



**POWERHOUSE  
SMART™**

*Sales, Marketing, Applications,  
Resources, Training*

**Today's PowerHouse SMART® 2014 Kick-Off**

***Jenn-Air Demonstrations  
Breakouts  
& Icebreaker Interviews***

# PowerHouse SMART® 2014 Kick-Off Symposium Agenda

December 12th, 2013 3:00 p.m. – 6:00 p.m.

- 3:00 - 3:15 pm      Check-In & Mingle  
Welcome to our Kickoff to 2014 (Website log-In & Events)  
Expectations for today's Education & Cocktail Event  
Thank You Jenn-Air
- 3:15 - 3:45 pm      Business Networking/Brainstorming  
“Why Do You Do What You Do?” Ted Talk
- 3:45 - 4:30 pm      Education: Why Jenn-Air?: Jenn-Air Demonstrations
- 4:30 - 4:50 pm      Networking & Light Bites  
Pair Up Icebreaker – Interview one person who you will introduce to the group. What famous person reminds you of your interviewee; If a movie was being made about their life who would play the part?
- 4:50 - 5:55 pm      Introductions from Icebreaker
- 5:55 - 6 pm          Wrap Up and Raffle

A tremendous thank you to our Jenn-Air hosts,  
Brian Maynard and Juliet Johnson!!!

# 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 smartphone icon, and the text "POWERHOUSE SMART®". To the right is a search bar with a red button. Below the logo is a navigation menu with links: "JOIN POWERHOUSE SMART®", "LOGIN", "SMART BLOG", "NEWS", "POWERHOUSE ADVISORS WEBSITE", "Home", "Events", "Jobs", "Company Directory", "Members", "About SMART®", "Resources", and "My SMART®". A secondary menu below includes "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 member profile photos. To the right of the photos is a call-to-action box with the text "CONNECT. LEARN. GROW." and "Apply to Join PowerHouse SMART® Now." followed by a prominent red "JOIN NOW" button. Below the button, it states: "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." There is also a small video thumbnail titled "What is PowerHouse SMART?".

At the bottom, there are three informational boxes:

- THE PRO VERSION OF "SOCIAL"**: Includes an image of a chain link and text: "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 takes you in the..."
- WHO CAN JOIN?**: Includes an image of a red umbrella on a blue sea and text: "Not everyone. Members are carefully chosen and invited by industry veteran Wendy Cohen. Our community consists of top-tier professionals in construction, architecture, design..."
- WHAT ARE THE BENEFITS?**: Includes an image of people under umbrellas and text: "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, seminars, video..."

RSVP at

[www.powerhousesmart.com](http://www.powerhousesmart.com)

Mark your calendar and join us:



Starting out 2014 with a bang!

**January 21<sup>st</sup>: Speed Networking at  
The Happ Inn, Northfield; hosted by GROW Residential**

**February 26<sup>th</sup>/27<sup>th</sup>: HOUZZ in the City (Cocktails and  
Appetizers); hosted by The Tile Gallery and Naperville  
(Breakfast); hosted by Barrett's Technology Solutions**



# Why Do You Do What You Do?



[http://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action.html](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html)

# Demonstrations 3:45 – 4:30 pm: Why Jenn-Air? Meet the latest Appliances



Compactors



Cooktops



Dishwashers



Microwaves



Outdoor Grills



Ranges



Rangetops



Refrigerators



Ventilation



Wall Ovens

 **JENN-AIR<sup>®</sup>**

Warming Drawers

# Pair-Up Icebreaker Interviews



Pair-Up Interview: 4:30 to 4:50 pm.

You will introduce each other to the group. What famous person reminds you of your interviewee? If a movie was being made about their life, who would play the part?

Pair-Up Introductions: 4:50 to 5:55 pm.

# JENN-AIR® Raffle

Supporting

**\$700 Raised**

designs **4** dignity

The newest 24" Built In Coffee Maker



**Increase your chances for winning and support a great cause!**

**Tickets One for \$20 or Three for \$50**





**POWERHOUSE  
SMART™**

*Sales, Marketing, Applications,  
Resources, Training*

**[wscohen@PowerHouseadvisors.com](mailto:wscohen@PowerHouseadvisors.com)**

**[PowerHouseAdvisors.com](http://PowerHouseAdvisors.com)**

**[PowerHouseSMART.com](http://PowerHouseSMART.com)**

**Thank you for your confidence!**