



Conference Agenda

September 16th - 20th, 2025

DAY 1 - TUESDAY

September 16th

Conference Kick-Off & Reunion

- ✓ PuroClean Classic Golf Tournament
10:00 am - 4:30 pm
- ✓ Registration Period | 12:00 pm - 5:00 pm
- ✓ PuroClean Family Reunion | 6:00 pm

DAY 2 - WEDNESDAY

September 17th

Training Day 1 - Gaining the Sales Edge

- ✓ Kick Off Meeting
- ✓ Sales Training
- ✓ Round Tables
- ✓ Guest Speakers

DAY 3 - THURSDAY

September 18th

Training Day 2 - Setting the Standards in Sales

- ✓ CE Training Session
- ✓ CAT Training
- ✓ Commercial Sales & Technical
- ✓ Vendor Hall & Awards Gala Dinner
Training

DAY 4 - FRIDAY

September 19th

Final Remarks & The PuroClean Team Event

- ✓ PuroClean Canada Updates
- ✓ Guest Speakers & Closing
- ✓ PuroClean US Updates
- ✓ Team Event & Family Dinner

DAY 4 - SATURDAY

September 20th

Departure

- ✓ Departure from Deerhurst | Checkout - 11:00 am



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Wednesday, September 17th **Training for PuroClean Owners & Staff Only**

7:30 am	8:45 am	Breakfast	
9:00 am	10:45 am	Kick Off National Meeting PuroClean Canada Corporate Team <i>Tom Thompson Room</i>	
10:45 am	11:00 am	Break	
11:00 am	12:15 am	Scoping – How to Do It Right the FIRST Time <i>Tom Thompson Room</i> Speaker: Darren Hudema, Director of Training and Technical Services, PuroClean US <p>In the restoration industry, every successful job begins with one thing: a well-executed scope. It sets the tone for the entire project. When done right, it builds trust, speeds up the cycle time, and protects profitability. Join Darren Hudema and learn why we focus on getting it right the first time—every time!</p>	
12:15 pm	1:15 pm	Lunch	
1:15 pm 2:30 pm		The Root System – Strong Foundations Create Sustainable Sales Growth <i>Tom Thompson Room</i> Speaker: Sherri Spohn, Director of Sales and Franchise Growth Operations, PuroClean US <ol style="list-style-type: none"> 1. Why strong internal systems are the foundation of lasting success 2. How to spot and hire a game-changing BDR 3. Proven strategies to train your team into relationship-building powerhouses 4. The “dating” approach to networking that creates long-term, profitable partnerships 	PSA Proven Jobs Panel Discussion <i>Harris Room</i> Hosted by: Doug Mandar, Director of Compliance & Performance, PuroClean Canada <p>Hear from your peers as they share their unique perspectives on PSA Proven Jobs and how they’ve successfully used the platform to elevate their business. Learn about the most valuable features, practical applications, and why the return on investment makes this system worth discussing.</p>
2:30 pm	2:45 pm	Break	
2:45 pm	4:45 pm	Owners Round Tables <i>Tom Thompson Room</i>	Administrator’s & PM’s Round Tables <i>Harris Room</i>



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Thursday, September 18th **Training Open for: PuroClean, Special Guests & Vendors**

7:30 am	8:45 am	Breakfast	
9:00 am 10:30 am	Ripple Effect – Part 1: Sales & Marketing for Commercial Work Tom Thompson Room		CAT File Management Harris Room
	Speakers: 1. Howie Wolf, Principal, HW3 Group 2. George Hernandez, SVP, Commercial Operations / Signal Liaison, PuroClean US		Hosted by: Doug Mandar, Director of Compliance & Performance, PuroClean Canada
	This session focuses on how to approach commercial sales—whether or not your office currently takes on commercial projects.		Review how files are effectively managed during high-volume CAT events and explore how instrumental administrators are to the team’s overall success.
10:30 am	10:45 am	Break	
10:45 am 12:15 pm	Ripple Effect – Part 1: Sales & Marketing for Commercial Work (Con’t) Tom Thompson Room		Verisk: Insights Reporting Harris Room
	Learn grassroots marketing strategies, how to position your office locally, provincially, and nationally, and the steps to begin building momentum in this space.		Featuring Guest Speaker: Patrick Pelletier, Director, National Accounts, Verisk
			Discover XactAnalysis Insights, a powerful new add-on feature that uses AI and machine learning to provide the intelligence you need—faster and more intuitively than ever before. Patrick Pelletier will demonstrate this entirely self-service online reporting tool.
12:15 pm	1:15 pm	Lunch	
1:15 pm 2:45 pm	Ripple Effect – Part 2: Operations & Technical Readiness Tom Thompson Room		How to Host a Successful C.E. Event Harris Room
	Featuring Guest Speaker: Howie Wolf, Principal, HW3 Group		Hosted by: Maria Di Marco, Director of Strategic Partnerships, PuroClean Canada
	Dive into the operational side of commercial sales. This session covers personnel, equipment, financial planning, and technical requirements for successfully delivering commercial projects. From planning through implementation, you’ll gain practical tools to ensure your office is ready to execute and support growth opportunities.		This session provides franchise restoration companies with a step-by-step guide to developing and delivering highly effective continuing education (CE) sessions for Canadian insurance brokers. Learn how to navigate provincial accreditation requirements, craft compelling offers, plan engaging content, and leverage follow-up opportunities to build lasting relationships and enhance your company’s credibility.
2:45 pm	3:00 pm	Break	
3:00 pm 4:30 pm	Ripple Effect – Part 2: Operations & Technical Readiness (Cont’d) Tom Thompson Room		
5:00 pm	10:00 pm	Vendor Hall & Awards Gala Dinner	



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Friday, September 19th: **Updates from PuroClean Canada & PuroClean US**

7:30am	8:45am	Breakfast - Vendor Hall	
9:00 am	9:30 am	PuroClean Canada Updates Jason Reis	
9:30 am	10:00 am	PuroClean US Address & Update Mark Davis	
10:00 am	10:15 am	Sanktum	
10:15 am	10:30 am	Break	
10:30 am	11:15 am	Special Guest Presentation John Wallace	
11:15 am	11:30 am	PSA	
11:30 am	12:15 pm	KnowHow	
12:15 pm	1:30 pm	Lunch - Vendor Hall	
1:30 pm	3:00 pm	Team Event Open to All Attendees	
4:30 pm	9:30 pm	Family Dinner	PuroClean Owners, Staff, VIP Guests, Bronze, Silver, Gold & Platinum Sponsors