

# 2023 CONFERENCE PROGRAM *At-a-Glance*

## WORKSHOP WEDNESDAY

## EVENTS

WEDNESDAY, March 22

THURSDAY, March 23

FRIDAY, March 24

**MA CSL  
Workshop**

**WMACSL**  
Massachusetts Construction Supervisor Licensing 6 Hour Workshop - Energy Code Changes (box lunch included)  
Mark Paskell  
8:30 AM - 3:30 PM

**WICP** Women in Construction Panel  
2:00 pm - 4:30 pm

**CHH** Conference  
Happy Hour  
4:30 pm - 6:30 pm

**EPM** Emerging Pros Meetup  
3:00 pm - 4:00 pm  
Intro by Clayton DeKorne & Andrew Zoellner

## CLASSES

THURSDAY March 23

FRIDAY March 24

SATURDAY March 25

7:30 AM—9:00 AM

9:15 AM—10:45 AM

11:00 AM—12:00 PM

1:00 PM—2:30 PM

3:00 PM—4:30 PM

7:30 AM—9:00 AM

9:15 AM—10:45 AM

11:00 AM—12:00 PM

1:00 PM—2:30 PM

7:30 AM—9:00 AM

9:30 AM—11:00 AM

**BUILDING  
PERFORMANCE  
& PRACTICES**

**TH01**  
*This is a continuous class from 7:30 to 10:00*  
Site-built Underdeck Drainage System and  
Manufactured Systems Overview - 2.5 CEUs for RI  
Contractor Registration Annual Renewal  
Mike Guertin

**TH07**  
Measuring Moisture for  
Building Health. Using  
Moisture Meters, Thermal  
Cameras & Hygrometers to  
Measure How Your Building is  
Performing  
Bill Robinson

**TH11**  
37 Ways to Build a Roof Wrong - and How to  
Avoid Them  
Doug Horgan

**FR01**  
Building Science in Building  
Codes  
Glenn Mathewson

**FR05**  
Learning from History and Old  
Houses  
Brian Campbell

**FR09**  
Installing Kitchen Cabinets in  
Out-of-Level Rooms  
Doug Horgan

**FR13**  
Energy Priorities in  
Remodeling  
Doug Horgan

**SA01**  
Framing for Energy  
Glenn Mathewson

**SA04**  
Preparing for Window Installation  
Dugan Davidson

**MONEY  
MATTERS**

**TH02**  
Percentage of Completion Accounting Overview for  
the Remodeling Business  
Alice Ferrante

**CONTINUING EDUCATION**  
Approvals for AIA, RI CRLB, MA CSL are reflected online in the  
JLCLIVE Conference Program course descriptions.

**FR02**  
Keeping Score: Using Key  
Performance Indicators for  
Construction & Remodeling  
Pete McDowell & Peg Buehrle

**FR06**  
Feedback: The Straw That  
Stirs the Drink – A Customer  
Service Breakthrough  
Brian Altmann

**FR10**  
Balance Sheets and Income  
Statements an Introduction to  
Accounting and Financial  
Statements  
Mitch Parker

**SA05**  
Low Budget Details for High  
Performance Building and  
Remodeling  
Matt Risinger

**SCHEDULING &  
PRODUCTION**

**TH03**  
Cultivating a Reputation -  
Online Reviews, Grades,  
and Recommendations  
Shannon Vogel

**TH08**  
How to Grow Your Business  
with Educational Seminars  
Joaquin Erazo

**TH12**  
Estimating For  
A Win  
Tim Faller

**TH15**  
Integrated Project Delivery  
for Residential  
Construction  
Gregory Woleck

**FR03**  
Change Orders: Make Money,  
Lose Money,  
You Choose  
Tim Faller

**FR07**  
Visual Communication of  
Jobsites  
Gregory Woleck

**FR11**  
Effective Time Management  
Shawn Van Dyke

**SA06**  
Project Management Excellence,  
from the Perspective of a  
Subcontractor  
Brian Campbell

**MARKETING &  
LEAD GEN**

**TH03**  
Cultivating a Reputation -  
Online Reviews, Grades,  
and Recommendations  
Shannon Vogel

**TH08**  
How to Grow Your Business  
with Educational Seminars  
Joaquin Erazo

**TH13**  
How To Attract High  
Quality Remodeling  
Leads  
Joaquin Erazo

**TH16**  
Everything That's Wrong  
with your Website (and  
how to fix it)  
Mark Harari

**DETAILED DESCRIPTIONS** for all JLC LIVE education can be  
found at [jllive.com](http://jllive.com) Click on EDUCATION tab & select  
"2023 SESSIONS"

**FR15**  
Top 10 Social Media  
Do's and Don'ts  
Shannon Vogel

**SA02**  
Creating Clients for Life –  
Building Recurring  
Revenue and Increasing  
Company Value  
David Lupberger

**BUSINESS  
OPERATIONS**

**TH04**  
Make a PACT for your  
Company - Processes,  
Accountability,  
Communications &  
Training  
Doug Howard

**TH05**  
The 7 Foundation Blocks  
of a Successful  
Remodeling Company  
Brian Altmann

**TH09**  
We're (Still) Hiring: How to  
Win the War on Talent  
Acquisition  
Victoria Downing & Mark  
Harari

**TH17**  
Leading Through  
Turbulence  
Doug Howard

**FR04**  
5 Steps to Clear  
Communication  
David Lupberger

**FR14**  
How Can We "Fix" the  
Skilled Labor Gap?  
Clayton DeKorne

**SA03**  
Standard Operating  
Procedures Are Dead:  
Create a Monorail Map  
To Eliminate Gaps In  
Your Business  
Shawn Van Dyke

**SALES &  
DESIGN**

**TH06**  
Talk Less; Sell More  
Craig Deimler

**TH10**  
The Fundamentals of Job  
Site Etiquette  
Jeremy Kassel

**TH14**  
Turning 'No' into  
'Yes'  
Craig Deimler

**FR08**  
Know Your Client: Tailor your  
Approach to Different  
Generations & Personalities  
Julie Paisley & Michelle  
Calcasola

**FR12**  
Selling Your Why – Clearly  
Communicating Why  
Potential Clients Should Hire  
You!  
David Lupberger

**FR16**  
Setting Client  
Expectations  
Jeremy Kassel

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