



RENO-CONNECT

FEBRUARY 23RD & 24TH, 2011

SHERATON TORONTO AIRPORT HOTEL & CONFERENCE CENTRE

TORONTO, ONTARIO

PLAN TO JOIN US

You are invited once again to SAWDAC's 9th Reno-Connect Conference, 2 days of value-packed learning and networking presented by and for home renovators, dealers and manufacturers.



A Discussion with George Kent and Barry Abelson, Industry Pioneers

In 1948 the Leafs won the Stanley Cup and George Kent sold his first aluminum window. In 1954 Barry Abelson moved to Toronto from the United States and started installing aluminum siding. Six decades later, in 2009 both of these gentlemen sold their venerable and successful businesses and retired. These guys dominated the industry in southern Ontario. Many of the people working in home improvements today have learned their craft from Kent or Abelson or perhaps from a boss who had worked for George or Barry.



Imagine the changes in materials and methods over the last sixty years! Broadcaster, author and home renovation expert, Jon Eakes will speak with George and Barry about the early days of our industry. What did it take to grow and manage a large successful home renovation company? What lessons were learned? What surprises happened along the way? This is a once in a lifetime opportunity to hear from two smart, well-spoken businessmen with a lifetime of experiences and stories to tell.

GUEST DINNER SPEAKER JON EAKES
SPONSORED BY VINYL WINDOW DESIGNS LTD.

The guest speak for the 6th Reno-Connect conference has been confirmed. The guest speaker for February 23rd dinner will be.... **JON EAKES**

He is getting older but that is to be expected after 32 years as one of the most credible home improvement experts on North American television. While the sensationalism of "reality TV" has taken over the broadcast air waves you follow him as he seeks out the most unusual and most useful of tools for his Tool Talk column in the Canadian Home Builder Magazine -- and keep an eye on his web site at JonEakes.com as he shifts his video talents to his own Web TV where "content" remains more important than "entertainment". Off air he is active in the industry with both research and codes bodies; he is a current member of the Technical Research Committee of the National Home Builder's Association and of the CSA committee designing the Fenestration Installation Technician (FIT) Personnel Certification program as well as a member of the editorial board of the Canadian Apprenticeship Journal.



SIDING & WINDOW DEALERS ASSOCIATION OF CANADA

RENO-CONNECT CONFERENCE—FEBRUARY 23RD & 24TH, 2011

SEMINAR & PRESENTER DESCRIPTIONS

SIX STEPS TO BUSINESS FREEDOM BY: ADAM ARSENEAU - BUSINESS COACH



Learn how to enjoy more freedom, make more money and have control over your business. By looking at your business from an investor's viewpoint and by thinking about a succession plan you will enjoy more freedom. After all, being in business should give you more life!

SALES MADE SIMPLE BY: ADAM ARSENEAU - BUSINESS COACH

Overcoming objections, uncovering needs and wants, building rapport and learning a couple of other basic selling skills from Adam will soon have you selling like a pro and earning more money than you thought possible.

HABITAT FOR HUMANITY BY: STEWART HARDACRE—PRESIDENT & CEO



This amazing organization provides affordable housing for low-income families all across Canada and in 93 other countries. Learn why over 50,000 volunteers and dozens of industry suppliers support Habitat. Helping Habitat is a rewarding experience and a benefit to your business.

MARKETING TECHNIQUES WE CAN LEARN FROM OTHER INDUSTRIES BY: REZA ALAVIE - MARKETING CONSULTANT



We all have misconceptions about what marketing is. Marketing isn't just advertising and it doesn't have to be expensive. Reza will show you how you can adapt some proven marketing strategies from other industries that will make your company more successful, even on a limited budget.

ORDER MAKERS NOT ORDER TAKERS BY: MITCH WASDEN - CONTACT POINT SOLUTIONS



Learn the skills required to make your company stand out when a consumer first calls you on the telephone. Mitch explains the anatomy of an impressive phone call. These skills will affect your staff and your whole sales process. You can even try it out right in the seminar!

VINYL IN DESIGN BY: TERRY MURPHY - THE VINYL INSTITUTE



Many of the components of a new house are made from vinyl. Flooring, siding, windows, plumbing, shutters, wall coverings, deck and roofing membranes are examples of such products. Learn about the origins of vinyl and the characteristics that make vinyl so much in demand. See some of the latest innovative vinyl products.

SELLING HIGH IN A LOW PRICE MARKET BY: FATEH VIRJI - SALES & MARKETING - V.W.D.



We often do not know why a buyer has stated a price related reason for not making a purchase. Fateh will help you reveal the reason behind statements such as, "Your price is too high," or "What is the best you can do?" or "Can you match the other guy's price?"

SCIENCE OF SALES AND MARKETING BY: FATEH VIRJI - SALES & MARKETING - V.W.D.

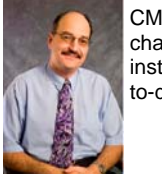
Scientists do research. Are you doing research in sales and marketing? What? Never heard of this before? You don't need a PhD to do it, just a little common sense. Fateh will explain, using real life situations, how you can do sales and marketing research.

REFERRAL BASED SALES PROCESS BY: MARK MCGRATH - DEALER, HALIFAX NS



Since he started his home improvement business in 1988, Mark has developed a sales method that saves time, increases trust with clients and improves closing ratios. Mark is sure you will benefit from adopting his proven sales process.

CODE CHANGES, WINDOWS AND SIDING BY: GEORGE TOROK - CONSULTANT - GRG BUILDING



CMHC and code officials have introduced changes to flashings around windows that affect installation methods. George will bring you up-to-date on this.

THE SIX Cs OF CUSTOMER SERVICE MARKETING FOR FREE BY: DOUG BEINGESSNER - DEALER, ST. JACOBS ON



Servicing customer complaints doesn't cost money it makes money, hard to believe? Forty years of experience has taught Doug this lesson, which he'll pass on to you.

UNDERSTANDING GOVERNMENT BY: LEO VOLPE - GOVERNMENT RELATIONS EXPERT, FOX 5 ENTERPRISES



Discuss your government relations problems in Leo's forum. If you're looking for help with Workplace Safety, Worker's Compensation, Department of Labour, Canada Revenue Agency, Unemployment Insurance, Bill C45, Bill 119, then Leo's your man.



SIDING & WINDOW DEALERS ASSOCIATION OF CANADA
RENO-CONNECT CONFERENCE—FEBRUARY 23RD & 24TH, 2011

CONFERENCE AGENDA

DAY ONE: FEBRUARY 23RD, 2011

9:30 AM -10:00 am	Registration	
10:00 AM -11:30 AM	PLENARY SESSION INDUSTRY PIONEERS - PRESENTED BY GEORGE KENT AND BARRY ABELSON	
11:30 AM-12:30 PM	Lunch Break	
Conference Rooms	MUSKOKA II	MUSKOKA III
12:30 PM - 1:50 PM	SIX STEPS TO BUSINESS FREEDOM SPEAKER: ADAM ARSENEAU	MARKETING TECHNIQUES WE CAN LEARN FROM OTHER INDUSTRIES SPEAKER: REZA ALAVIE
2:00 PM - 3:20 PM	SALES MADE SIMPLE SPEAKER: ADAM ARSENEAU	ORDER MAKERS NOT ORDER TAKERS SPEAKER: MITCH WASDEN
3:30 PM - 4:50 PM	HABITAT FOR HUMANITY SPEAKER: STEWART HARDACRE	VINYL BY DESIGN SPEAKER: TERRY MURPHY
4:30 PM - 6:00 PM	HOSPITALITY ROOM(S)	
6:00 PM - 7:45 PM	DINNER - MUSKOKA ROOM	
7:45 pm - 8:45 pm	GUEST SPEAKER - JON EAKES	

DAY TWO: FEBRUARY 24TH, 2011

Conference Rooms	MUSKOKA II	MUSKOKA III
8:30 AM - 9:50 AM	SELLING HIGH IN A LOW PRICE MARKET SPEAKER: FATEH VIRJI	CODE CHANGES, WINDOWS AND SIDING SPEAKER: GEORGE TOROK
10:00 AM - 11:20 AM	SCIENCE OF SALES AND MARKETING SPEAKER: FATEH VIRJI	THE SIX Cs OF CUSTOMER SERVICE MARKETING FOR FREE SPEAKER: DOUG BEINGESSNER
11:30 AM - 12:50 PM	REFERRAL BASED SALES PROCESS SPEAKER: MARK MCGRATH	UNDERSTANDING GOVERNMENT SPEAKER: LEO VOLPE
	Dismissal	



SIDING & WINDOW DEALERS ASSOCIATION OF CANADA

RENO-CONNECT CONFERENCE—FEBRUARY 23RD & 24TH, 2011