



Detailed Agenda

FRIDAY, APRIL 26

5:30pm - Cocktail Hour

6:00pm-6:20pm - Managing Multiple Constituencies While Working With Independent Manufacturers Reps, by **Peter McQuaid, (MCQ Sales LLC)**

SATURDAY, APRIL 27

7:00am-7:45am: Sunrise Yoga with **Mandy McIntyre (Level Up Consultants)** *optional*

8:00am-9:00am: Breakfast

9:00am-9:30am: Intro to NWIR Regional Day

9:35am-10:15am: The Audacity to be Resilient, by **Erika Rothenberger (Henkels & McCoy and Grit, Grace, and Glitz)**

10:15am-10:30am: Break

10:30am-11:00am: Celebrating our Journeys: A Candid Conversation on Success, Struggles, and Resilience, by **Carolina Santos (NV Roofing) and Amanda Cagna (GAF)**

11:00am-12:00pm: Understanding Basic Insulation Fundamentals, Hands on demonstration, by **Veronika Chierowith (GAF)**



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SATURDAY, APRIL 27

12:00pm-1:00pm: Lunch

1:00pm-1:45pm: How to Stand Out: Today's Formula for Success No One Ever Told You, by **Berta Aldrich (Berta Aldrich Consulting)**

1:45pm-2:15pm: Taking Ownership of your Business, by **Penny Mendelsohn (McFar Contracting)**

2:15pm-2:30pm: Break

2:30pm-3:10pm: Marketing Your Business Through Social Media, by **Amanda Veinott (Maven Roofing)**

3:10pm-3:40pm: Breaking Barriers with DEI, by **Mandy McIntyre (Level Up Consultants)**

3:40: Closing Remarks

6:30pm - Murder Mystery Dinner

SUNDAY, APRIL 28

Departures