



# Best in CLASS 2018

22nd Annual Christmas Decor Conference | Baltimore, MD | July 29 - August 1

Christmas  
Decor®

# Welcome Christmas Decor

to the 22nd Annual Conference in Baltimore, Maryland.



Greetings and welcome to the 2018 Annual Christmas Decor Conference.

We thank you for joining us in Baltimore and are looking forward to a few days of education, networking, recognition and fun!

This year's theme, "Best In Class", stems from the reality of what all of us who are affiliated with Christmas Decor have come to know. The fact is, even as other contractors come into the marketplace, and new products emerge, our niche in the market is to earn our clients' business by offering the best service, with the best product, and the best overall experience a client can have. We all understand the service experience we offer was never meant to be the same as anyone else's. It has always been meant to be better.

One of the most valuable components of this annual event is networking - asking questions and sharing experiences is encouraged. Where else will you find a room full of seasoned operators--many of whom have built seven-figure companies--who are always extremely generous with their knowledge? Pair that with our hard-working staff and a great program, there's simply not a better place to spend a few days if you are looking to succeed in this industry.

As always, if you need anything, find one of our uniformed staff members and ask for help. Thank you again for attending. We look forward to spending time with you.

## Pre-Conference Events

### OSHA 10-Hour Training

Day 1 - Sunday, July 29 | 7:30am - 4:00pm - Annapolis & Baltimore

Day 2 - Monday, July 30 | 7:30am - 11:00am - Annapolis & Baltimore

**\$240 - Fees in addition to regular conference registration.**

Safety is an important topic in the Christmas Decor system and throughout the holiday decorating industry. Last year, we introduced our new Safety Standards document, outlining some pertinent safety practices you can implement into your business. As we continue to develop safety tools for you to use, we felt it was important to offer a fundamental safety training at this year's event. We have engaged Ken Brown, who helped us develop the Christmas Decor Safety Standards Manual, who will be offering an OSHA 10-Hour Training Course prior to Conference. The event will begin Sunday morning at 7:30 am and will last all day Sunday & Monday morning ending at approximately 11 am. We will have two concurrent classes, limited to 40 attendees each. **All attendees must be fluent in English.**

**DETAILED SCHEDULE ON PAGE 11.**

### Owners Meeting

Monday, July 30 | 1:00pm - 2:30pm - Constellation C

This meeting is a strategic discussion for owners and senior managers only. We generally try to host this meeting at the beginning of the conference to set a positive, interactive tone for the entire conference. In the meeting we will discuss a handful of prevailing and current issues for the Christmas Decor franchise community. Come prepared to interact with your fellow franchisees—sharing ideas and experiences—to get the conference started.

### Nite Time Decor Mid-Summer Meeting

Monday, July 30 | 2:45pm - 5:00pm - Constellation D

The annual Nite Time Decor Summer Meeting is designed to get you updated on current events and programs for our landscape lighting division. We will offer updates on products, new & improved programs, training events, and changes in the organization.



# Keynote Speaker



Over his 16-year-long career as a Navy SEAL, Curt Cronin deployed thirteen times and spent more than four years overseas. In that time, living and working in an environment where milliseconds made the difference between life and death and winning and losing, he honed his talent as a catalyst for transformation and rose to eventually lead the nation's premier SEAL assault force. As a SEAL leader, he maximized his team's effectiveness by forging unique and unlikely alliances. He transformed an offensive unit of Navy SEALs into a defensive Presidential protection unit in the midst of combat and single-handedly created the model for multi-disciplinary counter-terrorism operations out of a widely disparate patchwork of organizations as part of an Embassy team in the Middle East. Curt's experiences as a SEAL reinforced his fundamental belief that the competitive edge for any organization in the information age is neither technology nor information, but the unparalleled power of an aligned team. Exclusively represented by Leading Authorities speakers

bureau, Curt addresses the art of leadership, organizational change for the information age, and the talent of harnessing your own courage and heroism to inspire and empower individuals and teams.

Curt's passion is to engage each person, team, or organization's highest aspirations, and help them connect to the "hero within." He has counseled organizations including AIG, Disney, HP, and the Miami Dolphins, and is an expert at maximizing human potential and synthesizing the strengths of a team to create unprecedented results in any context. His presentations address the importance of building a "meta-purpose" as Curt's expertise is in identifying and developing the talents of each member of a team and uniting them through shared ownership of a purpose-driven mission. He creates teams empowered to act decisively in any environment because they embody both the content and the context of a leader's vision.

In addition to his combat experience, Curt is an entrepreneur and innovator. Currently CEO of Kaizen International, he previously co-founded Mastery Technologies, Inc., a global talent solutions firm. He began his entrepreneurial career with General Stan McChrystal and the McChrystal Group, where he served as a managing partner in transformational consulting for two years with companies including AOL and Hewlett-Packard.

Curt received his MBA at combined programs from the London School of Economics, New York University's Stern School of Business, and the HEC School of Management in Paris. Curt graduated fifth in his class from the United States Naval Academy, and has been awarded the Bronze Star with Valor, Bronze Star medal, and three Distinguished Meritorious Service Medals. He is married to his wife, Julia, and has three children.

# Roundtable Topics



1. Best Strategies for Attracting and Retaining Employees
2. Best Practices: Pay Structures For Sales Crews
3. Incentives for Installation Crews
4. Profiles: Characteristics to Look For In Crew Leaders, Sales, and Installation
5. Incentives for Closing Sales
6. Getting Out Of The Gates: Tips For Starting Your Season Strong
7. Helpful Hints for Prep Work
8. Strategies for Increasing Production
9. Quality Control Strategies
10. Outside-The-Box Lead Generation
11. Finding the Balance Between Digital & Print Marketing
12. Social Media Best Practices
13. The Importance of Brand Consistency
14. Customer Incentive Strategies that Yield Results
15. Using Technology to Streamline Sales
16. Prospecting for Commercial Accounts
17. Expanding Your Product Offering to Specialty Products
18. Expanding to Year-Round Offering with Event, Landscape or Permanent Lighting

# Breakout Sessions

	Main Ballroom	Constellation C	Constellation D	Constellation E	Constellation F	Baltimore
<b>Tues. July 31</b>						
<b>BREAKOUT 1</b> 2:30pm - 3:45pm	<b>RGB Trees Made Easy</b> Michelle Smith	<b>Local Online Presence and Marketing</b> Michelle Flinn	<b>Sales App 101: An Introduction and Overview</b> Mike Donahue	<b>Transitioning into the Season</b> Jim Ketchum	<b>Commercial for New Franchises &amp; Beginners</b> Dave Dolak	<b>Adding Layers of Profitability through Add-on Services</b> Taylor Flinn
<b>BREAKOUT 2</b> 3:55pm - 5:10pm	<b>Light Dimensions</b> Michelle Smith	<b>Facebook Ads</b> Michelle Flinn	<b>Sales App 102: What's New?</b> Mike Donahue	<b>Best Practices for Takedown</b> Jim Ketchum	<b>Panel of Pros: Commercial Case Studies</b> Dave Dolak	<b>Wedding and Special Event Lighting</b> Taylor Flinn
<b>Wed. Aug. 1</b>						
<b>BREAKOUT 3</b> 1:10pm - 2:25pm	<b>RGB Trees Made Easy</b> Michelle Smith	<b>Local Online Presence and Marketing</b> Michelle Flinn	<b>Specialty Item Pricing Model 2018</b> Mike Donahue	<b>Improving Job Site Productivity</b> Jim Ketchum	<b>Commercial Design and Products</b> Dave Dolak	<b>LMS - Learning Management System</b> Taylor Flinn
<b>BREAKOUT 4</b> 2:35pm - 3:50pm	<b>New Products</b> Michelle Smith	<b>Low-Labor Add-Ons</b> Brandon Stephens	<b>Annual Reporting: Quit Tearing Your Hair Out</b> Mike Donahue	<b>Hiring the Right People</b> Jim Ketchum	<b>RGB in the Commercial Market</b> Dave Dolak	<b>Back to Basics - Fundamental Business Practices</b> Taylor Flinn

## RGB Trees Made Easy

Learn about our newly designed RGB Summit Trees which we designed with you in mind. These are the closest to plug-n-play as possible. Learn how easy installation truly is with this new tree. We will also teach you how to sell and sell against the competition. Give your customer a full RGB tree experience with pre-programmed songs and light shows at minimal cost.

## Light Dimensions

Light Dimensions is the hottest product line we have ever introduced. Securing larger projects sometimes comes down to one or two items the client MUST have. If you can offer those unique items they award you the whole project. This session will go over these new products and how they are used to differentiate your quotes/projects, selling, installing and how to repair this unique product.

## New Products

We have been working hard to look at each category of our product lineup and will be introducing several new items in each category. We will go over the new product this season, discuss pricing and uses. Along with these new products we will also look at potential new offerings for 2019 and discuss any products needs you would like addressed.

## Local Online Presence and Marketing

Web presence extends far beyond a website, and for our business, it is most important that we are relevant in local searches. In this session we will cover the listings most important to have for local SEO and how to keep up with them throughout the ever changing ways of the internet.

## How to: Facebook Ads

There is no doubt our customer base is on Facebook, but they roam the platform with millions of other users that do not fit our target client. Facebook ads can help you drill down to target the right customer so your dollars are not wasted. Learn about different targeting tactics and how to truly use Facebook as a qualified lead generation tool.

## Low Labor Add-Ons

The Barcana acquisition has opened a lot of new opportunities for Christmas Decor franchisees -- giving your displays a unique look and giving your clients an infinite number of options. To be competitive, you MUST adopt some alternative pricing and sales methods. This session will outline the best practices for how to market and sell many of our low-labor add-on products.

## Commercial for Beginners - The Need to Know Guide for Commercial Work

Find out everything you need to know to get started implementing commercial jobs including insurance requirements, safety, product considerations, marketing and sales. This is a session for franchisees who haven't done much commercial work and are looking to expand into the commercial market. We will discuss all the basics of Marketing, lead generation and who are the best targets, how to bid and sales presentations. We will look at installations and talk about design and best practices for installation. You will learn how easy it is to get started and why you want this type of work in your portfolio.

## Panel of the Pros: Large Commercial Case Studies Profiles of Projects from Start to Finish

You will hear how existing franchises have done extremely well working in the commercial market. They will describe how they prospected, bid and sold large commercial jobs. They will discuss the installation process, removal and storage. This should be great for anyone wanting to get into doing bigger or specialty projects. You will be able to ask questions.

## Commercial Design and Products

Learn about all the different specialty products available to use and how to design and specify them for jobs. There

are many new and expanded product lines available to the Christmas Decor franchise network now with Barcana, Light Dimensions and others. Find out about all the different types of commercial products available for specific jobs and learn how to design, price and install these for commercial jobs.

## RGB in the Commercial Market

Learn about creating stunning and animated light displays using new RGB technology. Acquaint yourself with how RGB lighting is being used, including all the different options and styles of lights. Understand the different controllers and powering options and learn about the rules you must know to design and install RGB jobs

## Sales App 101 - An Introduction and Overview

FACT: Users of the SalesApp are seeing higher closing rates and higher average dollar sales per job. Get an introduction to what this amazing website can do for your business. Understand how to best implement the tool within your organization and learn what hardware works best. Mike will guide you through what this tool is, why it was built, how it functions and will make sure you leave knowing how to implement it within your company. The overview will show how the administrator loads your own pricing, how the sales team creates proposals and drawings for prospects and how it all comes together at the end of the season to produce your "Customer List" for reporting.

# Breakout Sessions

## Sales App 102 - What's New?

Understand a list of the functions added since last Conference. Join Mike as he details the additions made to the SalesApp at the end of 2017 and the spring of 2018 to make the SalesApp more robust and meet your needs. This will include new tools and functions for both Administrators and Salespeople.

## Specialty Item Pricing Model 2018

The Décor Group and Christmas Décor have added literally thousands of SKU's to the Webstore in the past few years. But these products are not like the "Core" products. These tend to take lower labor (with a few exceptions) and a higher investment in the "specialty item". If you are looking to expand your business into commercial or add spice to your residential designs, it's imperative you know how to price these items for profitability. Mike will also cover how to get your finished data into LightRight™ and the SaleApp™.

## Annual Reporting

Quit tearing your hair out - Annual reporting is a reality. It's a requirement. The base set of questions haven't changed for years. Yet, for many, it's a source of incredible angst, frustration and anger! Why? The answer is to be prepared, have a system and be vigilant and organized enough to use it. Come see how using basic Excel spreadsheets can keep you from hating 'reporting'.

## Transitioning Into The Season

Getting Your Crews Ready - Some franchises struggle with the transition of people and other assets from their core business over to the Christmas Decor business. A seasoned veteran operator-turned-franchise consultant, Jim Ketchum, will lay out some key considerations and procedures for effectively and efficiently getting your Christmas season underway!

## Best Practices For Takedown

High-Impact Tips For Maximizing Productivity—How you handle decoration removal sets the stage for how efficient your crews will be for the 'life' of the client. We always say, "begin with the end in mind"... when you take down a display, you MUST make sure it is done with the next year's installation in mind. We will walk through some best practices for saving time and adding profit!

## Improving Job Site Productivity

Tips and Tricks For Sharpening Your Crew Performance—many of our franchises have been around for a long time—and some have significant revenue to show for it. These franchises are constantly looking for ways to add operational efficiency to their business, which returns in the form of added profitability. In this breakout, we will discuss real-world tips on how you can streamline your crews' activity and add to their capacity.

## Hiring The Right People

How To Prepare For and Find The Best Employees—Labor continues to be a hot topic for the Christmas Decor franchise network. In this breakout, we will talk about ideas and tips for locating the best employees and creating an environment where they will flourish.

## Adding Layers of Profitability through Add-on Services

In this class you will learn the steps to add layers of profitability through seasonal and year round add-on services that compliment the Christmas Decor business. Whether you want to replace an existing division, or add 'on top' we will discuss services you can add, while offsetting overhead costs, leading to higher profits. We will be having guest franchises that will breakdown their experiences and results when using add-on services.

## Wedding and Special Event Lighting

Weddings and special events are a fantastic opportunity for you to use Christmas Decor techniques and products throughout the year. These segments draw 'premium' money—clients want good service and will pay for it! We will cover general information about these industries and discuss best practices for how you can pursue it.

## LMS - Learning Management System.

Christmas Decor's new LMS program combines cutting-edge technology with the best practices in Christmas Decor to offer you a unique way to train your employees each year. Rather than just watching a video, you can actually measure what they retain!

## Back to Basics - Fundamental Business Practices -

When you talk to successful franchises, one common trait is that they master the fundamentals of the Christmas Decor system. We will do a comprehensive review of the grassroots best practices for Christmas Decor and will discuss how franchisees can re-implement them.

# Your Stay in Baltimore



Located right on the Inner Harbor waterfront, Hyatt Regency Baltimore is a comfortable urban-inspired hotel offering a refreshing experience for the modern traveler. For the avid sports fan, we are just steps away from Camden Yards, home of the Baltimore Orioles. If you are looking to explore the arts, our hotel is surrounded by incredible museums and just a couple of blocks from Meyerhoff Symphony Hall. After a day of checking out the area, return to enjoy a swim in the pool, get energized in our StayFit™ Gym, or join us at Bistro 300 for delicious seasonal and local foods.

Rooms Starting at

**\$159** per night

[christmasdecor.net/conference2018](http://christmasdecor.net/conference2018)

to book online

or call 1-410-528-1234 & be sure to mention Christmas Decor

## Fun Things to Do in Baltimore

National Aquarium



Fort MCHenry



USS Constellation



# Franchise Referral Program



## Refer a Friend or Colleague Get \$2,500 And A FREE Conference!

We all benefit from adding franchises to the Christmas Decor network! Increased buying power, a larger 'footprint', and a stronger brand have an impact on everyone!

The annual conference is a great time for new prospects to join! Our annual Discovery Day—held at conference—gives these prospects the opportunity to experience the energy and excitement of the business, and network with existing franchisees.

All we ask is that a prospect contacts us at our office, and works through a few simple steps to get 'qualified'. Then, they can attend a limited number of conference events as a guest. WE WILL EVEN COVER ONE NIGHT OF THEIR HOTEL! If they decide to join prior to or at conference, they can attend all functions as a CERTIFIED FRANCHISE.

If you know someone who would benefit from adding Christmas Decor to their business, please let us know by calling 1.800.687.9551 or have them fill out the Request for Consideration form on the Christmas Decor web site.

\* PLEASE: BE SURE THEY LET US KNOW YOU REFERRED THEM! If they join the network YOU GET \$2,500 and a FREE CONFERENCE CREDIT!

The Discovery Day will be held on **Monday, July 30th at 3:00pm.**

Visit [thedecorgroup.com/conference2018/discoveryday.html](http://thedecorgroup.com/conference2018/discoveryday.html) to RSVP.

We will have a presentation on the franchise network and be able to discuss any questions they may have. We will then invite them to join us at the reception where they will have the opportunity to meet & mingle with existing franchisees.

# OSHA 10-Hour Training Schedule

## Day 1 - Sunday, July 29 | 7:30am - 4:00pm - Annapolis & Baltimore

7:30 AM	Introduction to OSHA
8:00 AM	Personal Protective Equipment
8:30 AM	Health Hazards in Construction
9:00 AM	Break
9:15 AM	Focus Four Hazards in Construction - Fall Hazards
10:45 AM	Break
11:00 AM	Focus Four Hazards in Construction - Struck-by Hazards
11:45 AM	Lunch
12:30 PM	Focus Four Hazards in Construction - Electrical Hazards
1:30 PM	Focus Four Hazards in Construction - Caught-in or Between Hazards
2:15 PM	Break
2:30 PM	Stairways and Ladders
3:00 PM	Tools - Hand and Power
3:30 PM	Material Handling and Storage

## Day 2 - Monday, July 30 | 7:30am - 11:00am - Annapolis & Baltimore

7:30 AM	Cranes, Derricks, Hoists, Elevators and Conveyors
8:00 AM	Scaffolds (Aerial Lifts)
8:30 AM	Walking/Working Surfaces
9:00 AM	Break
9:15 AM	Fire Prevention and Protection
9:45 AM	Course Wrap-up

\*Schedule is subject to change

# Conference Schedule

## *Sunday, July 29*

7:30 AM - 4:00 PM

OSHA 10-Hour Training Day 1

## *Monday, July 30*

7:30 AM - 11:00 AM

OSHA 10-Hour Training Day 2

1:00 PM - 2:30 PM

Owners Meeting

2:45 PM - 5:00 PM

NTD Mid-Summer Meeting

6:30 PM - 8:30 PM

Reception

## *Tuesday, July 31*

7:00 AM - 8:00 AM

Breakfast

8:00 AM - 8:20 AM

Kickoff General Session

8:20 AM - 9:50 AM

Keynote

9:50 AM - 10:20 AM

State of the Company

10:20 AM - 10:50 AM

2017 in Review

11:05 AM - 11:45 AM

Panel of the Pros

11:45 AM - 1:00 PM

Lunch

1:00 PM - 2:20 PM

Departmental Reports

2:30 PM - 3:45 PM

Breakout 1

3:55 PM - 5:10 PM

Breakout 2

6:00 PM - 6:45 PM

FC Reception

6:45 PM - 9:30 PM

Awards Banquet

## *Wednesday, August 1*

7:00 AM - 8:00 AM

Breakfast

8:00 AM - 8:10 AM

General Session

8:10 AM - 9:30 AM

Panel of the Pros

9:35 AM - 10:45 AM

Round Table 1

10:50 AM - NOON

Round Table 2

NOON - 1:00 PM

LUNCH

1:10 PM - 2:25 PM

Breakout 3

2:35 PM - 3:50 PM

Breakout 4

4:00 PM - 4:30 PM

Final General Session