

greening your business

sen spring conference
march 10 - 13, 2010
st. augustine, florida



Welcome to *The Renaissance Resort at World Golf Village*

The Unique Historic Golf Retreat in St. Augustine, Florida. Located within the World Golf Village, home of the one-and-only World Golf Hall of Fame, this elegant, upscale Florida golf resort is the perfect place to meet, stay, play, indulge, relax and explore.

Stay at the flagship property of the World Golf Village, an international destination dedicated to the ever-growing game of golf, which attracts hundreds of thousands of golf enthusiasts every year. Play two amazing golf courses, including King & Bear, the only course ever co-designed by Arnold Palmer and Jack Nicklaus. Indulge yourself at the new PGA TOUR Spa Laterra, the first to ever bear the PGA TOUR name. Relax at the exclusive Serenata Beach Club on Ponte Vedra Beach. Explore the celebrated World Golf Hall of Fame and historic St. Augustine, America's oldest city.

The Renaissance Resort at World Golf Village. We have plenty to do for golfers and non-golfers alike. That's what makes us so special, and it's why we are The Unique Historic Golf Retreat.

Register online at www.SENdesign.com



St. Augustine

St. Augustine, the nation's oldest city, also holds the distinction of being one of the nation's most charming. Known as the "Ancient City," Saint Augustine is located between North East and Central East Florida and is convenient to Jacksonville, Orlando, and Daytona airports.

North Florida boasts a year-round mild climate perfect for strolling Saint Augustine's delightful historic district, with its cobblestone streets, quaint cafes, bars, unique shops and bed-and-breakfast inns.

St Augustine Beaches

The St. Augustine beaches boast miles of luxurious sand with beautiful weather year-round. Barrier islands naturally create the island waterway and miles of gorgeous coastline with many public areas for beach recreation and relaxation. Generally, vehicles wishing to gain access to the beaches may do so for a small fee.



St Augustine Restaurant Information

From casual dining to continental cuisine, there many different culinary experiences to enjoy in St. Augustine restaurants. Acclaimed for variety, the many fine restaurants in St. Augustine offer some of the best choices in Northeast Florida. For a small coastal town, St. Augustine is rich in fine dining and excellent food including seafood, of course. Anything from portobello mushrooms to fiery-hot, regionally-exclusive datil peppers can tantalize the taste buds. The area has a variety of authentic pubs, fine dining, gourmet bistros, waterfront terraces, and unique, casual cafes. Come dine with us and enjoy the nation's finest in the nation's oldest city!

St Augustine Sightseeing and Tours

Sightseeing in St. Augustine is fun and easy if you know where to look. Visit www.OldCity.com to find some unique ways to get around town while taking in all of the hottest attractions and most fascinating historic sites. St. Augustine sightseeing will provide some of your best photo opportunities and most cherished vacation memories. Let someone else lead you through the oldest city to ensure that you won't miss a thing!

Getting to St. Augustine

St. Augustine Regional Airport (12 miles) www.staugustineairport.com

Jacksonville International Airport (46 miles) www.jia.aero

Daytona Beach International Airport (67 miles) www.volusia.org/airport

Orlando International Airport (134 miles) www.orlandoairports.net



Agenda

Wednesday, March 10th

- 7:30-12 noon Advisory Council Meeting (10 Appointees Only)
- 10am-12 noon In-Depth Training: "Secrets to a Successful Consumer Seminar"
OPEN TO BUYING MEMBERS!
- 11am-6pm Conference Registration - pickup your Conference Portfolio
(Also Thursday 8am-5pm)
- 12 noon-6pm Golf Outing
- 1-4pm In-Depth Training: "Plumbing for Dummies: Everything You Need to Know to Sell Bathroom Remodeling Successfully"
OPEN TO BUYING MEMBERS!
- 6-7pm General Session MANDATORY FOR ALL MEMBERS!
- 7-9pm Welcome Reception, sponsored by The Stock Market

Thursday, March 11th

- 8am-5pm Vendor Tabletop Setup – pick up your Conference Portfolio
- 8am-9:45am Business Workshop #1B:
"Taking Your Company From Surviving To Thriving"
Presented by: Ken Peterson, CKD
OPEN TO BUYING MEMBERS!
- 8am-9:45am Sales Workshop #1S:
"From Hello To The Close – A Case Study of Professional Selling"
Lorey Cavanaugh, CKD, CBD and Tom Blau.
- 10:00-11:30am Business Workshop #2B:
"Getting the Green \$\$\$ Out of Your Marketing"
Panelists to be Named, Moderated by Ken Peterson, CKD
- 10:00-11:30am Sales Workshop #2S:
"Driving to the Green with SEN Vendors"
Moderated by Tom Blau
- 11:30-12:25pm Box Lunches – including the NEW Member Forum
- 11:30-12:25pm New Member Orientation – Working Lunch - Tom Blau Facilitator
- 12:45-5pm Dealer Roundtables – Tom Blau, Chief Facilitator.
OPEN TO BUYING MEMBERS!
- 12:45-5pm Sales Roundtable
OPEN TO BUYING MEMBERS!
- 6:00pm on Dinner Out On The Town

Friday, March 12th

- 8am-10:45am Product Seminars – Part I
- 11am-5:10pm Vendor Table-To-Table Meetings – Part I
- 12:30-1:30pm Group Luncheon
- 6:30-9pm Awards Dinner (ALL Members, Vendors, and Guests).

Saturday, March 13th

- 8-10:45am Product Seminars – Part II
- 11am-4:40pm Vendor Table-To-Table Meetings – Part II
- 12:30-1:30pm Group Luncheon
- 4:40pm Member Rebate and Written Evaluations / Vendor Critique Session
- 4:50pm Vendor Exhibit Teardown



In-Depth Training, Workshops, Roundtables, Product Seminars and More!

In-Depth Training: "Secrets to a Successful Consumer Seminar: Save Thousands on a Designer Kitchen"

Presented by John Lang, LPBC

OPEN TO BUYING MEMBERS!

Even in the face of a tough economy, Members across the country are securing good quality leads and making sales based upon a consumer educational approach to marketing. Closing percentages on these leads are almost as good as on referrals or past clients. This two-hour program will not only allow you to witness the value of the most popular SEN Design Group consumer seminar, but also walk you through the steps recommended to effectively market the program, set up registration, confirm maximum attendance, and follow up with attendees after the seminar. Hear firsthand from your colleagues the secrets of conducting successful consumer seminars and what this marketing vehicle has meant to their businesses.

In-Depth Training: "Plumbing for Dummies: Everything You Need to Know to Sell Bathroom Remodeling Successfully"

Tom Blau and John Lang, LPBC

OPEN TO BUYING MEMBERS!

In the current recession, bathroom remodels are becoming more common than kitchens in many areas. To increase sales of plumbing and bath-related products, a large percentage of kitchen dealers need more education on the basics of plumbing. Once they are comfortable with the basics, they will be more likely to make the sale, competent in their ability to perform as an expert. This program will enable attendees to gain the confidence needed when discussing bathroom issues, highlight add-on sales opportunities, detail basic code issues for Designers, identify specific SEN Vendors as a source of supply, and learn how the up-front bonding process can secure retainers

Sales Workshop #1S: "From Hello To The Close – A Case Study of Professional Selling"

Lorey Cavanaugh, CKD, CD and Tom Blau.

OPEN TO BUYING MEMBERS

In a return performance from its highly acclaimed debut in Cleveland, this expanded workshop will put more green in your pocket. Every Salesperson has experienced - at one time or another in their career - a lost sale. Sometimes, the selling process takes an unexpected turn and the client walks away. Through a combination of role-playing on stage, and audience feedback, our "actors" will take you from the initial contact through to the close. Attending this workshop will provide a template that you can use to increase your closing ratios, add value in the client's mind that enables you to achieve enhanced gross margins, and open up additional sales opportunities to bolster your commissions.

Business Workshop #1B: "Taking Your Company from Surviving To Thriving"

Presented by Ken Peterson, CKD

OPEN TO BUYING MEMBERS

In his iconic book, Good To Great, business professor Jim Collins reveals 6 major conclusions that caused eleven publicly held companies to outperform the stock market by a factor of three for a 15-year period of time. His findings are especially relevant to kitchen/bath firm owners today because they provide a useful compass for self-evaluation and re-direction. This workshop will demonstrate in vivid detail how these 6 major conclusions can be successfully applied to our industry to elevate your company from a survival mode into the realm of renewed stability and growth, just as consumers are showing signs of spending money again. It will dig your company out of the inertia trap and head it for the green!

Sales Workshop #2S: "Driving to the Green with SEN Vendors"

Speakers to be announced. - Moderated by Tom Blau.

OPEN TO BUYING MEMBERS

Everyone knows that "green" products are a hot topic with consumers from coast to coast ever since Al Gore presented An Inconvenient Truth, and subsequently won the Nobel Prize. But few Members fully know the "green" product features, benefits, and advantages from our SEN Preferred Vendors. During this workshop, we will be introducing a database that conveniently compiles these valuable talking points. This information may surprise you. There are a tremendous number of opportunities available to make you stand out from the competition as the "Green=Keeper" in your community!

Business Workshop #2B: "Getting the Green \$\$\$ Out of your Marketing"

Speakers to be announced. - Moderated by Ken Peterson, CKD

OPEN TO BUYING MEMBERS

In today's tough business environment, constant and effective marketing is critical for continued survival. This 90-minute workshop will outline proven strategies from SEN Members who have creatively produced ways to generate the GREATEST RETURN from their budgets. Measurable proof of effectiveness, such as closing percentages per strategy/media, total sales, average sale, and cost per lead, will be revealed. Be prepared to share your inventive marketing concepts in this fully interactive workshop. Attending this workshop will put your business on the fairway to drive leads without taking a divot out of your budget.

Dealer Roundtables

Tom Blau, Chief Facilitator

OPEN TO BUYING MEMBERS

Roundtables of 10-14 Full Members will provide feedback to each other's Key Issues. Each group will have a Facilitator and Recorder (for note-taking). Members will be assigned to a specific Roundtable Group and Facilitator for a 3-year period to work together on solving common business problems while accelerating dealer growth and profitability.

Sales Roundtable

OPEN TO BUYING MEMBERS

250+ Years of Industry of experience work interactively to solve common sales problems. Member Sales Personnel present a Sales Issue of importance to them and hear feedback from the Group. It has been said that this educational format holds enormous value because, without any competitors in the room, people open up with their problems... and their secrets of success.

Product Seminars – REQUIRED ATTENDANCE (sign-off sheet)

45-minute presentations by 3 select Vendors to help Members better Comprehend the marketing/design/technical applications of their products and how they will enhance Dealer Profitability over the next few years.

Vendor Table-To-Table Meetings

10-minute REQUIRED Orientations on each Vendor's Product; a time-efficient way for creating lucrative new business relationships or nourishing the equity in existing ones. Bring your CHECKBOOK to take advantage of "Show Specials"! NOTE: two (2) Member firms will be visiting each Vendor's table at one time to streamline and improve the briefing process.

Awards Dinner (ALL Members, Vendors, and Guests).

Cocktails start at 6:30 pm. Presentation of awards for outstanding achievement in 2007 follow a 7pm dinner. Jackets and slacks for men are suggested for the Awards Dinner.



MEMBER INFORMATION

- Confirmed ONLY for the FIRST 110 Members. The next 10 Names will be wait listed and registration will be closed.
- Register online at SENdesign.com.
- Hotel reservation and cost is the member's responsibility. Ask for the SEN Design Group Block of Rooms.
- contact Tom Blau for additional information: tblau@SENdesign.com or 252-636-3335.

VENDOR INFORMATION

- Confirmed ONLY for the FIRST 55 Vendors. The next 10 Names will be wait listed and registration will be closed.
- Register online at SENdesign.com in the vendor section.
- Hotel reservation and cost is the vendor's responsibility. Ask for the SEN Design Group Block of Rooms.
- Contact Ken Peterson, CKD for additional information: kpeterson@SENdesign.com or 919-933-6640.

GUEST INFORMATION

- contact Tom Blau for additional information: tblau@SENdesign.com or 252-636-3335.



www.SENdesign.com