



## EDUCATION SESSIONS

### WEDNESDAY, AUG. 8

11 – 11:45 a.m. | *Setting the Stage to Maximize Profits*

**Presenters:** Mary Scalli and Karen Budde, Simple Elegance Home Staging & Interior Decorating

Gary Keller of Keller Williams says, "Pricing gets you interest; staging gets you offers." 95 percent of today's buyers cannot envision the lifestyle of an empty house. Using current colors, designs, finishes, fixtures and trend-right staging closes deals quickly and for top dollar. Come learn with Mary Scalli and Karen Budde what our current buyers are looking for when buying their next home and how staging will maximize your profits. [www.simpleelegancetx.com](http://www.simpleelegancetx.com)

#### **BIOS:**



#### **Mary Scalli**

Mary began her career in the hotel industry, but after holding several management positions, she learned that this was not the ideal career for a balanced work & family life. Next, she made the decision to move into the retail industry, where she quickly moved up the ladder to District Manager with Talbots. After her son was born, life called her to be a stay at home mom. Her dream was always to own her own business, so five years later when one of her best friends asked Mary to partner with her in a small interior design company, Simple Elegance Cape Cod she jumped at the opportunity. Five years later, Mary's husband was transferred to Houston and Simple Elegance Texas was born.

Mary is an Accredited Staging Professional Master, a Luxury Staging Specialist, Senior Relocation Specialist, Buyer Trends Specialist, and has co-authored *Home Staging By the Book*. Mary and her team are dedicated to excellent customer service and making a positive difference in each of their clients' and team member's lives. In 2015 & 2017 Mary was recognized by Home Staging & Redesign Association as one of the Top Home Stagers in the United States.



#### **Karen Budde**

Karen joined the Simple Elegance Team in June of 2016 after attaining her Accredited Staging® Professional, ASP® certification in March of 2106. Karen was born and raised in upstate New York and graduated from Skidmore College with a degree in Fine Arts and Art History. She worked as an interior decorator at Ethan Allen for several years before moving to New Jersey with her husband's job at ExxonMobil.

Karen and her husband, Tom, arrived in Houston in 2010 and Karen found many opportunities to volunteer through their church and school activities. Through Trinity Episcopal Church, she has worked with Lord of the Streets, to plan menus, cook and serve hot meals for 50 since 2011. She enjoyed her time serving as the leader of the "Fairy Guardmothers" during her daughter's high school years on the color guard team. Karen used her creative talents to design and sew fabulous stadium seats and an array of fun projects for the team to enjoy, keeping team spirits high. Karen is enthusiastic about helping her clients achieve their goals, and is dedicated to strong customer service, hard work and communication.



## **EDUCATION SESSIONS**

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### **WEDNESDAY, AUG. 8**

**1:15 – 2 p.m. | *A Powerful Model to Failure-Proof Your Business***

**Presenter:** Rich Allen, Tour de Profit Business Advisors & Fit First Hiring

Seven out of 10 small businesses fail within their first 10 years! It destroys dreams, kills self-esteem, and ruins families. Rich will share his personal story about watching his dad struggle in his business until the day he died, which is why he is driven to help business owners failure-proof their business. Rich has developed and proven a simple yet powerful model that small business owners can use to FOCUS their efforts on what matters most in their business. Once you experience Rich's unique presentation you will never look at your business in the same way. You'll understand exactly what you need to do to grow, improve and failure-proof your business. [www.tourdeprofit.com](http://www.tourdeprofit.com)

#### **BIO:**



Rich is a high-energy speaker, author, entrepreneur, and sought-after advisor to business owners. Rich has helped launch several new business start-ups, advised over 100 business owners and is active on several for-profit and non-profit boards. His background and business experiences are filled with powerful lessons, learnings, breakthroughs, triumphs and emotional stories.

Rich has amassed compelling stories, unbelievable victories, game-changing strategies and unique motivational approaches. Rich's presentation style is powerful, fresh, convicting, and inspirational.

He has a matter-of-fact, hard-hitting style that resonates with business leaders at all levels. Those who hear Rich speak leave with a renewed sense of purpose, a fire in their belly and a commitment to make a real difference in their business and with the members of their team.



## EDUCATION SESSIONS

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### WEDNESDAY, AUG. 8

**2:15 – 3 p.m. | *Finding Hidden Profits: Making Money With Allowances, Change Orders and Specifications.***

**Presenter:** Dennis Dixon, Dixon Ventures, Inc. (Building/Consulting/Management)

Are you frustrated about change orders, allowances and client control of your projects? Learn simple management methods and contract wording to define your policies and procedures on change orders and allowances. Are you also frustrated with debating project details, methods and “gray matter” of the project? The program will also discuss “A-grade” Specifications that fully define and specify detail of what will and will NOT be included in the project and your services. [www.dadthebuilder.com](http://www.dadthebuilder.com)

**BIO:**



Dixon is a veteran home builder, remodeler and commercial builder with 35+ years of experience. He has been speaking about the business aspects of design and construction since 1994 to various industry groups and corporations. His 2nd edition book, *Finding Hidden Profits: A Guide For Builders, Remodelers and Architects* was published in January 2017. He is also a frequent contributor to industry publications such as JLC, Remodeling and Builder magazines.



## EDUCATION SESSIONS

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### WEDNESDAY, AUG. 8

**3:15 – 4 p.m. | *Proven Digital Marketing Tactics to Grow Your Business***

**Presenter:** Kim Olson, Account Executive, Broadly.com

Did you know that 80 percent of consumers are searching for contractors through platforms like Google? Therefore, it's critical to leverage free tools to gain a competitive edge. We'll talk about and review examples of how to improve your business's presence on Google, Yelp, Facebook, and Nextdoor to build your brand in a cost-effective way. Attendees will also learn a framework to make and measure marketing investments to attract more customers online, and learn ways to follow up with homeowners to get them talking about you and recommending your services. [www.Broadly.com](http://www.Broadly.com)

**BIO:**



Kim Olson has a passion for connecting with and helping local businesses. In her current role with Broadly, she serves as an Account Executive, with broad experience providing digital marketing solutions to businesses in all industries. As a speaker, Kim has instructed and engaged audiences across a variety of verticals, including animal service, home service, construction, and auto dealership professionals. Kim earned a Bachelor's degree from Point Loma Nazarene University, San Diego, in Communications. She lives with her husband and three young children in Orange County, California. "Owning a small business is no small feat. I love coming alongside business owners and providing tools and knowledge to help them succeed."



## EDUCATION SESSIONS

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### THURSDAY, AUG. 9

**7:30 – 9 a.m. | Residential Construction Contracts**

Presenters: James Rudnicki, Bush Rudnicki Shelton

Join Bush Rudnicki Shelton as they walk you through filling out the Texas Association of Builders (TAB) Contracts with all of its blanks, options, and form addenda. In addition, they will identify the provisions that your clients are most often concerned about during contract negotiations as well as offer recommended responses. If you ever wanted a deeper dive into the TAB Contracts, this is the class for you including plenty of time for Q&A. [www.brstexas.com](http://www.brstexas.com)

#### **BIOS:**



James Rudnicki is a shareholder of Bush Rudnicki Shelton P.C. He serves on the Texas Association of Builders Contracts Committee and at the National Association of Home Builders. His expertise includes representing residential contractors, land developers, and design professionals in challenges related to construction defect claims, job-site injuries, code violations, regulatory oversight, contract negotiation, document drafting, and real property transactions. He represents many well-known home building and development companies in Texas.



Donald Shelton is a managing shareholder of the firm and concentrates his practice in the trial and arbitration of commercial and residential construction law disputes, insurance defense, mechanic's lien laws, bond claims, commercial landlord/tenant disputes, homeowner association disputes, and title insurance defense. Don also devotes a significant amount of his practice to transaction events associated with his clients such as construction contracts, leases, liens, purchase/sales contracts, independent contractor agreements, subcontracts, bonds, deeds, deed restrictions, and first and third-party warranty review.

Mr. Shelton primarily represents developers, insurance carriers, third-party warranty companies, volume and custom home builders, remodelers, commercial contractors and subcontractors, engineers and architects throughout Texas in various aspects of their businesses. He is often a speaker and writer for seminars and publications for insurance carriers and builders associations, including various insurance topics, risk management, construction industry issues, contracts, lien law and warranties.

Currently, Don sits on several committees for the Texas Association of Builders, including Contracts Committee, Change Review Group-Express Limited Home Warranty, Legal Affairs Committee, Codes and Standards Committee, and Attorney Counsel. Mr. Shelton is general counsel and member of several committees for the Greater Fort Worth Builders Association.



## EDUCATION SESSIONS

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### THURSDAY, AUG. 9

**11 – 11:45 a.m. | *Secrets to Engaging and Delighting Today's Millennial Buyer***

Presenter: Paul Cardis, Avid Ratings

Activate the millennial buyer to purchase new construction. Come explore the power of authenticity and how it's changing the dynamics of selling. Tune in to learn how technologies are driving customer experience and how you can maximize your digital experience for the millennial. [www.avidratings.com](http://www.avidratings.com)

#### **BIO:**



Paul Cardis, CEO and founder of Avid Ratings is an extensively published author. In 1992, Paul founded Avid Ratings, a research and consulting firm specializing in the home building industry. Under Paul's leadership, Avid Ratings has helped thousands of companies measure and improve customer loyalty, while connecting leading companies with consumers through Avid's "100% Verified Ratings." Avid was named a Top 50 Most Influential Technology Company by Constructech Magazine in 2014 and 2015 and named Avid CX suite (GoSurvey®, GoSocial and GoTour®) "Best Product in Residential Construction" three years in a row.

Among Paul's many accolades is his work in the major media, including Time magazine, Marketwatch, MSN, Yahoo, The Washington Post, AZCentral, Nation's Building News, and hundreds of other websites, local newspapers, home builders association newsletters, and local television broadcasts. Paul is a regular speaker at major residential construction industry events, including The International Builders' Show®, PCBC, South East Building Conference (SEBC), Professional Builder Benchmark Conference, and Housing Leadership Summit. He also conducts regular educational sessions for the National Association of Home Builders' (NAHB) Builder 20 Groups, and private companies throughout North America. Paul co-published his first book *Service Certainty* in 2016, to help clients understand and improve the customer experience. Paul has earned two master's degrees, one in educational psychology and one in research from the University of Wisconsin Madison and University of Northern Iowa.





## EDUCATION SESSIONS

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### THURSDAY, AUG. 9

#### **1 – 2:30 p.m. | *Town Hall Meeting on Taxes and the Economy***

Presenters: J.P. Delmore, NAHB Assistant VP for Government Affairs and Rob Dietz, Ph.D., Chief Economist for NAHB

Learn how the new tax law that took effect for 2018 will affect your business, your customers, and the economy. In this session, J.P. Delmore, NAHB's tax lobbyist, and Rob Dietz, NAHB's Chief Economist, will discuss the major changes to the tax code that affect residential construction and also explore how these changes will affect the housing and economic forecast. [www.NAHB.org](http://www.NAHB.org)

#### **BIOS:**



#### **J.P. Delmore**

J.P. is an assistant vice president for government affairs at the National Association of Home Builders (NAHB), where his legislative focus is tax policy. He has worked for NAHB since August, 2003. Prior to joining NAHB, J.P. spent nearly five years on Capitol Hill, and served as the deputy director of the Governor of Pennsylvania's Washington Office. J.P. grew up outside of Cleveland, Ohio, and graduated from the University of Michigan with degrees in International Relations and German Literature.



#### **Rob Dietz**

Robert Dietz, Ph.D., is Chief Economist for the National Association of Home Builders (NAHB), where his responsibilities include housing market analysis, forecasting and industry surveys, and housing policy research. Prior to joining NAHB in 2005, Robert worked as an economist for the Congressional Joint Committee on Taxation. He has testified before Congress on housing, economic and tax issues. He is an expert on home construction analysis and trends and has been cited and appeared on CNBC, the Wall Street Journal, and other news media. Robert is a native of Dayton, Ohio and earned a Ph.D. in Economics from the Ohio State University in 2003.