



GSAFA Jackpot 19

Jackpot is back!...Bigger & Better!

Friday & Sat., Feb 8th & 9th Atlantic City, New Jersey

Seminars for Jackpot 2019

Friday February 8, 2019 Start 9:00 AM – 3:00 PM

Certified Automated Gate Operator Installer (CAGOI) Review and Exam

- 1 day- Review and Exam- 6 hours total
- Self-Study- materials sent in advance
- Members- \$150.00 / NON-Members- \$250.00 review
- Hotel and meals NOT included-course fee paid to AFA
- Requires a \$250.00 registration for materials
- Register and pay online visit www.gsafa.org

Re-Testing for CAGOI and testing for the AGSD Exam (\$200.00) also available – Test time 1:00 PM Friday
Contact Debra Welhener, IDEA Managing Director at debra@welhenermgmt.com

Friday February 8, 2019

Session I - 8:30 AM – 10AM Marketing, Advertising, and Sales (Part 1)

Speaker: Katie Weaver, Ameristar Fence Products

Dive into the latest trends and behaviors that will increase your company and brand's awareness while spending less money to do so! Learn about the top ways to generate leads and retain business through consultative selling and effective communication.

Session II - 10:30 AM – 12:00 Noon Marketing, Advertising, and Sales (Part 2)

Speaker: Katie Weaver, Ameristar Fence Products

Katie Weaver, holds a MBA in Marketing and has been employed by Ameristar Perimeter Security for the past eight years. She has a passion for marketing and advertising that enables businesses to grow and evolve with the times. In her spare time, she enjoys trips to the lake, spending time with family and her fur babies Jax and Oliver. Her 2019 Bucket List includes a trip to Iceland!

Session III - 1:00 PM – 2:30 PM Efficiencies = Profitability

Speakers: Tony Thornton, Executive director of the American Fence Association CFP. CAGOI.CAGSD

You wouldn't build a house without a plan, so doesn't it make sense to make a plan for your installation? In this course you will learn proven techniques to develop an installation plan to be more efficient and add PROFIT to your bottom line. This course is ideal for individuals who install or manage the installation of product on site.

Session IV - 3:00 PM – 4:30 PM Surveying and Fence Installation

Speakers: Jay Pierson and Charles Bell, Jr are both past Presidents of the New Jersey Society of Professional Land Surveyors Mr. Pierson is a partner in East Coast Engineering located in Toms River. Mr. Bell is the President of Charles V. Bell Associates located in Tinton Falls.

How accurate is a survey? What do I do if the measurements don't add up? Which property marker is right? How close to the property line can I go? Two licensed surveyors will explain how a survey is created and what information is reliable.

Saturday February 9, 2019

Session V - 8:30 AM – 10 AM Train, Retain and Grow Employees

Speakers: Tony Thornton, Executive director of the American Fence Association CFP. CAGOI.CAGSD

Todd Thomas, Director, Professional Development and Education of the American Fence Association

Discover how investing just 10 minutes a week can make a major difference in training, retaining and growing talent at your company. Learn how to deliver your own education series, foster continual improvement, engage in educational conversation, and increase long-term employee engagement

Session VI - 10:30 AM – 12:00 PM Contracts & Collections

Speakers: Tony Thornton, Executive director of the American Fence Association CFP. CAGOI.CAGSD

Todd Thomas, Director, Professional Development and Education of the American Fence Association

Your bid was accepted, so what is next? Building an effective contract and collections process will protect your company and improve your revenue stream. Learn the important elements and clauses for a contract and an effective process for collections to run a profitable, growing business.