

SEPTEMBER 19-21, 2021 | FRISCO, TEXAS

BEST of SUCCESS



CONFERENCE GUIDE

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#BOSCONF



Dear Best of Success Attendees,

Welcome to Frisco for the 17th Annual Best of Success Conference!

For 17 years we've brought the best the roofing industry has to offer together for two days of intensive instruction, business-building networking and fun in a non-competitive setting. We are so excited you've joined us again to celebrate being face-to-face while learning how to better your business and your employees here in Frisco, Texas. Our goal is to fill you with ideas you just can't wait to implement back at home.

This year we are delivering our conference program to you digitally in advance of the conference and we will have a **NEW Mobile App** onsite this year which will serve as our handbook at your fingertips! Download the BOS Mobile App now and start planning your time at the event! Search Best of Success in your App Store or use the QR code on the agenda page to download!

Below is a list of 10 things you can do at Best of Success to optimize your time here:

1. **GET SOCIAL!** Like Roofing Contractor on Facebook, follow us on Twitter and use our conference hashtag #BOSCONF
2. Meet 3 new people and connect with them on LinkedIn
3. Introduce yourself to your favorite speaker and plan to take part in the **SPEAKER CONNECT** time on Monday afternoon
4. Write down 3 things you are going to change immediately
5. Nominate a promising employee for our Young Guns series
6. Visit our sponsors at their tabletops and participate in our sponsor giveaways
7. Introduce yourself to the Residential and Commercial Contractor of the Year
8. Encourage your co-workers back at the office to log on and view the sessions that are broadcasting live over the next 2 days
9. Submit a story idea for an upcoming issue of Roofing Contractor
10. Set a goal based off what you learned and see if you meet it by Best of Success 2022.

Thank you for investing the time to be here with us and improve your business. Take advantage of this unique opportunity to share ideas with your peers and follow up after the event to see how the changes you implemented are working.

Sincerely,

Jill Bloom

Group Publisher

Roofing Contractor

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SUNDAY, SEPTEMBER 19

6:00 pm – 7:00 pm **Welcome Reception**

MONDAY, SEPTEMBER 20

7:00 am – 8:00 am **Breakfast/ Registration**

8:00 am - 8:15 am

Welcome Address & Giveaway

Jill Bloom, Publisher, *Roofing Contractor*

8:15 am – 9:15 am

 **Family Dynamics Tearing You Apart? When Unexpected Change Works Well Unexpectedly**

Gregg Wallick, President & CEO, Best Roofing

Ian Wallick, VP Construction Operations, Best Roofing

Zachary Wallick, Founder/Owner, Karios Roofing

9:15 am - 9:45 am

How to Set Goals that Drive Strategy

Jeremy Dickman, CEO, APOLLO I PRIMM

9:45 am - 10:30 am

 **"From the Kitchen to the Rooftop?"**

Letitia Hanke, CEO/President, ARS Roofing, Gutters & Solar

10:30 am - 11:00 am **Giveaway/Break**

11:00 am - 11:30 am

How to Work on Your Business Not in Your Business

Peter Horsch, President, Horsch Roofing

11:30 am - 12:15 am

 **Credit Department Pitfalls...Don't Let It Happen to You**

Thea Dudley, Owner, Pocket Protectors LLC

John Patterson, President, Chinook Roofing

Kris Kincaid, President, Kincaid Roofing and Remodeling

Chuck Chapman, President, Tecta America Arizona

12:15 pm - 1:45 pm **Luncheon**

1:45 pm - 2:15 pm

How Elite went from \$2 to 12 million in 4 years

Randy Brothers, Founder/CEO, Elite Roofing

2:15 pm - 2:45 pm

Strategy to Earn Business with Building Owners

Cal Schreiner, National Accounts Manager, Empire Roofing, A Tecta America Company

2:45 pm - 3:30 pm

 **Expert Level Tips for Negotiating Contracts**

Trent Cotney, Founder & CEO, Cotney Attorneys & Consultants

3:30 pm - 4:00 pm **Giveaway/Break**

4:00 pm - 4:30 pm

 **How I Tapped Into Government Grants to Help My Company**

Sherri Miles, President, Miles Roofing Inc.

4:30 pm - 4:40 pm

Roofing Contractor's Contractor of Year Awards

4:40 pm - 5:30 pm

SPEAKER CONNECT

An Opportunity to Connect and Network with Speaker Faculty

5:30 pm - 7:00 pm **Networking Reception**

TUESDAY, SEPTEMBER 21

7:00 am – 8:00 am **Breakfast**

8:00 am - 8:10 am

Opening Remarks

Jill Bloom, Publisher, *Roofing Contractor*

8:10 am - 8:55 am

 **NRCA Insights That Will Help Your Business**

Reid Ribble, CEO, NRCA

McKay Daniels, COO, NRCA

8:55 am - 9:25 am

Online Reviews - How To Manage Them!

Justin Dant, CEO, Soderburg Roofing and Contracting

Stefany Dant, CFO, Soderburg Roofing and Contracting

9:25 am - 10:00 am

The Roofing Industry Emerges From the Pandemic:

My 47 Years of Ups and Downs

Rod Petrick, President, Ridgeworth Roofing, Co.

10:00 am - 10:30 am **Giveaway/Break**

10:30 am - 11:00 am

How to Improve Your Roofing Company Close Rate

Ryan Groth, Founder & CEO, Sales Transformation Group

11:00 am - 11:30 am

Guerilla Marketing and Quick Hit Videos

Jonathan Sherwood, Founder/Owner, Sherfire Seamless Systems.

Founder/Owner, Roofers Helping Roofers

11:30 am - 12:15 pm

 **New National Apprentice Training Rolling Out**

Steve Little, President & Head Coach, KPost Roofing & Waterproofing

Kevin Kornahrens, Vice President, Advanced Roofing

Nicole Eisenhardt, Senior Vice President, Tecta America

Tony Rader, Vice President, National Roofing Partners

12:15 pm **Conference Concludes**



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2021 SPEAKERS



Randy Brothers



Chuck Chapman



Trent Coiney



McKay Daniels



Justin & Stefany Dant



Jeremy Dickman



Thea Dudley



Nicole Eisenhardt



Ryan Groth



Letitia Hanke



Peter Horch



Kris Kincaid



Kevin Kornahrens



Steve Little



Sherri Miles



John Patterson



Rod Petrick



Tony Rader



Reid Ribble



Cal Schreiner



Jonathan Sherwood



Gregg Wallick



Ian Wallick



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BY THE NUMBERS

Typical 24,000 Sq. Ft. Roof
Induction Welded

10' STOCK ROLLS		DLX	
Welding	2,665'	Welding	2,460'
T-Patches	40	T-Patches	0
End to Ends	21	End to Ends	0
End to End Welds	205'	End to End Welds	0'

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Enter your reg ID*
and last name to login.

*located on your confirmation email
and on your badge onsite.



FEATURES AND FUNCTIONS!



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- **AGENDA:** Make your own calendar by saving the sessions you want to attend.
- **ATTENDEES:** Adding an attendee to "My Conference" is like exchanging a business card so you can connect after the show.
- **SPONSORS:** Save the Sponsor listings of those companies you'd like to visit.
- **SPEAKERS:** Learn more about who's presenting at the event!



CHAT: Find an attendee you'd like to connect with onsite? Click "send them a message" and then the conversation can continue in the chat function.



PHOTOSHARING: Share your photos with us! Take a photo and it will be uploaded within the app for all attendees to view.



NOTES: Easily take notes right in the app! You'll be prompted for your email and your notes will be sent to you via email



NEWS FEED: Real-time social media updates from Twitter #BOSCONF, @roofcontr, and the Roofing Contractor Facebook page.



MY PROFILE: Add your photo, interests, and a little about yourself, so other attendees can find you and interact with you!

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Catch up with Aaron Beiler, Equipter President/CEO,
at **Best of Success 2021**.

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Roofing Contractor honors the residential and commercial contractors that employ industry best practices, take care of their employees, and excel at quality workmanship and customer satisfaction.



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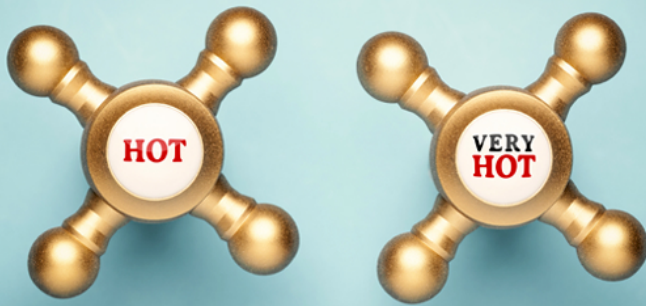
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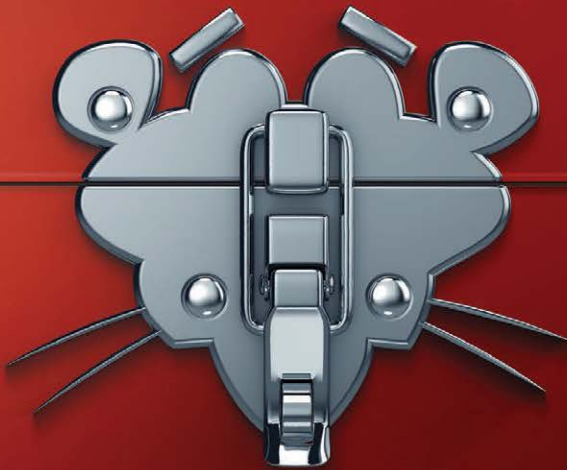
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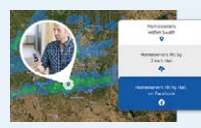
Lead Generation



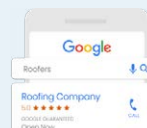
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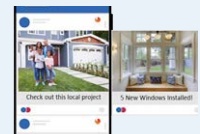
Ads Manager



Storm Campaigns

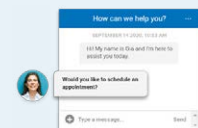


Google Ads



Referral Marketing

Lead Capture



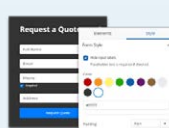
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Call Tracking



Exit Intent



A.I. Quote Form

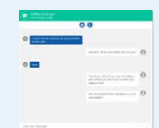


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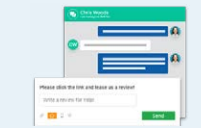
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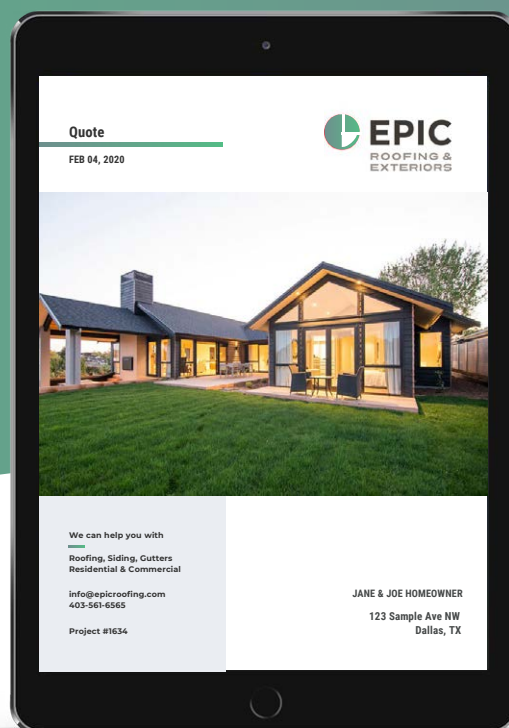
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