



## Implementation: *Your Bridge* to High Performance & Profitability

Join us April 13-16th at the Hyatt Regency in Jacksonville Florida for the **7th Annual NCI Summit**. This year's focus, **Implementation**, is perhaps one of the toughest aspects of creating positive change in a contracting business. In this industry leading conference you will explore the most innovative business practices and systems available to build your bridge to high performance and profitability.

**This will be the Most Powerful NCI Summit Ever!** Featuring solutions for all aspects of your company, from business management to technical performance. Both levels of NCI members are invited to experience the best of what NCI has to offer. This Summit is packed with new member benefits, cutting-edge technology and the most innovative systems available to our industry. Don't miss what will be most powerful conference you will attend this year!

## Session Leader Spotlight

The **NCI Summit** is the only true Performance-Based Contracting™ conference in our industry. We have selected some of the best contractors and industry experts to share their experiences and knowledge. Their message is sure to inspire you to revitalize your business. Here are just a few of our session leaders.



**Rob Falke, President - NCI**  
Using HVAC System Profiling For Effective Diagnostics

Rob is a true visionary in air diagnostics and air balancing and co-founder of National Comfort Institute. Widely recognized in the industry for his measured performance approach, this is one session you won't want to miss!



**Pam Harper, Managing Director - Engage!**  
Performance-Based Marketing - If You Don't Measure You're Just Guessing

Pam is a senior marketing and communications consultant who offers full strategic marketing support to our industry. Her passion is coaching businesses to grow through performance-based marketing. Let Pam help you grow your market!



**Hal Smith, Owner - Halco Heating & Cooling**  
How to Build An Unbeatable Service Agreement Base

Hal Smith owns one of the most successful residential plumbing and heating contracting businesses in upperstate New York. Let Hal walk you through the art of the service agreement and how to build your company's best asset.



**Bob Brice, President - ESI**  
Maximizing Energy Incentives - Around the US in 60 Minutes

As a RESNET certified rater, Bob has spent many years helping builders and homeowners maximize energy efficiency in homes and light commercial projects. Join Bob for this fast-paced perspective into local energy-saving programs.