



**POWERHOUSE
SMART™**

*Sales, Marketing, Applications,
Resources, Training*

PowerHouse SMART® 2013

***“How are you Marketing
to ALL generations?”***

PowerHouse SMART® 2013 Symposium

September 12th, 2013 7:45 am – 10:15 am

- 7:45 to 8:15 am Coffee and Schmoozing
- 8:15 am to 8:45 am Welcome:
The PHS Story, Founder of PowerHouse SMART®
New Members and Member Thanks!
A brief overview of the PHS Website
Member Two-Minute Drills/Introductions/Hosts: Cheryl Jost & John Tithof
- 8:45 to 9:05 am Tour Tithof Tile & Marble's new Fabrication Facility
- 9:05 to 10:00 am TOPIC: "How are you marketing to ALL Generations?"
Breakout Brainstorming Groups
- 10:00 to 10:15 am Breakout Wrap Up

PowerHouse SMART® Calendar & Upcoming Events

Bonus Speed Networking & Cocktail Event Nov 5th 6 – 8:30 pm

Hosts: Emily Winters, Peabody's Interiors &

Wade Weissmann, Wade Weissmann Architecture

Thank you to our hosts: Cheryl Jost & John Tithof, Tithof Tile & Marble
Events are video recorded by fabulous Rokit Projects

www.PowerHouseSMART.com!

Financial Update from Dan Gjeldum & Brian Jessen

Weak employment numbers for August plus a downward revision for the prior months caused rates to drift lower last week. August payrolls added 169,000 and the July NFP was revised to just 104,000, down from the initially reported 162,000. Even the unemployment rate, which fell to 7.28%, can be explained by the participation rate which is at its lowest level since August, 1978.

guaranteedRate[®]

This week we are facing another potentially volatile week for financial markets. The debate and potential action on Syria could easily drive rates either way. If the US strikes Syria, then rates would likely move downward. We're also one week away from the next Fed meeting. Is the Fed tapering still on for September? Based on recent data, it's 50/50. If markets believe that the Fed will hold monetary policy unchanged, then rates could move even lower as the week progresses.

www.PowerHouseSMART.com!

Log-In & Connect

RSVP to Events

Job Board

Company Directory

About SMART®

Resources

My SMART®

The screenshot shows the PowerHouse SMART website homepage. At the top left is the logo, a stylized 'P' inside a house shape, with 'POWERHOUSE SMART' text below it. To the right is a red 'Log In' button. Below the logo is a navigation bar with links: 'JOIN POWERHOUSE SMART®', 'LOGIN', and 'POWERHOUSE ADVISOR'S WEBSITE'. A search bar is on the right of this bar. Below that is a main navigation menu with links: 'Home', 'Events', 'Jobs', 'Company Directory', 'About SMART®', 'Resources', and 'My SMART®'. A secondary navigation bar contains links: 'CONTACT', 'HOST AN EVENT', 'PRESENT A TOPIC', and 'BECOME A RESOURCE PRO™'. The main content area features a headline: 'A Networking & Education Community for Leaders in Luxury Design-Build:'. Below this is a grid of 18 small profile photos of members. To the right of the photos is a dark grey box with the text 'CONNECT. LEARN. GROW.' and a red 'JOIN NOW' button. Below this is a video player with the title 'View Our Video'. At the bottom of the page are three columns of text: 'THE PRO VERSION OF "SOCIAL"', 'WHO CAN JOIN?', and 'WHAT ARE THE BENEFITS?'. Each column includes an image and descriptive text.

POWERHOUSE SMART®

JOIN POWERHOUSE SMART® LOGIN POWERHOUSE ADVISOR'S WEBSITE

Search SEARCH...

Home Events Jobs Company Directory About SMART® Resources My SMART®

CONTACT HOST AN EVENT PRESENT A TOPIC BECOME A RESOURCE PRO™

A Networking & Education Community for Leaders in Luxury Design-Build:

CONNECT. LEARN. GROW.
Apply to Join PowerHouse SMART Now:
JOIN NOW

PowerHouse SMART® is the only networking & education community for leaders of design-build, both in luxury residential & high-end commercial.
Get connected and grow your business the SMART way.

View Our Video

THE PRO VERSION OF "SOCIAL"
Facebook is great for family and friends. But what you really need is a way to "link in" to people in our industry - the right people. Your PowerHouse SMART® monthly membership keeps you in the only conversation that really matters: what's happening now (and in the future) in the world of luxury designing & building.

WHO CAN JOIN?
Not everyone. Members are carefully chosen and invited by industry veteran Wendy Cohen. Our community consists of top-tier professionals in construction, architecture, design and various specialty, financial, and real estate services. We're choosy so you won't waste your time. [Apply for consideration.](#)

WHAT ARE THE BENEFITS?
Obviously, selective membership is its own reward. But there's more. You'll be networking with the best of the best. We will also keep you up-to-date on [industry events](#), [symposia](#), [video conferences](#), [jobs](#) and [hot opportunities in the field](#). You can even post your own jobs, events and opportunities.

Mark your
calendar
and join us:

designs **4** dignity

D4D

Designs for Dignity's OPEN HOUSE

Anixter Center, 2031 N. Clybourn Avenue, Chicago, IL 60614

Thursday, 12 September 2013 04:30 PM - Thursday, 12 September 2013 06:30 PM

D4D

Designs for Dignity's Chairs for Charity

Cosentino Center Chicago 1060 W. Division St. Chicago, IL 60642

Wednesday, 18 September 2013 06:00 PM - Wednesday, 18 September 2013 08:30 PM

Tickets \$35

D4D

Designs for Dignity's 2013 Kitchen Walk

Harbor Country, Michigan

Saturday, 12 October 2013 11:00 AM - Saturday, 12 October 2013 04:00 PM

Tickets \$100

Tickets \$110
With bus

Tickets \$150
With recipe
cards

All Generations Who are They?



Elders/Matures (Before 1945) 45 million The “Silent Generation”	Baby Boomers 1946-1964 78 million Every 7.5 seconds a boomer turns 50!	Generation X 1965-1981 39 million	Generation Y/Millennials 1982-2000 80 million The Boom Echo
Motivated by security, hard work and quality	Motivated by hard work and success	Motivation: What’s in it for me?	Characterized by self esteem, self centered, instant gratification
Loyal to company, worked only 1-2 jobs, many retired, want value	Loyal to company: good job with salary & benefits = set for life, high work ethic, achieve	Loyal to profession, life balance, multi-tasking, immediate gratification	Loyal to self, limited work ethic, not loyal to employing organization
Live to work	Live to work	Work to live	Work/life balance, expect many employers, multiple careers
Retired	42% of the workforce	50% less than baby boomers	Echo Boomers
Grew up with rationing of war and post war austerity	Grew up in a tough but stable post war world	Grew up with the dissolution of the family	Grew up with technology and the internet
Want to conform; don’t rock boat	Independent and rebellious	Self sufficient at an early age	High performance & high maintenance
Focus: tradition, stability, quality	Focus: civil rights and individual liberties	Focus: music, clothing & environment	Focus: multitasking & multiculturalism



Selling to Different Generations

“A greater response to your marketing efforts”

Matures (Before 1945) 45 million	Baby Boomer 1946-1964 78 million	Generation X 1965-1980 39 million	Generation Y Millennials 1981-2000 80 million
<ul style="list-style-type: none"> ▪ Traditional Media: ▪ Radio & TV ▪ Billboards ▪ Magazines ▪ Direct Mail ▪ Face to Face ▪ Formal Events ▪ Direct Mail ▪ Phone 	<ul style="list-style-type: none"> ▪ Personal & Public recognition: ▪ Internet/Online ▪ Facts ▪ Like technology but have limited use and understanding of functions 	<ul style="list-style-type: none"> ▪ Not easy to reach: ▪ Creative media ▪ Promotional themes ▪ Skeptical of modern advertising ▪ Be frank/straight forward ▪ “Show” them your knowledge 	<ul style="list-style-type: none"> ▪ Creatively capture them: ▪ Target magazines ▪ Target internet sites ▪ TV & Radio Programs ▪ Video Games ▪ Word of mouth ▪ Referrals

Future Generation: Generation Z

**Elders/Matures
(Before 1945)**
45 million

The “Silent
Generation”

Baby Boomers
1946-1964
78 million

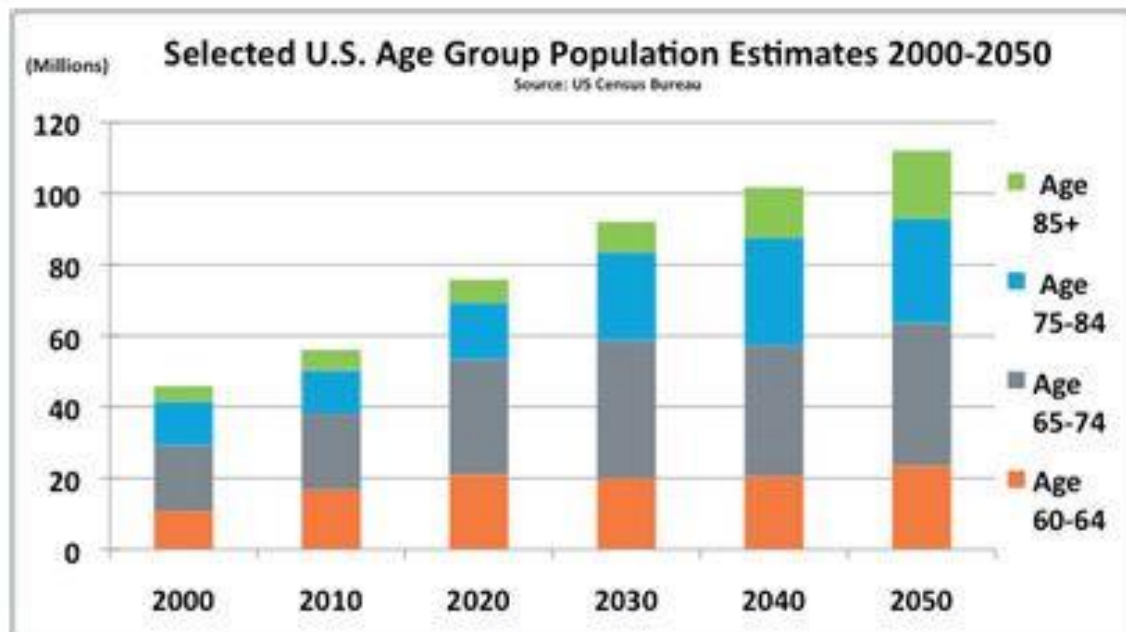
Every 7.5 seconds a
boomer turns 50!

Generation X
1965-1981
39 million

**Generation
Y/Millennials**
1982-2000
80 million

The Boom Echo

Generation Z



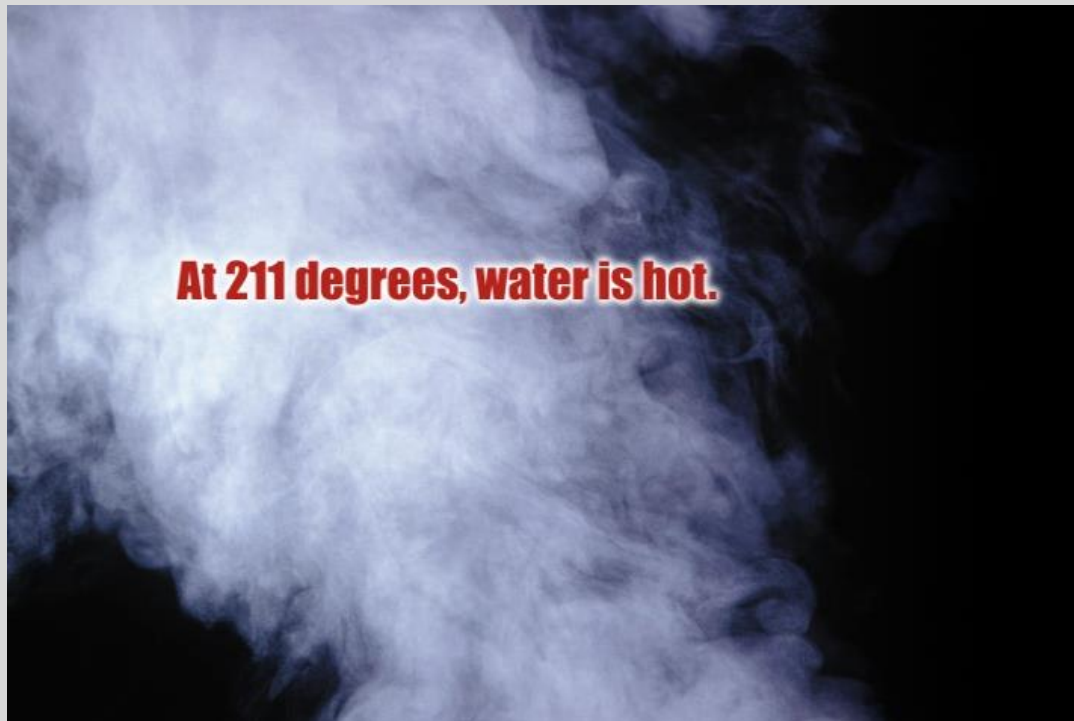
- Born after 1994
- Most creative
- Communicate product that emphasizes peers

Source: US Census Bureau via The Enterprise Forum Northwest

PowerHouse SMART®

Your Marketing

One extra degree of effort separates the good from the great.



[Copy & paste link to hear video:](#)

http://play.simpletruths.com/movie/212-the-extra-degree/?cm_mmc=ExactTarget--MO--09.09.13--TTWDMovie&j=238282&e=wscohen@gmail.com&l=3516_HTML&u=11547252&mid=7001668&jb=273

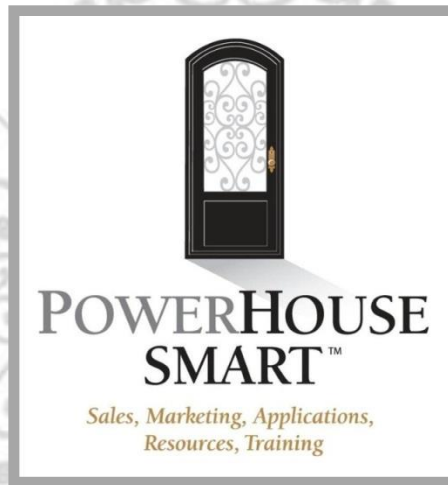
Believe it is possible ... persevere ... INSPIRE!

PowerHouse SMART®

Breakout Sessions

How do you market to All Generations?

1. How does your marketing plan fit with the different generations you feel is your audience?
2. New ideas...what is your next Qrt Goal?
3. Do you need to niche market?



**Thank you to today's Host:
Tithof Tile & Marble**

PowerHouse SMART® is *by invitation only*

Refer a professional to us
and bring value to your network.

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PowerHouseAdvisors.com ~ PowerHouseSMART.com

Thank you for your confidence!