

THE **exciting!** **windows!** CEO CONFERENCE

SEPTEMBER 29 - OCTOBER 1, 2022 • ARLINGTON, VA

Build a Better Business

KE



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Welcome!

Welcome to the Exciting Windows! CEO Conference. We're so glad you're here!

Together with my partners, Steve Bursten, Steve Wishnow and LuAnn Nigara, I want to thank you for attending the CEO conference. I also want to extend our congratulations to you for taking the time from your business, to work with us, on your business.

At Exciting Windows! our mission is to help you Build a Better Business—one that is pleasurable, profitable and valuable. And this is exactly what we will do, together, over the next 2 ½ days.

We have created a dynamic slate of speakers and panel discussions, each designed to help you think, grow and innovate. We want you to think differently, think bigger, and think smarter about how you run your business. Our goal is to challenge you, and to motivate you, to know better, to do better, to be better. From systems to marketing, to margins—we've packed it all in.

I encourage you to speak up, ask questions and share your insights. Your new idea, your hindsight lesson informs all of us. I also encourage you to sit with someone new to you at this conference. Yes, of course, reconnect with your long time colleagues but also connect with new ones. The sharing, the comradery, the support that we all take back to our business long after the conference has ended—this is the magic of Exciting Windows!

Lastly, look for the one new idea or, as my wife LuAnn says, that one a-ha moment, that opens your mind to new possibilities. Building a better business happens every day, in the small but mighty things we do to increase sales, to increase productivity, to increase margins, to improve our lifestyle and our expertise. One new idea can be the catalyst for dramatic results. And on the last day, we'll ask you what that idea is. Then, when we see you again in the spring, I'll ask you to share how you put it into your business and what the results were.

This is how we build a better business—with focus, action and accountability.

And doing it together... well, that just makes it all the better.

Here's to you and to a fantastic few days!

LuAnn Nigara
and the Partners

SCHEDULE

THURSDAY, September 29, 2022

9:00 AM	Welcome - Overview, Opening Comments Introduce Non-Members and New Members
9:30 AM	Ask Away! Your Goals and Objectives for the Conference To reach your destination, you need a roadmap. LuAnn Nigara opens the conference by asking every individual to share what they came here to learn, to find out, and to achieve.
10:00 AM	Marketing Survey Report, Panel Discussion Digital Marketing & Social Media Moderator: Steve Wishnow Panelists: Mark Perel, Oliver Schreiber, Stephanie Hamilton
11:00 AM	Break
11:15 AM	Roundtable Discussion: Digital Marketing and Social Media - Tactics and Strategies
12:15 PM	Lunch
1:30 PM	The P&L, The Detailed Explanation with Q&A Presenter: Vin Nigara
2:30 PM	Panel Discussion: Opportunities for Outdoor Product Sales Moderator: Vin Nigara Panelists: JC Rocha, Mike Lin, Oliver Schreiber
3:15 PM	Break
3:30 PM	Keynote Speaker: Mark Richardson
4:30 PM	Roundtable Discussion: Preparing for economic changes in the industry
5:15 PM	Group Discussion: A-ha Moments... What We Learned Today - Led by LuAnn Nigara
5:30 PM	Day One Ends
6:15 PM	Bus Tour of Washington, DC with Box Dinner - Meet in Lobby
9:30 PM	Bus Tour Ends

FRIDAY, September 30, 2022

9:00 AM	Welcome to Day 2 - Talent Scout Awards
9:30 AM	Jessica Harling: The Predictive Index - A Powerful Hiring Tool for Your Business
10:15 AM	Panel Discussion: Best Practices for Recruiting & Onboarding Employees Moderator: LuAnn Nigara - Panelists: Brandon Roellchen, Colleen Serkaian, Kendra Weldon
11:00 AM	Break
11:15 AM	Panel Discussion: Strategies for Managing Engaged Employees Moderator: Steve Bursten Panelists: Oliver Schreiber, Rick Baker, Ron Bryza, Natasha Schroeder, Brook Devenport
12:00 PM	Roundtable Discussion: Predictive Index, Onboarding Practices, Sales Incentives, and Meeting Structures

All Times are Eastern Standard

SCHEDULE

FRIDAY, September 30, 2022 (continued)

12:45 PM	Lunch
2:00 PM	Panel Discussion: Power of Past Customer Marketing Moderator: Steve Wishnow Panelists: Wilma Kulyk, Tina Engdahl, Susan Day, Jens and/or Marlys Wiegand, Karen Essary
3:00 PM	William Hamilton - Learn Why Video is a Must in Your Marketing Strategy William will share why video is the most powerful marketing tool you have now, along with proven strategies for both DIY video as well as what to know if you choose to hire out video marketing
4:00 PM	Guarantees for Competitive Edge
4:15 PM	Group Discussion: A-ha Moments... What We Learned Today - Led by LuAnn Nigara
4:30 PM	Cocktails and Conversations
6:00 PM	Dinner on Your Own in the Beautiful DC Area

SATURDAY, October 1, 2022

9:00 AM	Welcome to Day 3
9:15 AM	Panel Discussion: Attracting & Servicing Interior Designers Moderator: LuAnn Nigara Panelists: Peggy Morgans, Kim Serafim, Nancy Waddell
10:15 AM	Information Exchange: Statistics & Benchmarks - Vin Nigara & Steve Bursten
11:15 AM	Break
11:30 AM	Information Exchange: Statistics & Benchmarks Continued
1:00 PM	Group Discussion: A-ha Moments... What We Learned Today - Led by LuAnn Nigara
1:30 PM	Conference Closes

Have a safe journey home!

Partners



LuAnn Nigara

Number One
in Sales

Years in the Window
Treatment Business: 38

Areas of Expertise:
Sales, negotiation, employee
development, straight talk

*How She'll Transform Your
Company:* LuAnn will
revolutionize your outlook and
give you the tools to navigate
those hard conversations with
clients, employees, vendors,
and trades.

Steve Bursten

Founder of the
World's Largest
Decorating Franchise

Years in the Window
Treatment Business: 61

Areas of Expertise:
Business analysis, training,
optimizations, experience you
won't find anywhere else

*How He'll Transform Your
Company:* Steve knows this
industry. He'll advise on the
key decisions to make—and
the essential questions you
should be asking.

Steve Wishnow

Demystifies
Marketing

Years in the Window
Treatment Business: 18

Areas of Expertise:
Marketing, development,
strategies, making the
data work for you

*How He'll Transform Your
Company:* After decades as a
marketing SVP, Steve knows
exactly how to make sure
you're getting in front of the
right clients in the right place
at the right time.

Vin Nigara

Once Trained
23 Franchisees in
18 Months

Years in the Window
Treatment Business: 40

Areas of Expertise:
Operations, systems,
finance, keeping your bottom
line in line

*How He'll Transform Your
Company:* Vin will find
efficiencies you didn't know
existed, streamline your
working models, and help you
forge a path to profit.

Presenters



William Hamilton

Owner Hamilton
Creative Solutions

William Hamilton is an innovator in the
ever-changing world of videography,
web design, and SEO. He studied film
and photography and understands
how vital creative video is in today's
competitive market to make your
brand stand out. He has worked with
numerous clients in the home industry,
hospitality, and local government to
use the power of video to impact their
connection and relationship with their
community.



Mark Richardson

Author, Columnist,
Advisor

Mark G. Richardson is an author,
speaker, columnist, and business
growth expert. Mark has presented
to thousands of business and
sales leaders across the country.
From construction to health care,
manufacturing to retail, individuals from
countless industries have found Mark's
wisdom relevant and delivery powerful.
Richardson is a Fellow at Harvard
University Joint Center for Housing
Studies, lectures at MBA programs, and
writes columns for *Professional Builder*
and *Professional Remodeler*. Mark was
named Ernst & Young Entrepreneur
of the Year in 2006 and is a member
of NAHB's Hall of Fame. Mark and his
family live outside Washington, DC.



Jessica Harling

Owner,
Behind the Design

Jessica Harling is a fourth generation
window treatment specialist, founder of
Behind the Design, and leading expert
in employee and process development
for design organizations. Her specialty
in recruiting, training, and change
management drives innovative and high-
producing results while keeping your
team inspired. *Behind the Design* offers
recruiting, onsite and online training,
and operations development consulting
for design organizations to streamline
costs, increase productivity, and develop
rockstar employees to take the company
to the next level.

Window Treatments for Profit

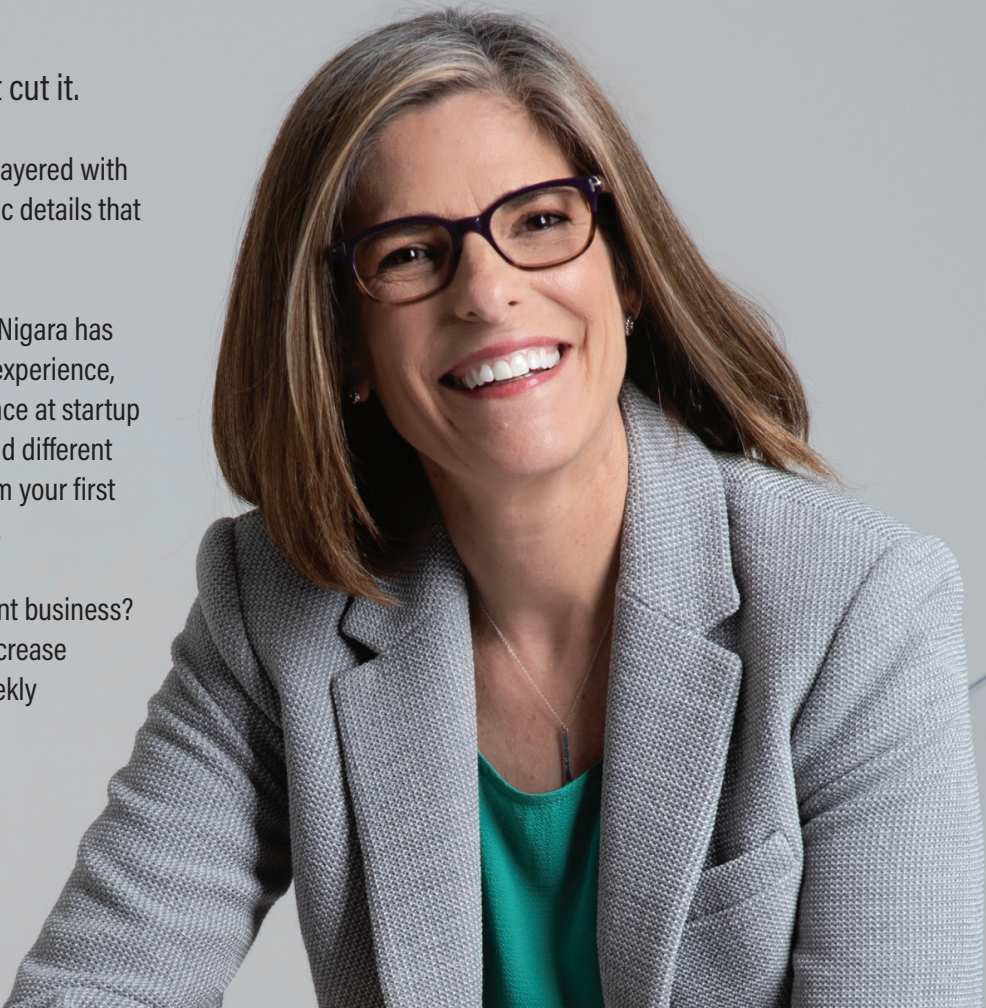
With LUANN NIGARA

Generic business advice won't cut it.

The window treatment business is layered with complexity, opportunity, and specific details that are truly unique to our industry.

What we do is special—and LuAnn Nigara has seen it all. With over forty years of experience, she knows that the problems you face at startup are different than the first 500K...and different again if you choose to progress from your first million into five million and beyond.

What works in the window treatment business? How can you refine, uplevel, and increase your profit? Join LuAnn and our weekly experts to find out.



LISTEN
NOW



STITCHER



Featuring Industry Experts
Vita Vygovska & Madeleine MacRae
windowtreatmentsforprofit.com



HunterDouglas 



Welcome!

To All **exciting!**
windows! Conference Attendees!

Hunter Douglas is a proud supporter and sponsor of the Exciting Windows! CEO Conference 2022, and we wish everyone a successful conference and enjoyable visit in DC.

Conference Panelists



Rick Baker

Exciting Windows!
by Galaxy Draperies
Chatsworth, CA
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Tina Engdahl

Exciting Windows! by
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Michael Lin

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Brook Devenport

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Wilma Kulyk

Exciting Windows! by
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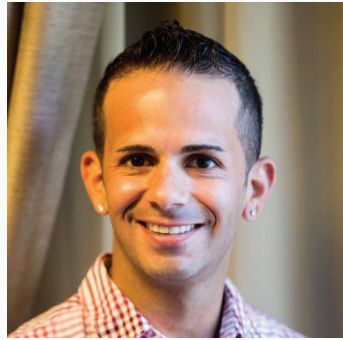
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Conference Panelists



**Mark
Perel**

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Huntington Station, NY
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**JC
Rocha**

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**Brandon
Roellchen**

One Stop Decorating
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**Colleen
Serkaian**

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**Kimberly
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**Nancy
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**Oliver
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**Kendra
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**Natasha
Schroeder**

Blind and Shutter Spot, LLC
Mesa, AZ
natasha@blindandshutterspot.com



**Marlys & Jens
Wiegand**

Adrette Window Coverings
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marlys@adrette.com

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Launch into a New Season with Graber

We've got a lot of new updates on the docket this year—plus a few shiny new tools to help sell them. Here's a peek at everything there is to be excited about right now with Graber.

FIRST, WHAT'S NEW?

Graber Natural Shades kicked off this past summer with a newly refreshed collection, featuring a fresher, lighter color palette, metallic accents, and pops of color. Made with perfectly imperfect, sustainable materials, these shades are a unique, eco-conscious way to infuse nature into interior spaces.

▶ [Watch our new Natural Shades launch video here.](#)

Graber Sheer & Layered Shades are also having a year. Sheer shades offer a look that's both modern and traditional, while layered shades are like two shades in one, with superior light blocking. Both are available in a new assortment of exclusive prints and textures, with updates like expanded room darkening fabrics and improved vane closure for smaller light gaps.

▶ [Watch our new Sheer & Layered launch video here.](#)



Graber Composite Shutters also launched three new composite shutter frame styles for additional ways to create a uniquely artisan look and feel. Already popular in wood, these frame styles also offer improved louver closure options and redesigned rail profiles for tighter, more consistent closure.

Composite Shutter Frame Samples

Narrow Colonial L-Frame
03351-00

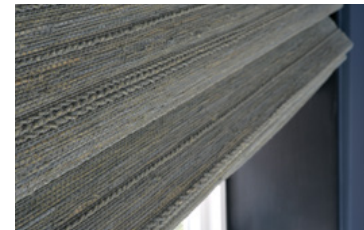


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Windows of Opportunity

Our commitment to innovation and quality lets us consistently create new offerings that are not only on trend, but in high demand.



FRESH NEW SAMPLE BOOKS

What's a new launch without a new sample book? Filled with fresh new photography, removable swatches and more, these new sample books are designed to inspire, educate, and help you close the deal.

▶ [Order your new samples today!](#)



Naturals Sample Book | 71-2022-110
US \$450 | CA \$540



Sheer & Layered Sample Bag | 30-2121-110
US \$700 | CA \$840

▶ [To learn more about any of our new products, tools, or programs, reach out to your Territory Sales Manager or visit \[dealer.graberblinds.com\]\(http://dealer.graberblinds.com\).](#)

GRABER

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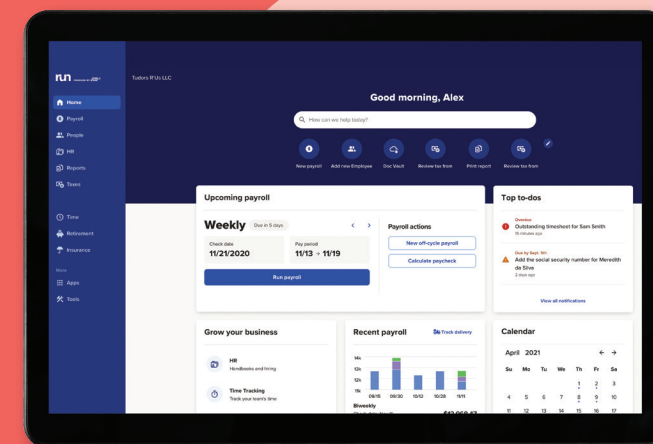
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covering industry

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processes for suppliers and
manufacturers as well.



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of Window Works

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coordinating deluxe linen
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LUANN UNIVERSITY

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This class is something that almost everyone would benefit from and should take before they are even thinking about starting a window treatment business.

– Kendra / Student, Systems-Driven Operations



Jessica provided me with some of the best sales training I have ever received and I am forever thankful. Top notch!

– Laura / Student, The Proven 7-Step Sales Process



The Proven 7-Step Sales Process

Instructor: Jessica Harling

**Kicking Off: October 5th
Wednesdays at 3:30 pm ET**

If you're selling under \$1 million a year—or you just want to improve your techniques to maximize time—this method is for you.

Experience the course that LuAnn Nigara has taught to countless window treatment pros—masterfully led by her esteemed colleague, Jessica Harling. Jessica will teach you a truly game-changing process—crafted to methodically increase your conversion rates and gross sales.

Team or no team, industry professional or new to the business, this course is intended to help you increase your top-line sales.

REGISTER NOW!



Systems-Driven Operations

Instructor: Vita Vygovska

**Kicking Off: October 6th
Thursdays at 3:30 pm ET**

Take control of the overwhelm. Follow the blueprint of a profitable, efficient business.

Skip the mistakes, the cost of trial-and-error, and the years it takes to build the business of your dreams.

From solo entrepreneurs to those who manage large teams...from those just starting out to those who have been in business for decades...multi-million dollar businesses to those earning just 100k in revenue per year—anyone can benefit from systemized business processes.



REGISTER NOW!



