

2021 EDUCATION SUMMIT GUIDE



OVER 25 SESSIONS OFFERED

FEB 2nd – FEB 26th

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TUESDAY, FEBRUARY 2

12 NOON **Myths, Mistakes & Misconceptions**

Price: \$25

Speaker: *Alan Hanbury*

Description: Remodelers, builders and trade contractors across the country make decisions every day based on assumptions and understandings that are just plain wrong. Such mistakes could be costing you money. In this eye-opening session, you'll learn the truth behind the myths, and how much some of these misconceptions could be costing you every day. We cover discounts, overtime, pricing, referrals, change orders and 19 other potential pitfalls. Come with an open mind! – 2 hours

Click here to register

3:00 PM **Sales 1 of 5: Getting Inside Your Customers Head**

Price: \$70

Speaker: Jay Singer

Description:

Participants will learn how to see through the buyer's eyes. Learn how to quickly separate a "suspect" from a "prospect" who will buy. You will learn a probing technique to qualify a prospect and understand how to determine a prospect's needs, triggers, and "heartstrings". – 2 hours

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WEDNESDAY, FEBRUARY 3

12 NOON **The Neat Method – Kitchen Organization Made Simple**

Price: \$10

Speaker: *Stephanie Pasley*

Description: Join Stephanie as she takes you through her tips and tricks for keeping your kitchen cabinets and pantry shelves organized. Stephanie will discuss possible

layout options and suggest some of her tried and true organizational products that you can implement in your own home. Stephanie will also be sharing a sneak peek of NEAT Method's very own kitchen and pantry collection that is available online now! – 1 hour

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3:00 PM **The 5 Step Window Replacement**

Process

Price: \$10

Speakers: *Ashley Anderson & Ben Brockett, Marvin*

Description: Replacing windows and doors is stressful for a homeowner. Learn how you can alleviate that stress by guiding your customer step by step through the replacement window process. During this session we will review discovery questions that will build trust and help you understand the goals of the replacement project, and in turn allow you to educate and create a positive experience for your customer. – 1 hour

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THURSDAY, FEBRUARY 4

12 NOON **10 Commandments of Remodeling**

Price: \$25

Speaker: *Alan Hanbury*

Description: Learn 10 key attributes and rules to follow that will pay big dividends to the bottom line. From financial management, to pricing theory, to change order management, to planning for tomorrow against the unexpected. We set up rules to steady us as we navigate through our changing and often challenging business environment. – 1 hour

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THURSDAY, FEBRUARY 4

continued

3:00 PM Sales 2 of 5: Overcoming & Handling Objection

Price: \$70

Speaker: Jay Singer

Description: Teach participants how to minimize buyer resistance and get to the “real” objection. By using the “LAER” model participants will understand how to communicate more effectively, overcome objections, and advance the sale. – 2 hours

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FRIDAY, FEBRUARY 5

12 NOON What To Expect When OSHA Arrives

Price: \$10

Speakers: Maryanne Bonito, OSHA & John Able, Connecticut OSHA

Description: Learn what you need to do if OSHA visits your jobsite. Understand what is expected during and after the inspection and what record keeping you can do now to avoid penalties. – 1 hour

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7:30 PM Ambience – Creating Belonging

Price: \$19.99

Speaker: Kayty Hedgerson

Description: What if I told you that ambience can actually create or deter



belonging? What if I told you that with a few intentional and simple changes you can make your space and gatherings breathe belonging THROUGH ambience. In this interactive workshop, guests will have the opportunity to explore the areas of Lighting, Music, & Spatial Design.

Going through real life examples using our own spaces, guests will leave with actionable, simple, and meaningful changes to make their space one that yields more feeling of belonging. This workshop is taught by Kayty from Gather Intentional Living to provide this unique, table-talk formatted workshop that will certainly leave you inspired and prepared to open your doors and fill your tables. – 1 hour

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MONDAY, FEBRUARY 8



5:30 PM How to Prepare for Aging in Place

Price: FREE

Speakers: Alan Hanbury, Ira Yellen, Tim Freeland

Description: Learn about resources available for adults to make their homes accessible and livable as aging takes place. Learn about the latest home modifications that can be made to expand the use of your home whether for yourself or loved ones. Creating a safe and accessible environment allows people to stay in their homes longer. – 1 hour

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TUESDAY, FEBRUARY 16

9:00 AM Sales and Marketing in a Digital World

Price: \$10

Speaker: *Byron Lazine*

Description: Social media is a hot platform and resource for cost effective marketing. Learn the skills needed to create effective marketing strategies utilizing Social Media platforms, how to target your potential customers and how people search for home resources through Social Media. – 1 hour

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3:00 PM Sales 3 of 5: Differentiating Your Offering

Price: \$70

Speaker: *Jay Singer*

Description: Teach participants how to differentiate their product and services from the competition. Participants will leave the workshop with “benefit statements” customized to their business that motivate a “call to action”. – 2 hours

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WEDNESDAY, FEBRUARY 17

9:00 AM Job-Costing Secrets: How to Dramatically Increase Your Profits WITHOUT Having to Add More Employees, Sell More, or Work Harder...

Price: \$25

Speaker: *Diane Gilson*

Description: Yes, you can achieve each of these benefits through the magic of job-costing!

Are You: Tired of going through the hassle of selling more jobs? Looking for more employees to do the additional work? OR Finding yourself laboring far too many hours for too little return?

Job-cost and Certified Advanced QuickBooks construction expert Diane Gilson

is going to reveal some eye-opening, profit-building math!

She will demonstrate precisely how you can use job-cost reports to uncover and implement at least four actionable, profit-maximizing strategies for your company.

You Will Learn:

- 4 Specific actions you can take to add 10% (or more) of your gross revenue to your bottom line
- The Myth vs. the Truth about “who should do what” with your numbers
- FAQ’s: Answers to commonly asked questions about job costing

Additionally, you will receive a copy of Diane’s ebook: A Tale of 4 Companies. – 2 hours

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4:00 PM CT Building Code Changes in 2021 Roundtable

Price: \$10

Speaker: *Johnny Carrier*

Description: Learn what changes will take place this fall when the Connecticut Building Codes are updated. Bring your code questions for the round table discussion of code issues and updates. – 1 hour

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7:30 PM “Wish You Were Here” Antipasto Charcuterie Workshop

Price: \$19.99

Speaker: *Kayty Hedgerson*

Description: Inspired by my Italian grandpa, who I wish was still here, we will be teaching you how to craft a true Italian antipasto with a focus on food styling. Incorporating savory flavors and Italian pairings, this charcuterie is the perfect board for a salami lover, sharp cheese lover, and everyone in between! In this interactive workshop, Kayty from Gather Intentional Living will guide you step by

continue next page

“Wish You Were Here” continued

step in creating a board unlike any you’ve designed before.

Unique Buildable Skill: In addition to designed the board, guests will also be making a traditional tomato bruschetta topping. Guests will leave with the perfect savory board and the skills to be able to recreate it for future gatherings. No matter where you live, what level of experience you have, and even what dietary restrictions you may have....there’s a seat for you! – 1 hour

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THURSDAY, FEBRUARY 18

12 NOON Job Costing for Profitability – How to Implement in the Real World
Price: \$25

Speaker: *Alan Hanbury*

Description: Once you have set up your QuickBooks system for Job Cost Accounting, using job costing reports and variance analysis as a tool to double check pricing, estimating, profitability by job types, by supervisor, by salesperson, by lead source and many other considerations give you the maximum opportunity for profitability in the real world. – 1 hour

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4:00 PM Home Office/Smart Home Technology

Price: \$10

Speakers: *Garret Cook, Cyclone Home Systems & Eytan Vestin, SNAP AV*

Description: As we work from home, educate from home and spend much more time in and around our homes learn how you can create the best spaces for your home office/study. Learn about the latest technology for your home to make it safe, interactive and perform at a higher level and run more efficiently. – 1 hour

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FRIDAY, FEBRUARY 19

12 NOON Renovate America – Financing Resources for Home Improvement Contractors to Grow Your Business

Price: \$10

Speaker: *Jim Oliva*

Description: Grow your business 5% to 25% annually by providing your customers with financing for their home improvement projects. Provide your clients instant financing while you are quoting their jobs. Almost every project qualifies from \$2,000 to \$50,000. Make the decision to move forward with a project easier and grow your business with this powerful tool. – 1 hour

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MONDAY, FEBRUARY 22

12 NOON The Neat Method – Closet Organization Made Simple

Price: \$10

Speaker: *Stephanie Pasley*

Description: Join Stephanie for a crash course on closet organization. Stephanie will be covering a wide range from entryway and linen closets to primary (master) closet organization. She will take you through her process, share some of her trade secrets and showcase some helpful products along the way! – 1 hour

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TUESDAY, FEBRUARY 23

9:00 AM Don't Let Your Customers Know More About Lighting Than You!

Price: \$10

Speaker: *Todd Director,*

Connecticut Lighting Centers

Description: Learn about the latest products in lighting. From recess, under the cabinet, dimmers and smart bulbs. Consumers have done their research and are informed about the latest in lighting trends. Come join us and hear from Todd Director of Connecticut Lighting Centers to arm yourself with the latest in lighting technology and trends. – 1 hour

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12 NOON At Home with Renee – Hosting with Elegance and Ease: Easter Brunch

Price: \$15

Speaker: *Renée Meuse*

Description: Host an Easter Brunch elegantly with ease! Learn quick tips about:

- Napkin Folding/Place Setting
 - Cotton Tails Champagne Toast
 - French Toast Casserole
 - Ham and Egg Muffin Cups
 - Blueberry Zucchini Bread
 - Fruit Dip
 - Chocolate Bird Nests
 - Easter Jelly Roll Cake
- 1 hour

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3:00 PM Sales 4 of 5: Shortening the Selling Cycle

Price: \$70

Speaker: *Jay Singer*

Description: Participants will learn how to use trial closes and use the “commitment consistency theory” to close business.

Participants will leave the workshop with tactics that close orders. Participants will be prepared to effectively handle, “I’ve got to think it over”. – 2 hours

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WEDNESDAY, FEBRUARY 24

9:00 AM Estimating for Profit

Price: \$25

Speaker: *Alan Hanbury*

Description: Learn how to maximize profits and ensure you cover ALL costs of a job by customizing pricing for: Seasonal Work, Client types, Job types, Slippage, Salesperson thoroughness, Quality expectations and 20 other factors including discounting to help maximize profit potential. – 1.5 hours

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WEDNESDAY, FEBRUARY 24

continued

4:00 PM **Financing Your Next Project**

Price: \$10

Speaker: *Chip Poehnert, Liberty Bank*

Description: Learn how to use your local bank to finance your next dream home or home improvement project. Interest rates have never been lower and now is the time to make the move to have your dream home. Understand this critical piece of the puzzle and learn what lenders are looking for in applications. – 1 hour

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THURSDAY, FEBRUARY 25

9:00 AM **Building Science with Jake Bruton presented by Huber Engineered Woods**

Price: \$30

Speaker: *Jake Bruton*

Description: In this course, Jake Bruton will detail what it takes for a house to meet or exceed levels of airtightness, where commonly missed areas are and how to address them. He will focus on how to incorporate these building practices in achieving air sealing and integrating them into standards for every build. – 1 hour



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12 NOON **Creating Dashboards to Drive Results**

Price: \$30

Speaker: *Alan Hanbury*

Description: We will set up a series of calculations, conveniently placed on a singular dashboard that will give you a quick and accurate look at your ongoing business performance. We will identify items that you want to control in order to

increase profits and manage around what we can't control (like COVID 19) and learn techniques to manage most events and create opportunities for profitable endings. – 1.5 hours

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3:00 PM **Sales 5 of 5: Negotiating Skills**

Price: \$70

Speaker: *Jay Singer*

Description:

Participants will learn how to combat buyer negotiating tactics, selling "value" and maintaining your profit margin. Participants will leave the workshop with "win/win" strategies to protect their price point. – 2 hours

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FRIDAY, FEBRUARY 26

12 NOON **Learn About Color Trends & Color of the Year with Benjamin Moore**

Price: \$10

Speaker: *Allyson Smith, Benjamin Moore*

Description: Learn about color trends and the 2021 Color of the Year from Benjamin Moore. Also you will learn about the latest color tools, sheen, and unique products to develop a specification. – 1 hour

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