

Copperfield 2-Day Business Event

COST : \$279/person CEUs: TBD

REGISTER NOW 

July 14 & 15

Hilton Scranton &
Conference Center
100 Adams Ave
Scranton, PA 18503

July 25 & 26

The Golden Hotel
800 Eleventh St
Golden, CO 80401

July 20 & 21

Backyard Brewery and
Kitchen
1211 South Mammoth Rd
Manchester, NH 03109

July 28 & 29

DoubleTree by
Hilton Hotel
Tulsa–Warren Place
6110 S. Yale Ave
Tulsa, OK 74136



Day One

8:30am - 10:00am | You Are a Brand, Whether You Know It or Not

Learn from a master marketing professional the importance of building, owning, and managing a brand by **Kurt Matthews**, Owner of Midtown Chimney Sweeps, Central NJ

- Definition of branding
- History of brand-building
- Customer perceptions—truth vs. reality
- Branding and consumer psychology
- Elements of a brand
- How to manage a brand
- What it means to today's sweep

10:15am - 11:45am | How to Know Your Numbers and How to Implement a Healthy S.W.O.T Cadence for You and Your Business (S.W.O.T. = Strengths, Weaknesses, Opportunities, Threats)

Helping the new entrepreneur, business owner, and manager get things right from the beginning while offering valuable insights to the more seasoned entrepreneur by **Nathan Antrim**, Owner of Antrim's A Good Sweep

- Basic self-check tools
- Basic forms and tools that will help you know and grow your numbers' confidence
- Business systems
- Managing money wisely
- Organization structure

11:45am - 12:45pm | Lunch provided by Copperfield

12:45pm - 2:45pm | Managing & Performing Complex Inspections

How to handle inspection requests for HOA's, condos, apartment buildings, and complexes where multiple systems are being inspected by **Dan Freeman**, Owner of The Chimney Doctor Ltd.

- Handling inspection requests
- Preliminary legwork (before the job but after the acceptance)
- Performing the job
- Reporting options
- Pricing
- Providing estimates

3:00pm - 5:00pm | How a Culture Can Cure Your Crew Needs by **Tom Shay**, Profits Plus Solutions Inc.

- Here's why your business is not going to attract the quality person you want
- From personal experience, a staff education program can be the best investment you make
- How your crew can make the best decisions for your business
- All pay and no incentive makes employees dull and unproductive
- Make these changes and good people will come looking for you

5:00pm - 7:00pm | Mixer with drinks and hors d'oeuvres

Women of the Industry Panel: "What Can We Do to Get More Women Involved in the Hearth and Chimney World?"



Day Two

8:30am - 10:00am | Transition—the Process of a Period of Changing from One State or Condition to Another

Moving to the next level in life without your business by **Andy Raycroft**, Rooftop Chimney Sweeps

- Sale—open market
- Sale—employees
- Sale—family/next generation
- Gift—family
- Keep—hired management

10:15am - 12:15pm | Tech is Culture

Good tech is good for the business—culture-building through knowledge builds strong teams, happy clients, and great financial results by **Bill Ryan**, Ryan & Son Chimney and Ryan Consulting Group

- Building a qualified tech
- Building a company based on knowledge
- Using this in assembling a top team
- The culture that sells bigger jobs with better bottom lines

Featuring:
a Women of
the Industry Panel
and Mixer



570-340-0482



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