTON, GHF.LLC

George Hodges-Fulton is a Certified Pinnacle Business Guide and a Certified Exit Planning Advisor (CEPA). After a career in the construction industry, including 14 years with BOWA Inc., George now helps owners of entrepreneurial companies and their leadership teams eliminate their frustrations, get clear on their vision, align their people, and create a more profitable business with a lasting future.



**Michael
Callahan**

MICHAEL CALLAHAN, Michael Callahan and Associates

I started my accounting career working for several large corporations and accounting firms. Quickly climbing the corporate ladder, I realized something was missing. I was improving the accounting function, automating processes, and saving company's millions of dollars but all those innovations simply did not provide personal gratification. During off hours I would help friends and neighbors with their personal finances and small businesses AND I LOVED IT! I was changing their lives! I saved them time, their employee's time and gave them the comfort of understanding exactly where they stood on personal finance and their business. In 2010 I took the leap and started my own firm with the goal of helping every individual and business, regardless of size, by providing access to an accounting professional and our state-of-the-art systems. Mission: Michael Callahan and Associates, LLC is revolutionizing the way CPAs deliver accounting services. MCA team members are passionate about our client's financial health and security and how we deliver our services with superior expertise, best practices, and technology. Vision: In the next 5 years Michael Callahan and Associates, LLC will be synonymous with "The Modern CPA Firm". The team's dedication and passion for what they do will result in partnerships spanning 25 states — providing clients with the relevant financial data, strategic planning, payroll solutions, and tax planning strategies to help them grow their businesses and secure their future.



Doug Howard

DOUG HOWARD, Remodelers Advantage

Doug Howard is an experienced Leader, entrepreneur, and business consultant with over 25 years of success in leading organizations, starting new companies, and assisting client businesses as they start-up, grow or transition. Throughout his career Doug has served in leadership in for-profit, non-profit and government organizations. He is a graduate of the Wharton School of Business. Doug joined Remodelers Advantage as Director of Consulting Services in 2017. He now specializes in helping remodeling company owners develop strategic plans, streamline processes, improve profitability, and navigate growth.



Josh Morris

JOSH MORRIS, Wealth Management Advisor, Valley View Advisors, LLC

With nearly 15 years of small business growth and development experience, Josh Morris brings a planning experience which is unique to the financial and business planning industry. By bringing a planning experience that puts the client front and center in regards to their needs and goals, Josh is able to help business owners, families and executives design and implement their own plans and strategies.

5 Ways to Boost Your Bottom Line That You've Probably Never Heard Of

Conventional wisdom teaches us that the way to make more money in a business is to grow revenue. Higher revenue means higher profits, right? Well, perhaps, but there are easier (and better) ways to drastically grow your profits that very few remodelers know about. This presentation will introduce you to 5 of them!

FRANK J. MUMMOLO, Ph.D., P.E., MCA Consulting Services

Frank J. Mummolo, Ph.D., P.E. is the Managing Director of MCA Consulting Services, Inc., a full-service business advisory and skills training firm, which he founded in 2000. He is an internationally - acclaimed author, speaker and business advisor and the creator of the powerful 6 Cylinder Success® Business Growth System that has helped builders, remodelers and tradespeople dramatically increase the revenue and profitability of their businesses for over 20 years.



**Frank J.
Mummolo**

How to be a Nice Hard Ass

Author: Paul Winans, CR, Remodelers Advantage, Winans Consulting

Many remodelers have a deep need to be liked. Conflict is NOT why they got into the business, so the average remodeler does anything to avoid it, like giving away work for free. The reality is that the remodeler needs to take responsibility for managing the relationships they have with clients, employees, trade contractors, vendors, and others so that the remodeler is the one in control. How to do this without alienating these people?

Attendees will learn how to determine simple practices that rein in unrealistic expectations on the part of those you are interacting with:

- Set ground rules early in the relationship so that you are successful at the end
- Say "goodbye" to an employee who really needs to work for your competition instead of you
- Make it so you are more likely to be in control, instead being controlled by others

MICHAEL SAURI, TriVistaUSA Design + Build & PRO Mid Atlantic President

See above for bio

How to Make Money by Becoming a Better Leader

Author Paul Winans, CR, Remodelers Advantage, Winans Consulting

An entrepreneur is very skilled at what he does. Then his life and that of his family becomes sacrificed to his inability to find and work with skilled employees. How can he have a life that combines both work and family?

Attendees will learn how to:

- Work more productively with others
- Do what only you can do to improve your life and your business
- Increase the effectiveness of what you do

DOUG HOWARD, Remodelers Advantage

See above for bio

DESIGNER / SALES TRACK

Sales Strategies for 2021 and Beyond

- Do you ever feel the need to justify, defend, or explain the cost of your premium service?
- Does it sometimes feel as if you or your team are sending out proposals to prospects who aren't making decisions?
- Have you or your team ever felt pressured to cut prices to close deals, due to the competitive nature of your industry?
- Do some team members feel more comfortable delivering your product/service than they do in selling them?

If any of the above is relevant to your world, this event may be for you. Here's the thing - selling isn't easy. It is made more difficult due to the fact most traditional sales strategies fail to address the psychological and systematic nature that's inherent in the sales process. Serious selling requires a process, a solid system, and an understanding of human emotion and behavior. Participants will learn the basics of the world-renowned Sandler Selling System.

NEMA SEMNANI, Precision Sales Consulting, a Sandler Training Company

Nema Semnani is the founder and president of Precision Sales Consulting, which is a Sandler Training Company dedicated to helping individuals and companies drive revenue and profitability through scalable sales training, management training, coaching, and process development. Nema has spent his career driving sales, management, and process implementation for Fortune 500 companies, as well as, developing sales processes, sales training programs, building sales teams, and leading business development for innovative startups. Nema is an award-winning speaker, who specializes in the art and science of storytelling. Nema is a film nerd with an encyclopedic mental database of useless movie quotes and is a very amateur stand-up comedian, having performed at the world-famous Caroline's on Broadway.



Nema Semnani

Champagne Taste on a Beer Budget

- Curating and presenting options for finishes/appliances/décor/et cetera, to allow clients to have pricing tiers
- Guiding clients to budget friendly options to keep them within their allowance budget
- Presenting allowance overages to clients when they have exceeded their budgeted amounts

CINDY McCLURE, MCR, GCP, Grossmuellers' Design Consultants

Cindy McClure has a firm foundation in residential remodeling as well as interior design. She started Grossmueller's with the philosophy of handling both complex and simple design projects with equal care while providing the highest quality work - developing spaces that are functional, aesthetically pleasing and unique." Her clients agree: "Cindy is an expert at melding existing and new spaces within the home, the client's desires, and the latest products and materials in home décor/construction to create stunning and useful new living spaces."



Cindy McClure

CHRIS LANDIS, AIA, Landis Architects/Builders

Chris Landis is an architect licensed in Washington, D.C., Virginia, Maryland, and New York, and is a member of the American Institute of Architects (AIA). After graduating with an MA in architecture from Columbia University, he worked with Fortune 500 companies. He served two terms on D.C.'s Historic Preservation Review Board and is a past president of the DC chapter of the National Association of the Remodeling Industry.



Chris Landis



Gina Simpson

GINA SIMPSON, Monarch Design & Remodeling

Gina Simpson is the Owner & Designer of Monarch Design & Remodeling, based in Vienna and serving Northern Virginia. Gina holds a Class A contractor license in VA and has ~20 years of experience in residential remodeling with a focus on kitchens, bathrooms, and basements. Gina takes a hands-on project management approach and is well known for attention to detail and delivering quality. From the smallest details like taking accurate measurements for cabinet installation to working up a full-scale redesign of a luxurious master bathroom, Gina prides herself on making a personal connection with clients, being clear about their needs, vision, and concerns. Rather than walk into a project with a preconception of what should be done, Gina asks detailed questions, listens carefully and custom designs each project. Gina has worked in all different styles of homes, helping make sure that any updates gel with the design of the existing space. Her clients appreciate her knowledge and guidance that supports their wishes and brings beautiful changes to their homes.



Debbie Stehr

DEBBY STEHR, Stehr Enterprises

Debbie Stehr owns Stehr Enterprises, an Independent Manufacturers Representative Agency, and has been marketing and selling Decorative Plumbing and Hardware Products to showrooms, wholesalers and the design build community in the Mid Atlantic Region for the past 24 years. Stehr Enterprises continues to increase our relationships by inspiring and educating our customers with our luxury plumbing and hardware products.

Green Building – DC’s Net Zero by 2050

The District of Columbia is committed to limiting its impact on global climate change, with a specific focus on greening the built environment. The District has made a number of commitments, all with the goal of making the District of Columbia the healthiest, greenest, most livable city for all District residents.

1. What does DC Net Zero by 2050 mean for residential buildings?
2. DC Energy Efficiency Code, 2017, pathway to Net Zero by 2050
 - a. Significant changes
 - b. Frequently missed energy codes in design.
3. DC Energy Efficiency Code, 2023, next steps on pathway to Net Zero by 2050
4. Learn more about DC’s commitment to net-zero energy codes by 2026 and carbon neutrality by 2050



Michael Brown

MICHAEL BROWN, Department of Consumer and Regulatory Affairs

Joined DCRA in July of 2018 to lead the Green Building Plan Review Team. January 2020 created and kicked off the new DCRA Residential Center. The Residential Team consists of multi-disciplinary plan reviewers dedicated to make legal building in the District easier for our residents while continuing to ensure the public’s safety. Previous 50 plus years, (started as paperboy at 10) work history was in the business sector with both privately and publicly held corporations. Most recently 10 years as owner/operator for a green building, energy efficiency consulting and construction company completing 250 projects each year.

Michael has been married to Barbara for 41 years, they have two adult daughters and looking forward to our second and third grandchildren this winter.



Casey Studhalter

CASEY STUDHALTER, DC's Department of Energy and Environment

Casey joined DC's Department of Energy and Environment (DOEE) as a program analyst in the Urban Sustainability Administration in February 2018. In this role he coordinates interagency green building efforts across the District. Casey also serves as the DOEE representative in the construction codes development process and chairs the Green Construction and Commercial Energy Conservation Codes technical group. Prior to DOEE, Casey spent 8 years at the U.S. Green Building Council where he led various technical development efforts, served as a subject matter expert, and led a grant program to build the capacity of affordable housing developers to achieve certification. Casey earned a Bachelor's degree in Business Administration from the University of Washington and a Master's degree in Urban and Regional Planning from Virginia Tech.

Community Marketing in 2021

- Social Media Engagement - Groups!
- Customer Experience = Online Reviews & Referrals
- Grass roots marketing - in-person events for networking and building relationships

JENN ZSCHUNKE, MOSS Building & Design

Jenn Zschunke is Director of Customer Experience & Community Relations at MOSS Building & Design and has been with the company since 2013. She focuses on providing positive experiences for MOSS clients as well as managing the company's community outreach efforts. In addition, Jenn manages content and communication for the company.



Jenn Zschunke

GEORGE HODGES-FULTON, GHF.LLC

See above for bio

NKBA Design Trends

- Design challenges while managing projects during the pandemic
- NKBA kitchen and bath design guidelines and standards
- The latest and greatest in textures and finishes
- Keeping you and your clients sane during the design phase

JULIE PRIDDY, CMKBD, ASID, NCIDQ, Accolades, Inc.

Julie Priddy, CMKBD, ASID, NCIDQ, is the owner of Accolades, Inc. a full-service design firm. She specializes in Kitchen and Bath renovations. She has been a member of NKBA for over 20 years. The past two years, she was the Program Chair for the Baltimore Washington Region. Currently, she is up for election for the President position and hopefully will be able to help in that capacity. Helping others through NKBA has been quite rewarding. She loves all the sharing and connection that is gained by being involved in NKBA. Julie has been a professor at Montgomery College in Rockville, MD. She teaches Kitchen and Bath classes and some Interior Design classes. She is inspired by many of her students and loves the give and take collaboration. Her own academic background comprises Computer Science, Interior Design and Construction Management degrees. She embraces life-long learning. Design and Remodeling are not only a career, but also a passion.



Julie Priddy



**Georgia
Economakis**

GEORGIA ECONOMAKIS, CKBD, ALLIED ASIS, American Cedar and Millwork

A Certified Kitchen and Bath Designer of 21 years, Georgia began to study Interior Design at the Fashion Institute of Technology in NYC and holds her A.A. Degree in Interior Design from CCBC, the Community College of Baltimore County. She has served on the MDCID as representative for the NKBA and currently serves as Communications Chair for the NKBA Baltimore/Washington chapter. She enjoys giving back to the design community by speaking to students. Her tenure includes working for some notable firms and being published in the Washington Post. As the Senior Kitchen and Bath Designer for ACM Kitchen and Bath, her projects range from remodeling to new in the Baltimore, DC Metro area. In her spare time, she enjoys her family and friends, figure skating, traveling and volunteering.

FIELD MANAGEMENT TRACK

Effective Scheduling

Developing and hitting a schedule for a remodeling job is both an art and a science. Some is just plain “I know how long it will take” and some is “I will make it work”. But the most important factor is the attitude of the job manager. This will make or break the schedule. The “it is what it is” and “let’s see how it goes” will always end in failure. Good planning and execution will lead to success. In this seminar you will learn:

- What is wrong with “it is what it is”?
- Why should a job manager care about hitting the schedule end date?
- Identify the seven basic steps to creating an effective schedule
- What do you have to do to actually hit that schedule?

TIM FALLER, Remodelers Advantage

Tim Faller is Senior Consultant and Master of Production with Remodelers Advantage in Linthicum, MD. Remodelers Advantage is a company dedicated to lighting the path to greater success for motivated remodeler professionals. Tim started out as the Lead Carpenter Guy but as companies developed, he has focused on the development of all types of production systems believing that there are common components that must be practiced regardless of the size of the company or the job size. He has written two books, *The Lead Carpenter Handbook* and *Dear Remodeler*, which is a compilation of newsletter articles that cover a wide range of topics. He has spoken at numerous trade shows including JLC Live, Remodeling Show, and The International Builders Show. Tim’s main skill is communicating to everyone difficult concepts in simple terms and problem solving which he uses to help companies debug their production process in his very popular Tim Tour!



Tim Faller

The End of the Job IS the Job!

Author Paul Winans, CR, Remodelers Advantage, Winans Consulting

Closing out a job with minimal stress—for both the remodeling company and the client—is easier said than done. All too often, a company does not have a well thought out system for job closeout, resulting in things like the never-ending punch list. Is it even possible to close out a job with a lot of stress? Attend this talk and learn tried and true methods for managing client expectations throughout your relationship, so that the client loves the way you close out their job.

Attendees will learn how to:

- Set up expectations with the client so your company can exceed them
- Ensure your client has a very clear idea of exactly what “done” means, before the job actually even starts
- Create a system for handling the final days of the project so that costs are minimized, and you get the results you want
- Review proven ways to decrease stress at job close out

STEVE WHEELER, Remodelers Advantage

Steve is an experienced sales executive and business consultant with a passion for helping business owners achieve growth and success in their remodeling business. Steve is in the constant pursuit of helping Remodelers earn more, work less, period. As the Executive Director of Roundtables for Remodelers Advantage, Steve is responsible for new membership sales and enhancing the Roundtables member experience to help them reach their financial and personal goals. Prior to joining R/A, Steve spent 12 years as a remodeling business owner in Delaware. In addition to leading the membership for Remodelers Advantage, Steve is Co-host of The Tim Faller Show, a weekly podcast focused on “Improving The Bottom Line Through Production Training...”



Steve Wheeler

Time Management on Site

Man, are we busy! And it feels like more and more is being asked of all of us! What could we accomplish if we could find 15 “extra” minutes in the working day? Good time management allows us to control our time and eliminate all the interruptions that tend to be time diverters, not necessarily a waste of time themselves, but when done out of order, consume time unnecessarily. In this seminar you will learn:

- The six basic actions of time management and how they apply to a job site
- How to prioritize tasks to minimize time waste through interruptions
- What are some typical time wasters on a remodeling site and how to curb them?
- Why daily planning is so critical to good time usage

TIM FALLER, Remodelers Advantage

See above for bio

Busy Versus Productive

We all have the same 168 hours in the week and hopefully, we aren't spending all of those hours working. Whether we've committed to working 40, 60, 80 or more hours per week, there always seem to be fires that appear out of nowhere, which require our attention and our fire hose. Are some of these issues unavoidable? Perhaps. However, we may have more control over our world than we may think. In this session we will provide a series of behaviors, attitudes, and techniques to ensure that our "pay time" is as productive as possible in the hopes of increasing productivity and reducing anxiety. It's possible that with a bit of planning, foresight, and technique implementation, we may discover that the best way to prevent an explosion is to diffuse the bombs upfront.

NEMA SEMNANI, Precision Sales Consulting, a Sandler Training Company

See above for bio

Effective Communication for Job Managers

Everyone knows that communication is the "make or break" for all human interaction and this includes the client experience in a remodeling job. How we communicate on site will determine the outcome of a job, both the emotional state of the client and the length of the completion list.

But how does a Lead Carpenter or Project Manager balance the need to communicate and get the project built. And how does the site manager rescue the client when they are starting to become the picky client? In this seminar you will learn:

- What is the difference between talking and communicating?
- What topics of communication are critical for success?
- What are the costs of poor communication?
- How can you use the weekly meeting to successfully communicate?

TIM FALLER, Remodelers Advantage

See above for bio

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email connections@promidatlantic.org