



Dynamics of Leadership for Home Performance Contractors

Qualifies for 1.5 BPI CEU

Originally presented on April 1, 2010

Audio/Video Recording
with Presentation Slides

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Once registered, you will receive an e-mail with information on how to access post-event recordings and any other event material.

Leadership is the one most critical behavioral aspect that can make or break a business. It is a myth to believe that a person is born with Leadership skills. They are learned behavioral traits. "Leadership is the ability to get extraordinary achievement from ordinary people." Brian Tracy

In the past, leaders were identified by company position and/or title. So, changes occurred whenever the "boss" said so. In today's world, leaders are defined as people who have the skills to make their team members willingly do what the leader expects of them. This web session will introduce how to develop and implement the critical skills necessary to become a great leader in your business and in your personal life.

Skills and Insights Gained:

- Understand why positive leadership equals positive change
- Recognize the qualities and characteristics of a leader
- Learn the misconceptions of leadership...what leadership is not
- Realize the importance of leading with a clear vision
- Learn how to successfully execute the vision
- Recognize that leadership instills strength in others
- Know the importance of praise and celebration
- Develop a personalized leadership plan:
 - To energize your business
 - To implement successful team building
 - To satisfy your customers
 - To surpass the competition



Bonus! All registrants will receive a "Leadership Tool Folder" with templates for an example residential home improvement contracting firm with \$1 million in annual sales that includes:

- Quality Improvement Survey
- Performance Evaluation And Planning Review
- Goal Setting Tables and Other Leadership tools

Who should attend? This web-based session is designed to be attended jointly by owners, senior management, accountant/bookkeeper staff, and other key employees with companies focused on Home Performance and other residential and small commercial remodeling, replacement and contracting services with annual sales of at least \$500,000 annually. Plan to bring together all the key players in your company around one computer screen and a speaker phone for one registration fee.

No need to travel! Learn at your computer! As easy as a conference call! Your Contractor Web Exchange registration fee includes one phone line (or Voice-Over-Internet) connection plus a web link to the presentations. You are welcome to use the phone connection on a speaker phone and project the web link in a conference room so an unlimited number of your associates may participate. After the event, you will receive an archived web link with unlimited access to presentation slides with an audio recording of the presenters and question-and-answer discussion.

Can't participate at this date/time? No problem, register anyway, participate live with those from your organization who can make it, and you will receive a video/audio recording link afterward to view and share with others in your organization

Dale Hoffmeyer, Team Leader, U.S. Environmental Protection Agency

Dale Hoffmeyer is the team leader for ENERGY STAR® Home Improvement. He has over 20 years of experience at the Environmental Protection Agency in areas including home energy benchmarking, home performance, and HVAC installation.



John N. Garofalo, John N. Garofalo & Associates

John Garofalo has 30 years of industry and consulting experience. Starting out at Southern Bell in the early 1970s, John began his dual career focusing on marketing and leadership development, with stints in sales and sales management, as well as serving as an instructor and manager for their Executive Learning Center. Throughout his career, John has leveraged these experiences serving as marketing manager for Lennox Industries, as general manager for an HVAC service business in Mobile, Alabama, as Operations Manager of GroupMAC's Residential Group, and later as President for Encompass Residential Services. At Encompass, he was responsible for 35 acquired businesses generating \$350 million in annual revenue and \$35 million in free cash flow. John's innovative marketing programs focused attention on building sales in the coveted maintenance and replacement markets. Interspersed throughout this career, John has served the HVAC and other industries in a consulting and leadership development capacity, clocking over eight years in this rewarding arena.



Registration fees:

- FREE to BPI accredited contractors participating in the Northern Virginia Home Performance Program
- \$95 for all other BPI accredited, EGIA member, or Efficiency First member contracting firms
- \$145 for others

Contractor Web Exchange fee includes unlimited access for anyone in your organization to presentation slides with an audio/video recording of the presenters and question-and-answer discussion. Full contact information for all presenter is provided so you may contact them directly to ask your own questions.

REGISTER NOW

This Contractor Web Exchange is co-hosted by the Building Performance Institute, Electric & Gas Industries Association, and Efficiency First in support of Home Performance with ENERGY STAR.

Home Performance with ENERGY STAR (HPwES) is a program of the U.S. Environmental Protection Agency to encourage homeowners to make energy efficient home improvements. The program depends on specially trained home performance contractors that complete a comprehensive energy audit and make energy efficiency recommendations. Participating contractors need both the technical skill and knowledge to improve home energy efficiency, and the business skills and quality management systems to succeed. Working with the Department of Energy, EPA is testing new strategies to help contractors succeed through better business and quality management. www.novahomeperformance.org



The Building Performance Institute, Inc. (BPI) is a recognized global leader, supporting the development of a highly professional building performance industry through individual and organizational credentialing and a rigorous quality assurance program. BPI works with building performance industry stakeholders to ensure that the professional bar for excellence in building performance contracting is established and maintained by creating and regularly updating technical requirements through an open, transparent, consensus-based development process. www.bpi.org



The Electric & Gas Industries Association (EGIA) is a non-profit organization that serves a over 2,500 installation contractors, regional distributors, product manufacturers and other trade allies delivering energy efficiency and renewable energy solutions to millions of homes and businesses. EGIA also delivers services on behalf of electric, gas, water utilities and municipalities, including financing, rebate program administration and rebate processing; contractor network management, training and certification; and sales channel development and support. EGIA has facilitated the financing of over 40,000 residential and business projects valued in excess of \$500 million, and has administered over \$250 million in rebate payments. www.egia.com



Efficiency First is organized so that the Home Performance Workforce can be represented in both National and State level policy conversations. Efficiency First is dedicated to retrofitting of America's homes, building the industry infrastructure to create jobs, and reducing energy consumption, carbon emissions, and our dependence on foreign oil. Efficiency First represents America's Home Performance Workforce, ranging from energy auditors and raters to contractors who are the front line of our climate battle, embodied in green-collar jobs from weatherization to HVAC. www.efficiencyfirst.org

