

# Reno-Connect Training Conference 2008

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You're Invited to two days of value-packed learning and networking presented by and for home renovators, dealers and manufacturers.

**When:** Tuesday, February 26th & Wednesday, February 27th, 2008  
**Where:** Holiday Inn Toronto Airport - East, 600 Dixon Road, Toronto

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## PLENARY SESSION

**Plenary Session:** Renovatoritis, How to cure the plague of the Industry  
Mitch Mortimer

Are you achieving maximum effectiveness and efficiency from your business? Mitch explores many common renovator business practices and the effects of how they are impacting your business. Mitch will bring insight into your marketing, your operational thinking and management style and will provide ways that makes running your business easier and more effective.



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**A NIGHT TO REMEMBER**  
**Guest Speaker Walter Gretzky**  
**Compliments of Vinyl Window Designs Ltd.**

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The guest speaker for the 4th Annual Reno-Connect Conference has been confirmed. Thanks to our sponsor Vinyl Window Designs Ltd., the guest speaker for Tuesday, February 26<sup>th</sup> dinner will be...

**Walter Gretzky**

Gretzky's unique blend of humour, inspiration and hard-won wisdom elevates audiences to reach new levels of achievement and inspires everyone to turn adversity into opportunity.



Siding & Window Dealers Association of Canada  
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## Reno-Connect Training Conference 2008

### Conference Agenda

#### DAY ONE: TUESDAY, FEBRUARY 26, 2008

9:30 am - 10:00 am	Registration	
10:00 am - 11:30 am	<b>PLENARY SESSION</b> Renovatoritis, How to cure the plague of the Industry	
11:30 am - 1:00 pm	Lunch Break & Supplier Display's - Humber Room	
<b>Conference Rooms</b>	<b>CENTENNIAL A</b>	<b>CENTENNIAL B</b>
1:00 pm - 2:20 pm	<b>No Pressure Closing</b> Speaker: Fateh Virji	<b>Siding Installation</b> Speaker: Paul Martin
2:30 pm - 3:50 pm	<b>Selling by Differentiating</b> Speaker: Fateh Virji	<b>Installer Training</b> Speaker: David Mitten
4:00 pm - 5:20 pm	<b>The Internet Revolution</b> Speaker: Pat Alexander	<b>Laptop Sales Presentations</b> Speaker: Greg Schirk
5:20 pm - 7:00 pm	Vinyl Window Designs - Hospitality Room - Humber Room	
7:00 pm - 7:45 pm	DINNER CENTENNIAL BALL ROOM	
7:45 pm - 8:45 pm	Guest Speaker - Walter Gretzky	

#### DAY TWO: WEDNESDAY, FEBRUARY 27, 2008

7:30 am - 8:00 am	Registration	
7:30 am to 8:00 am	Continental Breakfast	
<b>Conference Rooms</b>	<b>CENNTENNIAL A</b>	<b>CENTENNIAL B</b>
8:00 am - 9:20 am	<b>Marketing Skylights</b> Speaker: Richard Brunet	<b>Loans &amp; Other Benefits</b> Speaker: David Mitten
9:30 am to 10:50 am	<b>Managing Large Projects</b> Speaker: George Torok & Panel	<b>Your Greatest Sales Source</b> Speaker: Mitch Mortimer
11:00 am - 12:30 pm	<b>Get Out of That Rut</b> Speaker: Lorne MacDonnell	<b>WSIB</b> Speaker: Philippe Hebert
12:30 pm - 1:30 pm	Lunch Break	
	Dismissal	



## Description of Topics

### Reno-Connect Conference 2008

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**Topic:** No Pressure Closing

**Speaker:** Fateh Virji, Sales & Marketing, Vinyl Window Designs, Woodbridge, ON

OK, you're an experienced sales person with good product knowledge. You ask the right questions and you make excellent presentations and yet you only close one-in-five appointments. Why? You need to develop a few closing techniques. Fateh's no-pressure-closing seminar is back by popular demand. Fateh will systematically peruse the art of closing a sale, which will appear to be a natural art of closing.

**Topic:** Siding Installation

**Speaker:** Paul Martin, Kenmar Siding Company, Kitchener, ON

This is an informal discussion of siding performance issues. Paul has a great collection of photographs of good and bad installations. Learn how to, repair a broken corner, trim a round-top window, fasten trim to insulated sheathing, avoid ice-build ups and other problems before they occur, plus many other situations.

**Topic:** Selling by Differentiating

**Speaker:** Fateh Virji, Sales & Marketing, Vinyl Window Designs, Woodbridge, ON

Fateh is known for his closing seminar and yet Fateh maintains you can sell without closing! Is this a contradiction? Homeowners often say, "I want to think about it," or "Your price is too high," or "I want to get more estimates." Answer by differentiating. As Fateh says, "Why close a sale when you can close without closing?"

**Topic:** Installer Training

**Speaker(s):** David Mitten, Executive Director, SAWDAC, Cambridge, ON

Our industry has a shortage of installers and a desperate shortage of well-trained installers. In the next ten years 40% of today's installers will retire! How will your company recruit and train new installers. David will explain what efforts SAWDAC is making to help members with this problem.

**Topic:** The Internet Revolution

**Speaker:** Pat Alexander, Long Life Property Improvements, Burnaby, BC

Pat's talks never cease to amaze our members. Picking up on last's years theme of internet based lead generation and selling, Pat goes on to explore many ways renovators can communicate better, sell more and save money by expanding their use of the internet.

**Topic:** Laptop Sales Presentations

**Speaker:** Greg Schirk, Sales Manager, PM Windows and Doors, Kitchener, ON

Very few sales people use laptops when making a sales presentation. Greg has developed over several years, numerous ways of utilizing his laptop to inform and influence homeowners and greatly increase his closing ratio. If you're lucky, Greg will tell you a few of his secrets.

**Topic:** Marketing Skylights

**Speaker:** Richard Brunet, National Sales Manager, Velux Canada Inc., Oakville, ON

Installing a skylight can transform the look and feel of a room. A well-made skylight, properly installed will be trouble-free for many years. Richard covers marketing aspects, technical issues, proper installation methods and much more about skylights.

**Topic:** Loans & Other Benefits

**Speaker:** David Mitten, Executive Director, SAWDAC, Cambridge, ON

SAWDAC's RenoPlan loan program has been an industry leader for over 17 years. RenoPlan's newest lender, Home Trust has a great program (15 year terms on loans over \$2500) and a very high loan approval ratio. This seminar addresses RenoPlan and all the other SAWDAC benefits.

SAWDAC provides training, advocacy, advice, approved insurance suppliers, credit card receipts, renovation loans, quality assurance on windows, dispute resolution, information about industry and government programs relating to renovation and more. Maybe there's a way we can help you that you haven't thought of. Take this time to consider the benefits of your SAWDAC membership.

**Topic:** Managing Large Projects

**Speaker:** George Torok & Panel, GRG Building Consultants, Newmarket, ON

A few SAWDAC members have found success selling and installing windows or siding in town house projects and apartments. Many others have found large projects to be a nightmare. A panel of members with large project experience will be questioned by moderator, George Torok. The audience will also get an opportunity to ask questions to determine if this type of work is something they would like to take on.

**Topic:** Your Greatest Sales Source

**Speaker:** Mitch Mortimer, President, RevStream International, Brantford, ON

In this seminar you will learn how to: tap your existing customer records; get to know your customer needs; spend less and sell more; use proven target marketing methods; spend less time marketing and more time selling.

**Topic:** Get Out of That Rut

**Speaker:** Lorne MacDonnell, Lormac Renovation Centre, London, ON

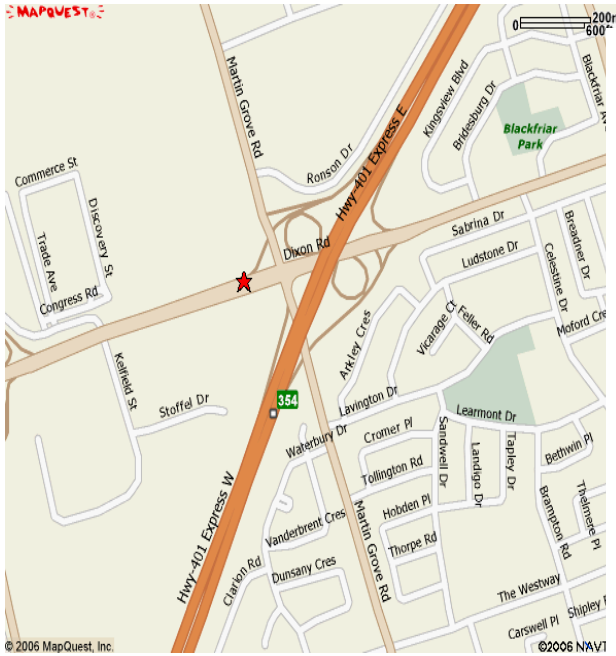
This thought provoking presentation will stroke your mental fire. If you're a little down, Lorne will lift you up. Sometimes the pace of life is too fast and the stresses are too great, or ... maybe we just think they are. Stop for a minute and ask yourself, "Where am I going?" Let Lorne help you do some soul searching. This motivational speaker will get us all going. A great way to end your conference!

**Topic:** WSIB

**Speaker:** Philippe Hebert, Hebert and Associates, Sudbury, ON

Philippe advises contractors with WSIB issues. Got a problem with WSIB? Don't understand WSIB rules? Are you prepared for a WSIB audit? Are you managing your "Independent Operators" according to WSIB rules? Philippe assists contractors with these types of matters, for a fee of course. But, at this Reno-Connect seminar Philippe will answer your questions for free!

## Sign-Up and Directions to the Holiday Inn Toronto Airport-East



The Holiday Inn Toronto Airport-East is located in the corner of Dixon Road and Martingrove Road.

Lester B. Pearson International Airport  
Follow Airport Road East and it turns into Dixon Road

Downtown Toronto  
Highway Q.E.W. Westbound to Highway 427, north to 401 Eastbound.  
Exit at Dixon Road

Kingston (East)  
Highway 401 Westbound, exit at Dixon Road. Our hotel is on the North Side immediately after exiting the highway.

London (West)  
Highway 401 Eastbound to Dixon Road

Brampton (North)  
Highway 410 Southbound to Highway 401 Eastbound. Exit the highway at Dixon Road

### SIGN-UP FORM

(Please copy and fax to 519-658-4753)

**Information:**

**Date:** February 26<sup>th</sup> & 27<sup>st</sup>, 2008  
**Where:** Holiday Inn Toronto Airport-East  
 600 Dixon Road, Toronto ON M9W 1J1

*The Reno-Connect Training Conference, you'll receive 1 Plenary Session, 6 seminars over a 2-day period, 2 lunches and dinner. This is available for both members and non-members.*

**Pricing:**

Members.....\$285.00 per person + GST  
 Non-members.....\$385.00 per person + GST

Company Name: \_\_\_\_\_

City: \_\_\_\_\_ Phone: \_\_\_\_\_

Name of Attendee(s): \_\_\_\_\_

\_\_\_\_\_

Please indicate your method of payment:

- Cheque (Payable to SAWDAC)
- Visa or MasterCard

Card#: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Please note that Room Accommodations are available at the Holiday Inn at the corporate rate of \$124.00 plus taxes.  
 Call 800-491-4656 and quote either "SAWDAC event" or "Code SAW"