



# EDUCATIONAL SESSIONS hosted by Ohio Valley NARI @ 2011 PRO EXPO

## Thursday, April 21, 2011

**4.21.2011**  
**Event Details**  
  
**2011 Pro Expo**  
Presented by  
**Pella**  
Cintas Center  
1624 Herald Avenue  
Cincinnati, Ohio 45207

### “UNDERSTANDING THE NEED FOR HOME TECHNOLOGY”

This in-depth discussion will focus on wired vs. wireless integrated systems—what they are and how they work. This overview will also help attendees plan for proper wiring infrastructure and other profitable electronic systems that today’s savvy clients are looking for, dispel common misperceptions regarding home technology, and assist them in navigating the technologies market by providing a list of “do’s and don’ts”.

Learning objectives for this course:

- Explain current home electronic technologies
- Describe why wiring is so important
- Describe the differences between wired vs. wireless and wiring with an electronic systems contractor (ESC)
- Recognize bidding and design center issues
- Differentiate between the do's and don'ts related to home technology and partnering with an ESC
- Define the value of identifying and working with an ESC

### “Understanding the Need for Home Technology”

**12:30 pm – 1:30pm**

Presented by Kurt Korfhage,  
Integration Unlimited, LLC

### “TRADE SECRETS TO THE CotY PROCESS”

Join us as our panel of area experts and past CotY award winners, explore and discuss the many aspects and benefits of the CotY awards program.

Topics covered may be:

- How to prepare your entry
  - Determining whether a project is CotY worthy
    - > Forethought and approach of new projects
- “The Basics” Rules and Regulation
  - Judging
    - > Causes of disqualification
    - > Basic “do’s and don’ts”
- Marketing
  - Why it’s not just for a CotY
  - How to capitalize on your award

It is important to NARI members to support and foster growth from within. By doing so, we strengthen our industry as a whole. The intent of this special meeting is for members to teach, assist and mentor each other to improve the remodeling industry.

**Register by contacting the**  
**Ohio Valley NARI Office at 800.498.NARI**  
**fax 937.222.5794 • info@naricincinnati.org**

**WHO SHOULD ATTEND: Business owners, lead carpenters, business managers, sales professionals, and those interested in the growth of the remodeling industry.**

**2011**  
**Ohio Valley NARI**  
**UPCOMING EVENTS!**

➤ **Thursday**  
**05.19.2011**

*Membership Dinner*

Nisbet Brower  
6:00 p.m. – 8:00 p.m.

Topic:  
“Bath Remodels – Why There Is Big Money in Small Places”