



## 4th Annual Spring Retreat

April 29 – May 1, 2026

Hosted by: Decorative Concrete Institute - Temple, Georgia

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### Registration Cost

- **Members:** \$475.00
  - **Non-Members:** \$550.00
  - **Women & Men are encouraged to attend**
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## Retreat Schedule

### Wednesday | April 29

**5:00 PM – 9:00 PM** Welcome Reception  
Food • Drinks • Live Music • Networking

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### Thursday | April 30

**8:00 AM – 12:00 PM**

**Keynote Speaker: Rocky Geans**

**Topic: Financial Statements & Employee Development – A Learning Opportunity**

Learn how to use your **Balance Sheet, Profit & Loss, and Cash Flow Statements** to guide your business toward long-term success.

**Upon completion of this session, attendees will:**

1. Learn how to use the Profit & Loss statement to understand *where* and *how* profit or loss occurred — and identify the exact contributing details.
2. Determine markup percentages needed to hit target margins in key areas of the P&L.
3. Identify where money is leaking from the business and how to correct it.

4. Compare key indicators to recognize trends and adjust accordingly.
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**1:00 PM – 5:00 PM**

## **Grow Your Biggest Asset: The Employees of Your Company**

**Upon completion of this session, attendees will learn how to:**

1. Implement change within their company while gaining buy-in from team members.
  2. Build a profit-sharing plan that actually works.
  3. Solve the challenge of annual employee reviews using a system that ties performance to growth.
  4. Create effective job descriptions — and put an end to the never-ending question, “*Can I get a raise?*” (unless it’s truly earned).
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**Friday | May 1**

**8:00 AM – 12:00 PM**

## **Resilient by Design: Adapting in an Ever-Changing Industry**

**Presented by:**

**Jessica Davis** | President & CEO, ChemSystems

**Taylor Hamrick** | Operations Manager, ChemSystems

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## **The Unpolished Truth About Polished Concrete**

**Presented by:**

**Bob Harris**

Director of Floor Repair Solutions & Retail Polishing Group  
Structural Services, Inc.

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**1:00 PM – 5:00 PM**

## **Built on Experience**

### **Industry Leaders Answer Your Toughest Questions with Solid Answers**

This interactive panel session gives attendees the opportunity to engage directly with experienced industry leaders, addressing real-world challenges and gaining practical insight.

#### **Panelists**

- **Bryan Birdwell** – *President, Structural Services, Inc.*
- **Emil Gera** – *Owner, Emil J. Gera Concrete, Inc.*
- **Bob Harris** – *Director of Floor Repair Solutions & Retail Polishing Group, Structural Services, Inc.*
- **Chris Klemaske** – *Director Commercial Development, Sundek*
- **Steven Moore, Jr.** – *President/CEO, Epoxy Depot USA*

#### **Discussion Topics Include**

- Solutions, Strategy & Success
- Navigating Business
- Jobsite Challenges
- Troubleshooting the Trade
- From the Jobsite to the Office
- Challenges, Growth & What's Next
- What They Don't Teach You on the Jobsite
- Dos and Don'ts of burning a Type 1L floor — lessons learned this year
- Pre-Pour Planning
- Manpower for Slabs
- Pour Management
- Post-Pour Assessments

...and whatever else *you* bring to the table.

**The panel is here for the taking.**

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## **Sponsorship Opportunities**

**Tabletop Displays | \$500.00**

#### **Retreat Booklet Advertising**

- 1/8 Page – \$250.00
- 1/4 Page – \$500.00
- 1/2 Page – \$750.00
- Full Page – \$1,000.00