

TARGET YOUR BUSINESS FOR SUCCESS IN 2010

Certified Contractors Network

2010 Owners Conference



June 14-16, 2010
Park City, UT

About Certified Contractors Network



The mission of Certified Contractors Network is to provide independent contractors and their employees proven best practices, educational services, networking opportunities and consulting support designed to improve their success, generate more value for their customers, and enhance the professionalism of the construction industry.

CCN member organizations are mainly based in the United States and Canada. Any qualified asphalt, bathroom, design / build, gutter, home improvement, kitchen, landscaping, painting, remodeling, roofing, siding or window contracting business can earn the advantage of significantly higher sales, increased closing ratios, and greater profit margins using proven CCN procedures. A typical profile of a Certified Contractors Network member would show they have been in the contracting business for over 5 years; they have greater than 4 employees, and revenues ranging from \$1 to \$35 million annually.

Certified Contractors Network delivers solutions to enhance the professionalism, performance, and perception of the construction industry. Our dedication to ethics and education result in increased appreciation and respect of contractors within our community.

- International Networking Meetings and Owner's Summits
- Strategic Financial Business Planning
- Member Networking and Mentorship Programs
- CCN Knowledge Center - On Demand Contractor Resource Library
- CCN Proprietary Training Materials and Manuals
- Sales and Production Activity Boards
- Custom Audio Training Tapes
- Teleconference Consulting and Coaching
- Weekly Internet Training (CINC)
- Weekly Sales Newsletters
- Weekly Production Newsletters
- Monthly Toolbox Newsletter
- FastStart Sales Online Training
- FastStart Production Online Training
- Contractor Productivity Reporting – Sales & Change Order Contests
- Owner Behavioral Profile Analysis
- Sales, Blue Collar Management, Sales Manager, Office Administrator, Performance Development, and Performance Management Boot Camp Training Classes - CCN University
- Sales and Production SkillBuilder Training Classes
- Employee Behavioral Profile Analysis
- Bi-Lingual Education
- Sales Wizard Assessment Tool (SWAT)
- CCN Strategic Partnerships
- CCN Mall

Conference at a Glance

Monday, June 14, 2010

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|-----------|----------------------|-----------------------------------|
| 3:00 | Registration | |
| 4:00-7:00 | Marketing Mastermind | Charlie Gindele, Dial One Windows |

Tuesday, June 15, 2010

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|---------------|--|--|
| 8:00 – 8:30 | Welcome & Introduction | Scott Siegal, CCN |
| 8:30 - 10:00 | Results Rule! | Randy Pennington, Pennington Group |
| 10:00 - 10:30 | Break | |
| 10:30 - 11:00 | Setting Expectations Through Business Planning | Jason Bradley, Crown Roofing |
| 11:00 - 12:00 | Tax Strategies | Kevin Bassett, Bassett & Associates |
| 12:00 - 1:00 | Lunch | |
| 1:00 -2:00 | Do You Know Your MOABL - Mother of All Bottom Lines? | Tom Capizzi, Capizzi Home Improvements |
| 2:00 - 3:00 | Refining Processes: Lead/Customer Mgmt | Keith Tobias, Computool |
| 3:00 - 3:30 | Break | |
| 3:30 - 4:30 | How to Execute Your Internet Marketing Plan | Chris Marentis, GenNext Media |
| 4:30 - 5:30 | Making Insurance Work Profitable | Scott Siegal, CCN |
| 6:00 - 7:30 | Welcome Cocktail Party | |

Wed., June 16, 2010

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|---------------|---|---------------------------------|
| 8:00 – 8:30 | Second Day Opening | |
| 8:30 - 10:00 | The Speed of Trust | Jamie Siegal, CCN |
| 10:00 - 10:30 | Networking Break | |
| 10:30 - 12:00 | Sales Management=More Profits | Scott Lemons, CCN |
| 12:00 – 1:00 | Lunch | |
| 1:00– 2:00 | 5 Steps for Building an Aligned Company | Grant Mazmanian, Pinnacle Group |
| 2:00-3:00 | CCN Knowledge Center: Resources for Your Business | Gail McNeill, CCN |
| 3:00 - 3:30 | Networking break | |
| 3:30 – 4:30 | Owners Roundtable | Members |
| 4:30 - 4:45 | The Nature of Success | Scott Siegal, CCN |
| 5:00-7:00 | Steering Committee Meeting | |

Session Descriptions

Monday, June 14, 2010

4:00 – 7:00 Marketing MasterMind – Charlie Gindele - Dial One Windows

The owner of DIAL ONE Window & Door Replacement Specialists in Orange County, CA, Charlie Gindele, has over forty years experience in the residential replacement industry and the custom window and door industry and worked as marketing manager, staff engineer and product application specialist for one of the largest building products manufacturers in the industry prior to founding DIAL ONE in 1984.

Charlie kicks off the conference by facilitating the very popular Marketing Mastermind session on Monday evening. The session will start with how to plan and implement your marketing plan. During the remainder of the session, members will share ideas that have worked or not worked to generate leads for their businesses.

Bring something to share with other members and enjoy the value of networking.

Tuesday, June 15, 2010

8:00 – 8:30 Welcome – Scott Siegal - CCN

CCN President, Scott Siegal opens the conference by updating everyone on what is new and upcoming at Certified Contractors Network

8:30 - 10:00 Results Rule! – Randy Pennington - Pennington Group

Is your company a Hero, a Has Been or a Wanna-Be?

Top organizations don't just succeed - they blow away the competition in terms of their service, productivity, innovation and execution. Randy Pennington, author of the bestselling book [Results Rule!](#) says your company's success depends on whether you have a Results Rule! culture within your business.

Results Rule! is about getting focused on producing results year after year after year and breaking out of the me too club.

Results Rule! provides strategies and concepts to create a culture that sets your organization apart in a marketplace where products and services are increasingly seen as being interchangeable.

For a sustainable competitive advantage, in this session, Randy Pennington provides us with real world strategies to:

- Focus employees on the fundamentals of good business and the value of performance according to standards
- Build partnerships between employees and customers by being consistent and accountable in delivery of services
- Encourage your workforce to do what's best rather than what is easiest by setting expectations and refining processes
- Create accountability and quality standards at all levels to produce results for your organization and your customers

10:30 - 11:00 Setting Expectations through Business Planning - Jason Bradley - Crown Roofing

Executing to get positive results isn't just a haphazard group of activities that takes place in a business; it takes having a plan, communicating it to everyone and making it a working part of the business. Often, owners spend a lot of time to create a great plan only to have it sit on a shelf. Certified Contractors Network member Jason Bradley, owner of

Session Descriptions

Crown Roofing doesn't do that and will share with you his experiences in executing his business plan to create successful results.

11:00 – 12:00 Tax Strategies – Kevin Bassett - Bassett & Associates

Is your business paying too much to Uncle Sam? If you even hesitated at the answer to that question, then you'll benefit from this session presented by Kevin Bassett, CPA. He'll provide you with lots of strategies to keep more money in your business.

1:00 -2:00 Do You Know Your Mother of All Bottom Lines? - Tom Capizzi - Capizzi Home Improvements

If you've been a member of Certified Contractors Network for any period of time, you've continually heard that you need to "run your business by the numbers". What does that really mean? Tom Capizzi, owner of Capizzi Home Improvement and long time member of Certified Contractors Network, is a firm believer in running his business by the numbers and will share with you how to plan and strategize your business based on knowing the critical numbers of your company's performance.

2:00 - 3:00 Refining Processes: Lead/Customer Management – Keith Tobias - Computool

You spend a lot of money these days to get the phone to ring. Why throw that money down the drain by losing them due to poor lead management? Customer relationship management is a broadly recognized and widely implemented strategy for interacting with your customers and prospects. When an implementation is effective, people, processes, and technology work together to increase profitability and reduce operational costs. In this session, Keith will show you how you can refine your customer relationship processes.

3:30 - 4:30 How To Execute Your Internet Marketing Plan - Chris Marentis - GenNext Media

In the new social media web, execution of a marketing plan that will produce real results is tough. Things are changing all the time and you can waste a ton of resources and time if you follow the latest fad. How have others succeeded where maybe you have struggled? We will follow back up with Chris Marentis and Surefire Social after the beta launch at our October event and see how some of our CCN Members did implementing the program.

In this sessions you will learn:

- Best practices for planning and implementing a Internet marketing plan focused on leads
- How to manage content creation and distribution
- Traffic and lead results from a few CCN members
- What we learned

We will cut through the hype and focus on getting results.

4:30 – 5:30 Making Insurance Work Profitable – Scott Siegal - CCN

What is going on with the weather this year? In the past year, major storms have had a significant impact on construction businesses – some positive, some negative. At some point in your business, you will be doing work involving insurance claims, like it or not. But that doesn't mean you need to lose money to do the work. In this session, we will look at both residential and commercial insurance claims and how to make them profitable. Scott Siegal has been involved in over a thousand insurance claims and has a proven system that will teach you how to handle the claim and get your price.

6:00 - 7:30 Welcome Cocktail Party

Session Descriptions

Wednesday, June 16, 2010

8:30 - 10:00 The Speed of Trust – Jamie Siegal - CCN

“There is one thing that is common to every individual, relationship, team, family, organization, nation, economy and civilization throughout the world — one thing which, if removed, will destroy the most powerful government, the most successful business, the most thriving economy, the most influential leadership, the greatest friendship, the strongest character, the deepest love.

On the other hand, if developed and leveraged, that one thing has the potential to create unparalleled success and prosperity in every dimension of life.

That one thing is trust.” Stephen M.R. Covey

The ability to build trust in a business is a key component of execution. You can have in place the best practices, processes and procedures but if trust is low in your company, productivity will also be low. This session will introduce to you the 5 Waves of Trust, based on the popular book *The Speed of Trust* by Stephen M.R. Covey. You'll find out how to

- Build your credibility in ways that boost employee engagement and productivity
- Reduce the cost of poor performance associated with an environment of distrust
- Improve profits and results by understanding the link between trust and customer loyalty

10:30 - 12:00 Sales Management = More Profits – Scott Lemons - CCN

You might be asking “Why do I need to manage my sales team?” You would think that most commissioned salespeople would require very little management because their income is a direct reflection of their efforts, right?

Wrong! Salespeople need constant care and nurturing in order to stay focused and motivated. They hear “no” twice as much as “yes” and for that reason alone, need to be managed to stay the course. However, managing salespeople is not one-size fits all process. You have to manage every salesperson differently. This session will help to outline the critical components for improving sales performance. Here are some of the key take away ideas that you'll gain in this session:

- How to track sales performance - no matter how bad it hurts.
- How to identify signs of a sales slump, how to prevent them and how to get out of one.
- How to conduct the sales meeting and avoid a sales beating session.

This session will cover these and several other profit leaks that exist inside of most sales teams.

1:00– 2:00 5 Steps for Building an Aligned Company – Grant Mazmanian - Pinnacle Group

A successful contracting company always has a foundation of employees who share mutual commitments known as the company culture. The owner, sales, administration and production departments have different behavioral styles. But when the culture is understood and mutually shared, communication improves and productivity increases resulting in improved workplace satisfaction and a profitable bottom line.

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Most owners fail to realize that the culture is the foundation of the company and hire people based on their experience and skills. If you have someone working for you right now that doesn't "fit in" or "doesn't belong," you know what I mean.

Join Grant Mazmanian from Pinnacle Group as he walks you through the 5 crucial steps you need to take to create an aligned and focused company. It isn't hard; you need to know the steps and how to implement them.

This is a workshop, not a seminar, so be prepared to "roll up your sleeves" and create a plan of action to implement now. All course materials and CD included. **If you would like your company to be a part of the case studies, please contact us.**

2:00-3:00 CCN Knowledge Center: Resources for Your Business – Gail McNeill - CCN

Most members know CCN's Knowledge Center to be filled with recorded programs, forms, processes and best practices to help you and everyone in your business improve their job skills and business efficiency. What you don't know yet is how the new Performance Management module can help your business. A company goal from your business plan can be broken down into actions to be taken by departments and then individuals within the departments. Those actions become measurable goals that in combination with written job descriptions can be turned into performance appraisals that help both the company and individuals grow & improve. Find out more about how this can help your business during this session.

3:30 – 4:30 Owners MasterMind - Members

What issues are you facing in your business now?

This session provides the ultimate networking opportunity to get solutions to your problems through the experience of other CCN members. If you are facing a problem now, chances are that someone in the group has already experienced a similar one, and chances are that another will experience it in the future. Get solutions through the power of the MasterMind that you can utilize in your business now and eliminate the trial and error of working through your problem!

4:30 – 4:45 The Nature of Success



The St. Regis Deer Crest Resort

2300 Deer Valley Drive East
Park City, Utah 84060
Phone: (435) 940-5700

Room rate: \$179+ tax & charges/night single or double
(Guaranteed through May 22, 2010)

Reservations: <http://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1004028564&key=D569E>

**For more information and to register for the
conference go to www.contractors.net**



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