

Renew

Your Networks

Your Business

Yourself

Your Future!



Wisconsin Chapter

Platinum Sponsor



Room Sponsor



The 2010
ABC of Wisconsin **Winter Convention**

February 18-19, 2010 - Olympia Resort & Convention Center, Oconomowoc



Renew



The 2010 ABC of Wisconsin Winter Convention Schedule at a Glance

Thursday, February 18, 2010

The Olympia Resort & Convention Center, Oconomowoc, Wisconsin

7:30 to 8:45 AM	Exhibit Show Open	Developing Your Leaders from Within	You can build the building — now conquer the room Social Prospecting at it's Best	Government Construction Opportunities for Contractors	Business Development	Foremen Training
8:45 to 10:15 AM		Business Development & Networking Break with Exhibitors				
10:15 to 11:30 AM		Opening Session - National ABC Chairman Jim Elmer Keynote speaker Leslie Shiner- Growing Your Business without Growing Out of Business				
11:30 to 1:00 PM		Business Development & Networking Lunch with Exhibitors				
1:00 to 2:15 PM		25 Ways to Increase Profits	Diesel Grants: Federal and State	Renewable Energy: A Smart Investment for Your Business		
2:15 to 3:45 PM		Business Development & Networking Break with Exhibitors				
3:45 to 5:00 PM		Political Outlook Session - Elections 2010 Summary/Forecast with Brian Shimming				
5:00 to 7:30 PM		Networking Reception & Buffet Dinner				
7:30 to 8:30 PM		Political Action Committee (PAC) Auction				

The 2010 ABC of Wisconsin Winter Convention Schedule at a Glance

Friday, February 19, 2010

The Olympia Resort & Convention Center, Oconomowoc, Wisconsin

8:00 to 9:15 AM	Annual Meeting	The Internet and Social Networking	Geothermal Systems: Tapping the Earth for Renewable Energy	A Managers Guide to the Financial Staff
9:30 to 10:45 AM	The Growing Power of Unions Under the Current Administrations	Balancing Personal & Professional Life	Weatherization Works!	Managing & Mitigating Risk in the Estimating Process
11:00 to 12:00 PM	General Session Keynote Speaker - Anirban Basu, ABC National Economist			
12:15 to 1:30 PM	Cake Auction/Awards Luncheon			
1:45 to 3:00 PM	Stimulus Money Means Davis Bacon/Prevailing Wage and Other Legal Compliance	Your Diversity Plan: A Competitive Advantage for Business Performance	Harnessing the Wind and the Sun	Anirban Basu - The Economy and You

Call ABC of Wisconsin at 800-236-2224 or 608-244-5883 for more information. You can also download registration forms at www.abcw.org

Renew

Your Networks

Your Business
Yourself

Your Future!

Welcome to the 2010 Winter Convention. This year we have planned a convention that will help you, your business and your future in these trying times.

By using extended Exhibit Show breaks, the Thursday luncheon period, the PAC Auction viewing and dinner time, and the Friday lunch time, we have provided you with over 6 hours of networking time. Networking is a proven method of finding projects, renewing acquaintances and finding new business partners and friends.

The general sessions, breakouts and classes are all geared toward finding work, working smarter and keeping balance in your life. We have topics ranging from social networking tools to finding work in non-traditional areas. The building environment is changing, and we are providing you with the information you need to make an impact in this market.

On these pages you will find descriptions and profiles of the convention. On the back page you will find the projected schedule of events for the two days.

We look forward to seeing you there!

The 2010 ABC of Wisconsin Winter Convention

Olympia Resort, Oconomowoc - February 18-19, 2010



General Session Speakers



James (Jim) W. Elmer, 2010 Chairman, Associated Builders and Contractors

James (Jim) W. Elmer, founder and president of James W. Elmer Construction Co., Spokane, Wash., previously served as ABC's Region 1 vice chairman. Region 1 includes members and chapters in Alaska, Arizona, California, Colorado, Hawaii, Idaho, Nevada, New Mexico, Oregon, Utah and Washington. Elmer has been involved with ABC since 1986, and has served as chairman of several committees, including the Government Affairs Coordinating Committee. In addition, he has served as a member of ABC's board of directors, the Legislative Committee and as a PAC trustee.



Leslie Shiner - author, speaker, and trainer - has more than twenty years of experience working as a financial and management consultant for the construction industry. As the owner and principal of The ShinerGroup of Mill Valley, CA, she has helped both small and large construction companies better understand their business practices and maximize their profits. Ms. Shiner firmly believes training and education is instrumental in the growth and success of those in the contracting field. She is also the author of numerous publications that focus on the construction industry including the Profit Press Profit Guides: "Choosing 'Best Fit' Construction Management Software," "Implementing New Business Management Software" and "Health Checkup for Your Construction Business" among others.



Anirban Basu is the ABC National Chief Economist and Chairman & CEO of Sage Policy Group, Inc., an economic and policy consulting firm in Baltimore, Maryland. Mr. Basu is one of the Mid-Atlantic region's most recognizable economists, in part because of his consulting work on behalf of numerous clients, including prominent developers, bankers, brokerage houses, energy suppliers and law firms. On behalf of government agencies and non-profit organizations, Mr. Basu has written several high-profile economic development strategies, including co-authoring Baltimore City's economic growth strategy. In recent years, he has focused upon health economics, the economics of education and economic development. He currently lectures at Johns Hopkins University in micro-, macro-, urban and international economics.



Brian A. Schimming began his public service career serving as a top assistant to Wisconsin State Senator Richard Kreul. From that position, Brian was named Political Director of the Wisconsin Republican Party and later as director of the Assembly Republican Caucus. When the Republicans took control of that house for the first time in 24 years, Brian was appointed chief of staff to Assembly Speaker David T. Prosser, Jr., who later became a Justice on the Wisconsin Supreme Court. Brian served in several positions in the administration of Governor Tommy G. Thompson including Executive Director of the Wisconsin Conservation Corps and Administrator of the Wisconsin Division of Housing and Intergovernmental Relations. Brian continued as Administrator under new Governor Scott McCallum. Brian hosts a highly listened to talk show on NewsTalk 1310/WIBA in Madison and is well known for his incisive analysis.

Your Networks



Business Networking & Exhibit Show

A perfect time to renew your network and business relations. From associates to suppliers, these vendors are supporting you, your business, and investing in your future. Visit them all day in the exhibit hall Thursday, February 18, 2010.

Your Business



Political Action Committee (PAC) Auction

2010 is a very important year for ABC Members. The entire House of Representatives is up for election and half of the Senate. It takes funds to support merit shop friendly candidates. Have some fun and contribute to a brighter future.

Your Session Guide

Developing Your Leaders from Within

- Differences between management and LEADERSHIP
- What "people managers" do and the results they get
- What LEADERS do and the results they get
- Why some "people managers" will not become LEADERS
- Price your company could pay for the "same old, same old" thinking of the past
- Steps your company can take going forward
- Excuses for delaying or doing nothing

You can build the building — now conquer the room Social Prospecting at it's Best

- Does a room of skill professionals intimidate you?
- The room will open up, when you use the right tools

Government Construction Opportunities for Contractors

- Stimulus funding,
- Building programs, and
- Capital budget proposals.

Opening Session - Leslie Shiner, The ShinerGroup

Growing Your Business Without Growing Out of Business: Making Major Steps While Maintaining Your Margins

- What is the cause of the growth plateau?
- Why does it occur in the construction industry?
- Theory behind the plateau
- Stages of growth
- Breakeven analysis
- Moving to the next step
- Learn how to break through the growth barrier so that when you do double sales, your profit doubles with it.

25 Ways to Increase Profits

- Increase profits by focusing on the five areas of significance — estimating and sales, project management, financial management, analysis and strategic management
- Create a plan for increased efficiency
- Spot quick fix solutions to improve profitability

Diesel Grants: Federal & State

- Clean diesel efforts in Wisconsin
- What contractors can do to reduce fleet emissions
- Financial assistance and other resources

Renewable Energy: A Smart Investment for Your Business

- General overview of renewable energy technologies
- Renewable energy installation opportunities for contractors

- Availability of technical assistance for contractors
- Financial incentives/benefits that contractors should be aware of

Elections 2010 Summary/Forecast

- Two Senate seats changing give the Republican's the majority
- Four Assembly seats changing give the Republicans the majority
- Key Assembly races will top \$1 million each and Senate races are likely to top \$3 million each
- There is much at stake in the 2010 elections and control of the Capitol is at stake

The Internet and Social Networking

- Define these 21st century communication strategies
- Discuss the potential value (ROI) for the contractor
- Explore ways contractors can and must participate

Geothermal Systems: Tapping the Earth for Renewable Energy

- Is Geothermal an option? Site assessment
- Calculating loads
- Equipment selection
- Start up and performance verification
- Payback, rebates, and incentives

A Manager's Guide to the Financial Stuff

- Apply financial management understanding to decisions, projects, staffing, and more within a construction business
- Gain insight and useful tools to facilitate improved financial management within a contractor's company

The Growing Power of Unions Under the Current Administrations

- Current Status of the "Employee Free Choice Act", including preview of 2010 Labor Seminar
- Pro-Union changes made by the Obama NLRB
- Increased use of Project Labor Agreements on public works projects
- Other pro-union changes in the law
- Latest union attacks on nonunion employers, including bannerng, and how to deal with them

Balancing Personal & Professional Life

- Take time for yourself
- Unwind
- Give yourself permission to not live in your business 24/7

Weatherization Works!

- How this 1976 Wisconsin program has developed into a stronger and more comprehensive program
- The basics, the not-so-basics, and a review of opportunities to "make connections" in a demanding and long-standing green jobs program

- Ways funding from the 2009 American Recovery and Reinvestment Act has nearly doubled the size of the Wisconsin program

Managing and Mitigating Risk in the Estimating Process

- Develop tools to measure how much risk you can accept
- Anticipate any unknown factors that increase risk
- Create a Risk Assessment Worksheet
- Apply formulas to accurately factor risk into estimates and pro formas
- Learn how to create weighted average estimates including risk factors

General Session - Anirban Basu, ABC Economist On the economy!

Stimulus Money Means Davis Bacon/Prevailing Wage and Other Legal Compliance

- ARRA Projects-all subject to Davis Bacon/Prevailing Wage
- Do State Prevailing Wage Laws, including recent changes, apply?
- False Claims Act concerns
- Project Labor Agreements
- E-Verify and immigration law compliance
- OFCCP audits

Your Diversity Plan: A Competitive Advantage for Business Performance

- Fulfill customer contract requirements
- Add competitive advantage with Owners who expect participation of MBE's and WBE's
- Strengthen and broaden the supply chain of subcontractors and suppliers through initiatives with MBEs and WBEs.
- Open doors to new markets
- Contribute to local economic development
- Prepare for and respond to demographic changes
- Improve employee recruitment, satisfaction and contribution

Harnessing the Wind and the Sun

- Shows you how to get started installing these services
- Points out hurdles that might arise
- Discusses the financial incentives/benefits for contractors and owners

The Economy and You

- Economic forces impacting construction Nationally and in Wisconsin
- Outlook for construction segments in the year ahead
- Impact of the massive stimulus of the U.S. economy

Day Long Sessions

Foreman Training - See inserted flyer for more information

Business Development - See inserted flyer for more information

Yourself

Your Future



The Third Annual Cake Auction

Table against table! To the highest bidder goes the cake of choice. To those that do not win, a stale cookie. ABC of Wisconsin uses this event to contribute to a worthy cause determined by the board of directors. Come share the fun on Friday, February 19, 2010.



Opportunities to Grow and Learn!

Throughout this convention ABC of WI is offering sessions designed to enhance your future in construction. Topics range from networking to stimulus funding opportunities. Our session speakers come from many walks of life, and are all focused on your future.



Wisconsin Chapter

Your company's future is our only concern.