



GENEST BOOTCAMP AGENDA

THURSDAY, FEBRUARY 6, 2025

REGATTA BANQUET & CONFERENCE CENTER • ELIOT, ME

7:00am – 8:00am Check-In, Continental Breakfast, & Visit with the Exhibitors

8:00am – 8:45am Josh Asplund, SRW Products

Effective Use of Geogrid and Base Reduction Products

A comprehensive look at the necessary use and importance of geogrid in constructing segmented retaining walls and the increasing trend of using geogrid in paver applications. Learn how you can determine the right grid type and amount needed for your projects by utilizing SRW's Hardscape Technical Service (HTS) Program.

8:45am - 9:15am Break / Visit with Exhibitors

9:15am - 10:00am Al Pfannenstein, Anchor Diamond

One Block to Built It All: Sterling Wall System Design & Installation

Discover the versatility of the Sterling Wall System for creating both retaining and freestanding walls. This presentation and live demo highlights the system's innovative design, easy installation, and adaptable configurations that suit a range of landscaping needs.

10:00am - 10:30am Break / Visit with Exhibitors

10:30am - 11:30am John Rarus and Justin Tralli, Nicolock

Outdoor Living 2025: Trends, Products, and Pro Tips

Discover product options, best practices, and design tips and learn how to easily incorporate high-demand outdoor living features like gas burner fire pit inserts to upgrade your projects. Plus, gain insight into Nicolock's unique paving and wall stone offerings and see how they stack up against popular styles you may already be using!

11:30am - 12:00pm Nick Cosimini, Ardex

Setting Stone with Engineered Cements

This live demonstration will cover best practices for working with thin-set and multi-purpose mortars, ensuring optimal bond strength, proper substrate preparation, and efficient application methods. Learn professional tips and techniques for successful tile and stone installation so you can tackle both standard and large-format installations with confidence.

12:00pm – 1:00pm Hot Buffet Lunch / Visit with Exhibitors

1:00pm - 1:30pm Genest & Comfort Block Product Updates for 2025

1:30pm – 2:15pm Vishal Master, MSI Surfaces

Porcelain Paver Benefits & Installation

Join MSI for an in-depth look at porcelain pavers, a fast-growing option for Northeast outdoor projects. Learn why more homeowners are choosing these durable, stylish surfaces and how you can achieve lasting results with your installation.

2:15pm – 3:00pm Mahlon Stoltzfus, SHS Distributors

Next-Generation Bedding & Mortar Solutions

Experience a live demonstration of the GFTK Install System and learn how this revolutionary system eliminates cracks and broken joints in porcelain pavers by bonding the bedding layer and porcelain and finishing with durable, two-component epoxy joint sand. Bonus: see how you can use Xtreme Gravel Lock to stabilize aggregate for wide paver joint applications!

3:00pm – 3:30pm Wrap Up, Raffles & Giveaways!