



# OUR BIGGEST EVENT OF THE YEAR



**Construction Management  
Leadership Development  
Marketing & Business Growth  
Project Management  
Worker Safety**

Featuring 14 educational  
tracks and more than 70  
sessions over two days, along  
with 50 trade show exhibitors!

**FEB. 12-13, 2020**  
**GLACIER CANYON  
CONFERENCE CENTER**  
**WISCONSIN DELLS**





### ▲ Casino Night returns Feb. 12

Join fellow ABC members for roulette, blackjack and craps. No cost to play! Everyone starts with the same number of chips and the top winners at the end of the night go home with prizes. Be sure to sign up when you register for SuperCon. Spouses are also welcome.

Sponsored By:  **Dave Jones, Inc.**



## SuperCon'20

FEBRUARY 12-13

## Convention Information Guide

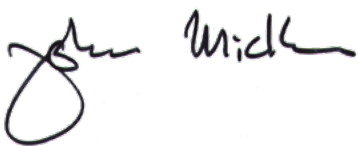
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## Join us in Wisconsin Dells

Greetings, ABC members!

SuperCon is our biggest event of the year, packed with professional development and some fun. Check out all it has to offer and encourage your staff to attend.

I hope to see you there.



**John Mielke**  
ABC of Wisconsin President



# SuperCon At A Glance

## Day 1 Schedule

### WEDNESDAY, FEBRUARY 12

- 7:00 a.m.** Registration & Breakfast
- 7:45 a.m.** Welcome
- 8:00 a.m.** Concurrent Sessions
  - Marketing & Business Growth
  - Planning, Leadership & Competent Person
- 9:00 a.m.** Break
- 9:15 a.m.** Concurrent Sessions
  - Marketing & Business Growth
  - Planning, Leadership & Competent Person
- 10:15 a.m.** Break with Exhibitors
- 10:45 a.m.** Concurrent Sessions
  - Marketing & Business Growth
  - Planning, Leadership & Competent Person
- 11:45 a.m.** Luncheon and Chairman's Comments
- 12:30 p.m.** Concurrent Sessions
  - Marketing & Business Growth
  - Planning, Leadership & Competent Person
- 1:30 p.m.** Break with Exhibitors
- 2:00 p.m.** Concurrent Sessions
  - Marketing & Business Growth
  - Planning, Leadership & Competent Person
- 3:00 p.m.** Break
- 3:15 p.m.** Concurrent Sessions
  - Marketing & Business Growth
  - Planning, Leadership & Competent Person
  - **BONUS SESSION:** Media Training 101 with Rebecca Kleefisch
- 4:30 p.m.** ABC of Wisconsin Annual Meeting
- 5:00 p.m.** Beam Club Awards
- 5:15 p.m.** Social, Casino Night & ABC of Wisconsin PAC Auctions



### ▲ Support the ABC PAC

Help defend the merit shop philosophy and the free enterprise system. Bid on items at the ABC of Wisconsin PAC silent and live auctions during Casino Night. Items will also be available for online bidding at [charityauction.bid/PACAuction](http://charityauction.bid/PACAuction).

**Want to donate an item for the auction?**

Contact John Schulze at 608-244-5883 or [jschulze@abcwi.org](mailto:jschulze@abcwi.org).



## Keynote Speaker

### Buried Alive: Lessons From a Trench Collapse Survivor

Marty Wilberding – Wilberding Mechanical

Plumbing and heating contractor Marty Wilberding of Cuba City will recount his story of surviving a near-fatal trench collapse on June 20, 2017 in Lafayette County. He broke his neck, eye socket, hip and 16 ribs after being buried up to his head in the accident. Wilberding has been in the business for about 30 years and a firefighter with the Cuba City Volunteer Fire Department since 1987.



## Day 2 Schedule

### THURSDAY, FEBRUARY 13

- 6:00 a.m.** Registration & Breakfast
- 7:00 a.m.** Opening Session and Safety Awards
- 8:00 a.m.** Concurrent Sessions
  - Construction Management
  - Construction Workers' Safety
- 9:10 a.m.** Concurrent Sessions
  - Construction Workers' Safety
- 9:20 a.m.** Management Break with Exhibitors
- 9:50 a.m.** Concurrent Sessions
  - Construction Management
- 10:30 a.m.** Safety Break with Exhibitors
- 11:00 a.m.** Concurrent Sessions
  - Construction Management
  - Construction Workers' Safety
- 12:00 p.m.** Luncheon and Keynote Speaker Marty Wilberding
- 1:00 p.m.** Concurrent Sessions
  - Construction Management
  - Construction Workers' Safety
- 2:00 p.m.** Break with Exhibitors
- 2:30 p.m.** Concurrent Sessions
  - Construction Management
  - Construction Workers' Safety
- 3:35 p.m.** Closing Session
- 5:30 p.m.** Projects of Distinction Awards Banquet

## Hotel Accommodations

A block of overnight rooms has been set aside at Glacier Canyon Lodge – Wilderness Resort. When booking, use code "761162" for ABC's room block.

**CALL 1-800-867-9453 BY JAN. 20**  
Reference Group #761162

ROOM RATES	Feb. 12-13	Feb. 14
Double Queen	\$104	\$139
Two-Bedroom Suite	\$139	\$169

### Room Key Sponsors



**Register online at [abcwi.org/supercon20](http://abcwi.org/supercon20)**



# Featured Speakers

## Marketing, Business Growth & Self Development

### JESSICA DREXLER

Leveraging a diverse background in corporate, consulting and agency experience, Jessica Drexler helps to align business goals and go-to-market efforts to support organizational priorities. Whether based on profitability, revenue growth or a need to attract and retain great people, Jess designs targeted messaging and communications strategies to create buy-in, support and promotion of a company's unique positioning and competitive advantage. Jess has worked in construction marketing and is currently a senior advisor for FarWell, a flexibility advisory firm in Madison.



### JOSH KLEMONS

Josh Klemons is a Digital Storyteller/Strategist and the founder of Reverbai Communications, helping brands of all shapes and sizes find, hone and tell their stories online. He has done digital work with local, statewide and national political campaigns, tiny non-profits, Fortune 500 companies and everything in between. He sits on the board of Social Media Breakfast Madison, Grow Madison and the Marketing Committee for the United Way of Dane County.



### DAVE SCHWALLIER

As Director of Consulting for Lift Consulting, LLC, Dave Schwallier works with several large and small construction organizations and contractors, training on sales, marketing, management, and leadership. Dave uses personal construction business and consulting experience, and research, to reinforce points and introduce practical tips and strategies. He holds a BBA and MBA from UW-Whitewater and as a lifelong learner himself, has earned numerous professional certifications.



### EAGAN HEATH

Eagan Heath is Founder of Get Found Madison, an online marketing firm that assists local businesses grow business using the latest online marketing techniques. He believes strongly in entrepreneurship and the good it does for the world. He brings many years of experience in project management and implementation consulting from Epic to the many steps in Search Engine Optimization (SEO) campaign.



### LAURA MONAGLE

Laura Monagle has more than 25 years of successful strategic marketing, public relations, crisis communications, and employee communications experience; the last 13 with AFFIRM. Her client work includes both private and public sector organizations such as Godfrey & Kahn S.C., ManpowerGroup, Charter Manufacturing, ESI Group USA, the Wisconsin Department of Justice, the Wisconsin Department of Health Services and the Business Health Care Group. She is one of only 5,000 members of the Public Relations Society of America nationally to be Accredited in Public Relations (APR).



### SPENCER X. SMITH

Spencer X. Smith is the founder of social media marketing company AmpliPhi and an instructor at the University of Wisconsin and Rutgers University. He was formerly a vice president of sales for two Fortune 100 companies. He's been called a "Social Media Expert" by Forbes, and AmpliPhi is the winner of the 2016, 2017, and 2018 InBusiness Magazine Executive Choice Award for Social Media Consulting Company.



### REBECCA KLEEFISCH

Rebecca Kleefisch is ABC of Wisconsin's "Jobs Ambassador" and the former executive director of the Women's Suffrage Centennial Commission, where she led the country's efforts to commemorate and educate America about the 100th anniversary of women earning the right to vote. She served as lieutenant governor of Wisconsin from 2011-2019, where she championed workforce and economic development. She is well known for her efforts fighting poverty and focusing on prison re-entry reform, among many other efforts.



### MATTHEW PLETZER

Matthew Pletzer is the founder and CEO of Lift Consulting, a Sandler Training Organization. Lift is a Business Generation firm that works with modern companies on business generation challenges such as: digital lead generation, professional skill development, to boutique employee staffing and recruiting. Matthew has demonstrated throughout his career his success with sales, leadership and strategy development, and his passion is helping small to mid-size companies grow.



### CATHERINE WILSON

Home Pro Digital is a full-service website and marketing agency that specializes in creating websites and marketing strategies specifically for contractors and service professionals. With over a decade in digital marketing, Catherine Wilson started Home Pro Digital after experiencing the unique needs contractors face working with her husband who is a plumber. Coming from a long line of independent contractors and a passion for the trades, she built a team of developers, designers, copywriters, and marketing pros that have decades of experience working with the construction and remodeling industry.



## Leadership & Management

### CHARLES FRANKLIN

Nationally recognized government scholar and pollster Charles Franklin has been director of the Marquette Law School Poll since its inception in 2012 and became a full-time member of the faculty in 2013. Under Franklin's direction as a visiting professor at Marquette, the poll became the largest independent polling project in state history. Since joining Marquette as a professor of law and public policy in August 2013, Franklin has used the poll to continue tracking political races of interest to voters and explore additional public policy issues. Prior to joining the Marquette faculty, Franklin was a professor of political science at the University of Wisconsin-Madison beginning in 1992.



from \$60 million to \$1 billion. Today, as a leadership development expert and employee engagement specialist in the construction industry, Randy draws from his experience of taking multimillion-dollar companies through tough times while delivering practical insight into today's business challenges..

### JEFF PIGOTT

Jeff Pigott has been involved in the construction industry for more than 35 years. Jeff's early years in construction involved working "on the tools" in a large family owned construction company that focused on self-perform concrete and formwork. His experience includes just about every role involved in construction from craft worker, to Foreman, Safety Director, Assistant Site Supervisor, Site Superintendent, Project Coordinator, Project Manager, Vice president, Senior Vice President, and President. He is a true veteran, developing and managing companies, utilizing the principles of operational excellence, with a guiding belief that great companies are led by great leaders; and supported by strong processes. In 2017, Jeff



joined Brad Humphrey at Pinnacle Development Group as a Leadership Specialist. Jeff works with companies to grow and develop systems, processes and leaders from Foreman, to front line supervisors all the way up to Senior Executives.

### RON WIRTZ

Ron Wirtz is a Regional Outreach Director for the Federal Reserve Bank of Minneapolis. Ron's primary responsibilities involve tracking current business conditions across the six-state Ninth Federal Reserve District, which includes Michigan's Upper Peninsula, northwest Wisconsin, Minnesota, the Dakotas and Montana. Ron tracks activity in employment and wages – which are central to the Federal Reserve's dual mandate of promoting stable prices and maximum employment – along with construction, real estate, tourism and consumer spending. Previous to this position, Ron was the editor of the fedgazette, a regional business and economics journal published by the Minneapolis Fed.



### RANDY GORUK

Over his 26-year career with Trus Joist Corporation (now a Weyerhaeuser business), Randy Goruk was part of a dynamic senior management team whose change initiatives increased annual revenues



# Marketing & Business Growth

## Day 1 – Wednesday, February 12

7:00 to 8:00 a.m.	Registration and Breakfast	
	Marketing & Business Growth – Track 1	Marketing & Business Growth – Track 2
8:00 a.m. to 9:00 a.m.	How to Expo (So You Actually Get Business) Part 1 ActionCoach of Madison	Not So Sexy Marketing Panel – Moderator: Spencer X. Smith, Amplifi
9:00 a.m. to 9:15 a.m.	Break	
9:15 a.m. to 10:15 a.m.	How to Expo (So You Actually Get Business) Part 2 ActionCoach of Madison	LinkedIn for Beginners Josh Klemons, Reverb Communications
10:15 a.m. to 10:45 a.m.	Break with Exhibitors	
10:45 a.m. to 11:45 a.m.	Crisis Communications: The Small Stuff Laura Monagle, Affirm	Getting More Out of LinkedIn Josh Klemons, Reverb Communications
11:45 a.m. to 12:30 p.m.	Lunch (Provided) and Chairman's Comments	
12:30 p.m. to 1:30 p.m.	New Media Ideas for Recruiting Employees Panel – Moderator: Nicole Frank, Dave Jones, Inc.	Building Your B2B-Based Business in a Complex Selling Environment Matt Pletzer, Lift Consulting, LLC
1:30 p.m. to 2:00 p.m.	Break with Exhibitors	
2:00 p.m. to 3:00 p.m.	Put Your Website to Work For You Catherine Wilson, Home Pro Digital	A Contractor's Guide to Branding Jessica Drexler, FarWell
3:00 p.m. to 3:15 p.m.	Break	
3:15 p.m. to 4:15 p.m.	Why You Need a Lead Generation Funnel and Not Just a Website Eagan Heath, Get Found Madison	Bid>Wait>Hope>Chase Is No Strategy At All Dave Schwallier, Lift Consulting, LLC
3:15 p.m. to 4:15 p.m.	BONUS SESSION: Media Training 101 with ABC Jobs Ambassador Rebecca Kleefisch	
4:30 p.m. to 5:00 p.m.	ABC of Wisconsin Annual Meeting	
5:00 p.m. to 5:15 p.m.	Beam Club Awards	
5:15 p.m. to 9:30 p.m.	Social, Casino Night and ABC of Wisconsin PAC Auctions	

## Session Details

### Marketing & Business Growth Track 1

#### How to Expo (So You Actually Get Business) Part 1

ActionCoach of Madison

Do you struggle with coming out of a business expo with a stack of leads, only to find that weeks later, you still haven't found time to call everyone? Or worse – that you've spent valuable time giving a quote to someone who's just shopping on price? Here's how to come away from the Expo with real leads who are ready to buy from you, and at the price you deserve. Part one will share pre-show marketing strategies to drive traffic to your booth and design key messages for your target market. We will begin the discussion on strategies for during the show.

#### How to Expo (So You Actually Get Business) Part 2

ActionCoach of Madison

This session is the second part of the previous session and will continue to share strategies for during the show and then dive into post-show strategies, including rules for successful show follow-up, prioritizing who to follow-up with and developing a campaign for those who don't engage with you.

#### Crisis Communications: The Small Stuff

Laura Monagle, Affirm

While there is no such thing as a small crisis, we'll walk through how to manage a small situation and successfully keep it small. What do you need to do to manage a crisis and keep control of the message? What steps can you take to prepare? How do you respond? Together, we will go through a scenario that will give you the basics if a small crisis occurs, and what you can do in the digital world to monitor and manage your reputation not only during, but after the crisis has passed.

#### New Media Ideas for Recruiting Employees

MODERATOR: Nicole Frank, Dave Jones, Inc.

PANELISTS: Featuring Tyler Emerick, Celerity Staffing and Kristy Tabbert, Blackhawk Transport

Attracting talent in a tight labor market is no easy task, especially for industries like construction. But construction is not the only industry experiencing this challenge. This panel-discussion will explore what other industries, like manufacturing and construction, are doing for recruitment marketing, including any new creative media or tactics for expanding the talent pool.

# Marketing & Business Growth

## Session Details (Continued)

### Put Your Website to Work For You

Catherine Wilson, Home Pro Digital

Your website should be an active member of your sales team. In this session, we'll cover the 10 most important actions that will turn your website from an online brochure to a lead generation machine! You'll walk away with understanding how websites have changed over the last 3-5 years and what you need to do differently to continue to see success in 2020 and beyond.

### Why You Need a Lead Generation Funnel and Not Just a Website

Eagan Heath, Get Found Madison

Online marketing agency owner Eagan Heath will show you why the majority of your website visitors leave without contacting you and what to do about it. Most websites offer a confusing array of options with no clear call to action and no reason to take any. People don't want to be sold to, but they love to receive things for free or at a great value, and that can be your company's secret weapon! Come learn what marketing funnels are, why they draw in so many more leads and sales than traditional marketing, and what successful examples that have transformed businesses just like yours look like in action.

## Marketing & Business Growth Track 2

### Not So Sexy Marketing

MODERATOR: Spencer X. Smith, Amplifi

PANELISTS: Rachel DeGrand, Hausmann-Johnson Insurance; Leslie Osman, Park Bank; Kerry Arndt, Consolidated Construction

If you think it's difficult marketing your "not-so-sexy" industry on social media, there always seems to be someone who may have it more challenging than you. This panel of representatives from different industries has been assembled to share creative and engaging ways to bust through all the "boring" messaging out there and successfully convey your messaging on social media, even if you don't have a cool product or service to market. Panel discussion will be led by social media expert Spencer X. Smith.

### LinkedIn for Beginners

Josh Klemons, Reverb Communications

Are you just getting started with LinkedIn but you aren't sure how to best spend your time on this power platform? Then this session is for you! We'll talk about properly setting up your account, learning how to post updates and articles, the importance of engaging with your community and much more. And before the session is through, we'll spend some time working on our personal bios to make sure that they are just right. Bring your laptop or mobile device.

### Getting More Out of LinkedIn

Josh Klemons, Reverb Communications

Is your LinkedIn bio telling the story you want it to tell to the audience you are hoping to reach? Is your LinkedIn URL memorable enough to share at a networking event? Does your headline pop (and does it do so with words that are likely to get found during LI searches)? If your answer to any of these questions wasn't a resounding YES, then join Josh Klemons of Reverb Communications and let's step up your LinkedIn game. We'll talk about optimizing your account, taking your own searches to another level, publishing articles and quality content with your network and more.

### Building Your B2B-Based Business in a Complex Selling Environment

Matt Pletzer, Lift Consulting, LLC

Business-to-Business sales and Business-to-Consumer-based selling environments are two different animals. Is your organization looking to sell to other businesses? Do you struggle identifying how to gain access to key decision makers? Are you unsure of the best way to generate leads in this complex market? If so, this talk is for you. Matthew will take you through a journey of understanding how to first generate leads in the B2B market, and then how to navigate the tumultuous waters of multiple decision makers. Leave understanding how to increase your B2B book of business and land more profitable deals faster for your organization.

### A Contractor's Guide to Branding

Jessica Drexler, FarWell

Branding is more than a well-designed logo and color scheme. Done right, a brand has the power to drive or derail engagement by employees and customers alike. Join Jessica Drexler to learn about the critical elements affecting your brand, and the impact it can have on your top-line and bottomline growth. She'll cover topics like culture, message communication and creative execution to help you set your brand vision for 2020 and beyond.

### Bid>Wait>Hope>Chase Is No Strategy At All

Dave Schwallier, Lift Consulting, LLC

In the contractor world, so much time is spent bidding on projects with no payback, no return, and no positive outcome. Is everyone really a prospect? Are some projects more profitable than others... and others end up being not profitable at all? Do you provide free plans and free consulting all too often? Attend this talk to identify your most ideal clients and projects, to learn how to take back control of the sales process, and to limit bid expenses in a world where margins are already thin. Attendees will leave understanding how to make their business more profitable by focusing on the right prospects and increasing their bid-hit ratio by following a sales process.

## Bonus Session

### Media Training 101

Rebecca Kleefisch, ABC of Wisconsin

By the time you need to learn to deal with the media, it is often too late. Get this crash course in crisis communication, how to earn positive media, and the nightmare words that will surely get you on TV. Presented by award-winning journalist, former PR guru and ABC Jobs Ambassador Rebecca Kleefisch.

# Planning, Leadership & Competent Person

## Day 1 – Wednesday, February 12

7:00 to 8:00 a.m.	Registration and Breakfast		
<b>FULL DAY TRACKS:</b>	<b>Strategic Planning &amp; Your Professional Presence</b> Randy Goruk, LeadersEdge360	<b>Construction Site Leadership</b> Jeff Pigott, Pinnacle Development Group	<b>Competent Person Training for Excavation</b> Dan Parks, ABC of Wisconsin
8:00 a.m. to 9:00 a.m.	Strategic Planning & Your Professional Presence	Construction Site Leadership	Competent Person Training for Excavation
9:00 a.m. to 9:15 a.m.	Break		
9:15 a.m. to 10:15 a.m.	Strategic Planning & Your Professional Presence	Construction Site Leadership	Competent Person Training for Excavation
10:15 a.m. to 10:45 a.m.	Break with Exhibitors		
10:45 a.m. to 11:45 a.m.	Strategic Planning & Your Professional Presence	Construction Site Leadership	Competent Person Training for Excavation
11:45 a.m. to 12:30 p.m.	Lunch (Provided) and Chairman's Comments		
12:30 p.m. to 1:30 p.m.	Strategic Planning & Your Professional Presence	Construction Site Leadership	Competent Person Training for Excavation
1:30 p.m. to 2:00 p.m.	Break with Exhibitors		
2:00 p.m. to 3:00 p.m.	Strategic Planning & Your Professional Presence	Construction Site Leadership	Competent Person Training for Excavation
3:00 p.m. to 3:15 p.m.	Break		
3:15 p.m. to 4:15 p.m.	Strategic Planning & Your Professional Presence	Construction Site Leadership	Competent Person Training for Excavation
4:30 p.m. to 5:00 p.m.	ABC of Wisconsin Annual Meeting		
5:00 p.m. to 5:15 p.m.	Beam Club Awards		
5:15 p.m. to 9:30 p.m.	Social, Casino Night and ABC of Wisconsin PAC Auctions		

## Session Details

### Strategic Planning & Your Professional Presence

Randy Goruk, LeadersEdge360 ►

This full-day interactive and engaging training is designed to provide emerging leaders in the construction industry with specific take-away strategies, techniques, tips and actions that will position them for career success.

During the training, workshop facilitator, Randy Goruk will utilize power point slides, video, audio, interactive professional development techniques, electronic polling technology, customized worksheets and templates from The Ultimate Leaders Playbook™ to enhance the learning experience. Working in small groups, participants will address situations by thinking through solutions to problems presented, then sharing those solutions in larger group discussion.

In a constructive and fun workshop environment, the participants will learn:

- The process and components of a strategic plan.
- How to properly use the planning components to create a long-range plan.
- Planning mistakes and how to avoid them.
- How to inspire, empower and engage the team to deliver on the plan.
- The attributes, characteristics and qualities of professional presence.
- How to strategically build their professional presence within their company and within the industry.



### Construction Site Leadership

Jeff Pigott, Pinnacle Development Group ►

Construction companies need well trained leaders and employees need effective coaching. Given what is occurring on a daily basis in construction, a company lacking leadership will not perform up to its potential – and may even fail entirely.

This session will help define leadership in a modern construction firm. With practical examples of how it can be used to achieve improved results.

The difference between chaos and a well-run construction site is planning. We will review two types of planning; short term and long term; defining both and going through some of the challenges of each. We will demonstrate how simple math can be used to make you a better scheduler.

During this session, we will utilize a personality profiling tool to help you define your own personal communication profile. Once you understand your own profile, we will review what that means, what you like and don't like, how you prefer communication, and, in turn, how to communicate more effectively with others. This is a game changer!

This is a nuts-and-bolts leadership session – you're not just going to sit there!

You'll take away the insights, tips and techniques to help you develop and grow in any leadership position. Leaders coach and coaches lead... and whether you're new to leadership or are a veteran leader, this new workshop will help you do a better job for those you lead, your company and yourself.





# Planning, Leadership & Competent Person

## Session Details (Continued)



### ▲ DAN PARKS

Dan Parks has more than 16 years of experience in safety with a degree in occupational safety and health from UW-Whitewater. He is an OSHA-authorized instructor for 10- and 30-hour construction programs, a certified instructor for NUCA Confined Space and Trenching and Excavation Competent Person Training Program and an authorized first aid/CPR and AED trainer.

### Competent Person Training for Excavation

Dan Parks, ABC of Wisconsin

Trenching and excavation hazards result in 54 deaths annually. Soil stability, soil type, changes in weather, and unshored trench walls all can contribute to trench cave-ins. Hazards associated with trench work and excavation are recognized and preventable, yet injuries and fatalities associated with these hazards continue to occur. This session will provide you with information on regulations and consensus standards describe engineering controls, protective equipment, and safe work practices to minimize hazards for workers during trench work and excavations. This eight hour certified program covers the scope and application of the excavation standard, general excavation requirements, protective systems requirements, and soil classifications along with OSHA inspections.

**Register for SuperCon  
at the all-new  
[abcwi.org](http://abcwi.org)**



[abcwi.org/  
supercon20](http://abcwi.org/supercon20)



# Construction Management

## Day 2 – Thursday, February 13

6:00 a.m. to 7:00 a.m.	Registration and Breakfast			
7:00 a.m. to 7:55 a.m.	Opening Session and ABC of Wisconsin Safety Awards			
	<b>Project Management Series</b> Jeff Pigott, Pinnacle Development Group	<b>On-Site Management Series</b> Randy Goruk, LeadersEdge360	<b>Self-Development Series</b> Matt Pletzer and Dave Schwallier, Lift Consulting, LLC	<b>Management Series</b>
8:00 a.m. to 9:20 a.m.	<b>Organizational Excellence and the Importance of Standard Operating Procedures –</b> How the Big Boys Do it	<b>Leadership Behaviors for Retaining and Building the Team</b>	<b>Breaking Through Your Comfort Zones</b>	<b>Tight Labor Market: Market &amp; Merit Pay</b> Panel
9:20 a.m. to 9:50 a.m.	Break with Exhibitors			
9:50 a.m. to 10:50 a.m.	<b>Becoming an Agent of Change –</b> The Power of Managing Change	<b>Employee Disengagement: The Dog That Will Bite You!</b>	<b>Establishing Clarity and Aligning on External Expectations</b>	<b>20/20 Insight on the 2020 Elections</b> Charles Franklin, Marquette Law School Poll
10:50 a.m. to 11:00 a.m.	Break			
11:00 a.m. to 12:00 p.m.	<b>Project Planning and Project Scheduling –</b> The Lost Art of Construction	<b>21 Leadership Tips for Elevating Your Performance</b>	<b>Personal Prioritization and Time Management</b>	<b>The Current and Future Trajectory of the Wisconsin Economy</b> Ron Wirtz, Federal Reserve Bank of Minneapolis
12:00 p.m. to 1:00 p.m.	Lunch (Provided) and Keynote Speaker Marty Wilberding			
1:00 p.m. to 2:00 p.m.	<b>Time Management –</b> How to Manage Multiple Projects Without Going Crazy	<b>Play Like a True Champion –</b> The Skills and Habits of Construction Professionals	<b>The Four Hats of Leadership</b>	<b>Developing a Total Rewards Program to Hire and Retain the Best Talent</b> Nate Priestaf and John Vose, Ansay & Associates
2:00 p.m. to 2:30 p.m.	Break with Exhibitors			
2:30 p.m. to 3:30 p.m.	<b>Driving Job Profitability Through Management of Productivity and Labor Hours</b>	<b>End the Chaos: Become a Personal Productivity Champion</b>	<b>Dealing with Difficult People</b>	<b>Communication to Retain, Motivate and Engage Your Employees</b> Kate Schieldt, ABC of Wis.
3:30 p.m. to 3:35 p.m.	Travel to Closing Session			
3:35 p.m. to 4:00 p.m.	Closing Session			
5:30 p.m. to 9:00 p.m.	Projects of Distinction Awards Separate Registration Required			

## Session Details

### Project Management

#### Organizational Excellence and the Importance of Standard Operating Procedures – How the Big Boys Do it

Jeff Pigott, Pinnacle Development Group

Successful businesses are often a result of strong leadership. As construction organizations grow, leadership may lose some contact with the field. New people are brought in, the size and number of jobs increase, and some of the practices that have contributed to the company's success are not always followed. That is often because new people don't know what those successful practices are. Projects and operational staff need to be supported and guided by best practices and organizational excellence. Well led companies monitor their results and support their teams on a regular and repetitive basis. During this seminar, we will review operational excellence and the "cornerstones" of implementing best practices for your business.

Transitioning to an organization that defines organizational excellence, documents best practices, and utilizes standard operating procedures is a game changer.

#### Becoming an Agent of Change – The Power of Managing Change

Jeff Pigott, Pinnacle Development Group

This program will define the principle of utilizing best in class practices for all projects, which can help your organization achieve operational excellence. The following topic reviews the power of being a source of positive energy. Demonstrating how positive energy creates an environment that people enjoy being a part of, and correspondingly, how negativity can be a very destructive force.

- Understanding the principles of change management
- Examine the principles of continuous improvement and defining best practices.



# Construction Management

## Session Details (Continued)

- Determine the best practices and repeat them as often as possible.
- The danger of not having systems and processes, is that key items are often forgotten.
- The importance of a planned and methodical approach to managing construction projects.
- Avoiding the dangers of too much change.

### Project Planning and Project Scheduling – The Lost Art of Construction

Jeff Pigott, Pinnacle Development Group

Construction is a very complicated business. The number of variables, unknown events and conditions can be overwhelming. One opportunity to avoid the pitfalls of construction is to plan your work. Failing to plan is planning to fail. This seminar focuses on the importance of scheduling your work. Making sure before you start work, you have a plan on how it will be executed. This seminar will define the principles of long-term and short-term planning, giving real world examples of both types of scheduling. Scheduling long and short term are basic communication tools. Once you have them in place, you need a program of how they will be used and communicated to key project stakeholders. Schedules need to be a living and ever-evolving program that is used to communicate clear goals and objective for project stakeholders.

### Time Management – How to Manage Multiple Projects without Going Crazy

Jeff Pigott, Pinnacle Development Group

We are often asked to take on multiple, or very complex projects. As one's career progresses, you may be asked to take on some big assignments. The ability to successfully navigate and prioritize these challenges could be key to the progression of that career. For some, the challenge of time management becomes overwhelming. The goal of this course is to give your team some tools and techniques to master time management.

- Plan each day, week and month. Develop a system that can be repeated.
- Work smarter, not harder.
- The importance of making lists.
- Effective delegation, and not being everyone's solution.
- Be timely. Don't be late. Lateness is a sign of lack of organization and disrespect.
- Understand one's deadlines and creating deadlines for others.

### Driving Job Profitability Through Management of Productivity and Labor Hours

Jeff Pigott, Pinnacle Development Group

We are facing a new reality. The generation of skilled workers is diminishing. And in general terms, the profit on projects has diminished as well. Companies are forced to execute work with less skilled labor in a more competitive marketplace. Making craft labor management critical. The goal is to introduce attendees to the principle that stated, "If you can't measure it, you can't improve it." – Peter Drucker

- Outline the importance of tracking quantities and the principle that it must be measured to be managed.
- Provide math-based examples of crew planning, productivity planning, and productivity reporting; in both simple and complex formats; demonstrating possibilities.
- Dispel the myth that quantity reporting in the field is not accurate or very difficult. Use simple examples to determine weekly quantities.
- Demonstrate that a simple quantity reports can help you make more informed decisions that can improve your costs.

## On-Site Management

### Leadership Behaviors for Retaining and Building the Team

Randy Goruk, LeadersEdge360

If you are looking for ways to improve communication, teamwork, workforce morale and engagement while reducing workforce turn-over, this session is for you. You'll develop greater self-confidence and control when you learn how to develop and reinforce the top six behaviors of construction leaders. You will also build a loyal, dedicated team for maximum performance and long-term growth.

### Employee Disengagement: The Dog That Will Bite You!

Randy Goruk, LeadersEdge360

What most construction leaders really want is an organization that runs smoothly and efficiently. This objective is readily achieved with fully engaged employees. Employees that are engaged feel passionate about their jobs, are committed to the organization, and put discretionary effort into their work. A disengaged employee will generate unexpected costs and unwelcomed turmoil. In today's competitive work environment, knowing what drives exceptional performance is critical to long term success. In this highly interactive presentation, we will share the key drivers for engaging employees and the strategies, techniques and tips to achieve a fully engaged team.

### 21 Leadership Tips for Elevating Your Performance

Randy Goruk, LeadersEdge360

Leaders are always looking for professional development strategies, techniques and tips. Responsible leaders will attend seminars, conferences and networking meetings. They will read books, articles, blogs and newspapers. They will work with a mentor or coach. All this work for the sake of professional development and / or career advancement. Save the time of all the above. Attend this presentation and receive 21 thought-provoking, proven and practical leadership tips on a silver platter. If you're looking for ways to become an even better leader, this session will provide you with some new ideas on "what to do" to elevate your performance and "how to do it."

### Play Like a True Champion – The Skills and Habits of Construction Professionals

Randy Goruk, LeadersEdge360

'Play Like a Champion' is a professional development, sports-themed presentation that is intended to be highly interactive, educational and a fun experience. It will lead to sharpening the competitive spirit, while developing the leadership skills of the participants. During this session we focus on factors related to 'Eliminating Mistakes'. We discuss what they are, site real-world examples, then as a group identify specific opportunities for the individual and the team to improve.

### End the Chaos: Become a Personal Productivity Champion

Randy Goruk, LeadersEdge360

As a leader, how is your time management, or as our presenter Randy Goruk likes to refer to time management, how is your personal productivity? It is essential for a leader's success, and health, to take full control of the time in their world. They need to become a personal productivity champion. Many of us in the construction industry never seem to have the time to do everything we set out to do. We are constantly challenged with time pressures that never seem to go away. This interactive presentation is designed to share proven strategies and techniques that can be immediately implemented and help end the chaos.



# Construction Management

## Session Details (Continued)

### Self-Development

#### Breaking Through Your Comfort Zones

Matt Pletzer and Dave Schwallier, Lift Consulting, LLC

Stuck in a rut? Difficult to change? Do you know you need to grow, but pushing yourself feels like such a daunting task? In this session, attendees will learn to expand their comfort zones and elevate their personal and professional performance to a new level. New mindset, new habits, new results.

#### Establishing Clarity and Aligning on External Expectations

Matt Pletzer and Dave Schwallier, Lift Consulting, LLC

Do you or your team struggle with unclear expectations and a lack of understanding of what's happening, when, and who's responsible? In this talk, attendees will learn a powerful tactic that sets clear mutually-understood ground rules for meetings and interactions. This tool will allow them to stay in control of situations. Ultimately, they'll establish crystal clear next steps that will set clients, prospects, co-workers, and themselves at ease. The single biggest problem in communication is the illusion that it has taken place. Misunderstanding just costs too much.

#### Personal Prioritization and Time Management

Matt Pletzer and Dave Schwallier, Lift Consulting, LLC

Does there never seem to be enough time in the day? Are you always really busy but sometimes don't feel like you're getting important things completed? Attend this session to improve how you manage your time and make your calendar your boss so that you accomplish the most important tasks and move the needle for your organization. We'll cover the powerful "one-thing" concept, calendar management, and journaling.

#### The Four Hats of Leadership

Matt Pletzer and Dave Schwallier, Lift Consulting, LLC

Are you a new manager? Do you have new supervisors or managers in your team? New managers may have been great in their functional area, but they don't necessarily have the skills to be effective leaders. Attend this talk or send your emerging leaders in order to understand the four hats of leadership, when to "wear" them, and how to be effective in each: supervising, training, coaching, and mentoring.

#### Dealing with Difficult People

Matt Pletzer and Dave Schwallier, Lift Consulting, LLC

How do you keep your composure when dealing with challenging GCs, sub-contractors, employees, or clients? It's often extremely hard! We all have different behavioral styles ... and so do they. In this session, learn how to deal effectively with difficult people and achieve positive outcomes. You'll walk away with strategies to adjust your communication to be most effective, to not get emotionally involved, to manage customer/partner perceptions, and to ultimately solve problems and maintain relationships.

### Management Series

#### Tight Labor Market: Market & Merit Pay

PANELISTS: Holly Kellesvig, Dave Jones, Inc.; Gene Jacobson, PDC – Electrical Contractors; Additional speakers to be confirmed

How do companies keep up with the market to pay their skilled labor? How can you keep talent and attract new talent in this tight labor market with pay? How do you communicate and structure communication to employees about their pay? The speakers will discuss ways that they have to attract and retain key talent, reward high performing employees, and reward and pay competitively in the market.

#### 20/20 Insight on the 2020 Elections

Charles Franklin, Marquette Law School Poll

Wisconsin's top independent pollster, Charles Franklin, will present on issues and trends that will affect campaign 2020 and the key Midwest battleground of Wisconsin.

#### The Current and Future Trajectory of the Wisconsin Economy

Ron Wirtz, Federal Reserve Bank of Minneapolis

Ron Wirtz will discuss the current state and long-term trajectory of the Wisconsin economy, reviewing trends in recent economic activity, annual output, job growth, hiring demand and other measures across the state and in the construction sector, along with the role of labor supply on future growth. Ron also uses an interactive survey to anonymously poll attendees to gauge how firms are performing in the current economy, and what their outlook is for 2020.

#### Developing a Total Rewards Program to Hire and Retain the Best Talent

Nate Priestaf, JD, MBA, and John Vose, CPCU, Ansay & Associates

During this session, attendees will learn what benefits are relevant to employees, options in the group medical market, how to evaluate competitiveness of your plan, how to manage health within your population and how to communicate value to employees.

#### Communication to Retain, Motivate and Engage Your Employees

Kate Schieldt, SHRM-SCP, ABC of Wisconsin

Life would be much simpler if we all communicated and were motivated in the same way, but that doesn't exist. Different generations, while they may all essentially want similar things, certainly don't communicate in the same way. In this session, we will look at communication within your organization to retain, motivate and engage your employees.

# Construction Worker Safety

## Day 2 – Thursday, February 13

6:00 a.m. to 7:00 a.m.	Registration and Breakfast				
7:00 a.m. to 7:55 a.m.	Opening Session and ABC of Wisconsin Safety Awards				
	Trade Pros Track 1	Trade Pros Track 2	Trade Pros Track 3	Advanced Pros Track 1	Advanced Pros Track 2
8:00 a.m. to 9:00 a.m.	<b>Fall Protection</b> Patrick Harel, DBI Sala	<b>Powder Actuated Tool Certification</b> Dean Rodewald, Hilti	<b>Utility Strikes</b> Justin Larson, Xcel Energy	<b>Jobsite Hazards</b> Alex Jackson, Faith Technologies; Brian Shields, Cubic Wall Systems	<b>DOT Hot Topics</b> Wisconsin State Patrol
9:00 a.m. to 9:10 a.m.	Break				
9:10 a.m. to 10:30 a.m.	<b>Ladder Safety</b> Dave Francis, National Ladder Association	<b>Rigging/Signaling</b> Dan Swiggum, ATS	<b>Distracted Driving</b> Clint Spejcher, Travelers	<b>Aerial Lift</b> John Egan and Jess Lawinger, United Rentals	<b>Active Shooter</b> Ted Hayes, M3 Insurance
10:30 a.m. to 11:00 a.m.	Break with Exhibitors				
11:00 a.m. to 12:00 p.m.	<b>Wood Frame Safety Solutions</b> Cullen Schmeling and Ryan Ogrizovich, Stevens Const.	<b>Job Safety Analysis</b> Rick Barton, Hausmann-Johnson Insurance	<b>OSHA Inspections</b> OSHA	<b>Gas Detection</b> Curt Woda and Andrew Saunders, Honeywell Portable Gas Detection	<b>Suicide in Construction QPR: Question, Persuade, Refer</b> Jean Papalia, Wis. Department of Health Services
12:00 p.m. to 1:00 p.m.	Lunch (Provided) and Keynote Speaker Marty Wilberding				
1:00 p.m. to 2:00 p.m.	<b>Rooftop Requirements for the Non-Roofer</b> Alex Jackson, Faith Technologies	<b>Struck By/ Caught Between</b> Nathan Fritsch, Suburban Electrical Engineers/Contractors	<b>Electrical</b> OSHA	<b>Chain Saw Safety &amp; Felling Safety</b> Nathan Stanford, FSI - Forest Safety Instruction	<b>Safety 24-7</b> Robert Tenhagen, M3 Insurance
2:00 p.m. to 2:30 p.m.	Break with Exhibitors				
2:30 p.m. to 3:30 p.m.	<b>Hidden Scars of Safety</b> Panel – Moderator: Alex Johnson, Faith Technologies				
3:30 p.m. to 3:35 p.m.	Travel to Closing Session				
3:35 p.m. to 4:00 p.m.	Closing Session				
5:30 p.m. to 9:00 p.m.	<b>Projects of Distinction Awards</b> Separate Registration Required				

## Session Details

### Trade Pros Track 1

#### Fall Protection

Patrick Harel, DBI Sala

Many workers use “tie-off” as a form of fall protection. But unfortunately many do not properly manage the fall arrest process. This session will look at the true causes of fall, what happens during a fall and the catch when fall arrest equipment is used. Students will learn how to assess and manage work activities to assure that fall-arrest equipment can be effective. This interactive session will also demonstrate what happens in a fall. Rescue of a fall worker will also be discussed.

#### Ladder Safety: Preventing Injuries, Saving Lives

Dave Francis, National Ladder Association

Fall prevention is the big focus of safety leaders and professionals. Prevention through design, combined with new trainings, is helping organizations save

time, money, and most importantly, lives. Every day nearly 2,000 people are injured while using ladders, and as many as 100 of them will suffer a long-term disability. Today, one person will die in a ladder-related accident. Reducing the number of ladder-related injuries is becoming top priority for the nation's foremost companies. Dave engages attendees and uses case studies, real-life examples and practical solutions involving cutting-edge strategies to prevent prevalent OSHA/safety compliance ladder-related issues will hold participants interest for the entire session. In addition, Dave's use of audio/visual teaching tools makes this a number one requested safety training with top companies in many industries around the nation.

#### Wood Frame Safety Solutions in Construction

Cullen Schmeling and Ryan Ogrizovich CHST, Safety, Stevens Construction Corp.

This session will focus on wood frame construction and safety risks associated with this type of work. We will be reviewing standards and best practices being implemented industry wide. We will also take a look at new equipment available to the industry. Bring your questions and ideas!



# Construction Worker Safety

## Session Details (Continued)

### Rooftop Requirements for the Non-Roofer

Alex Jackson, Faith Technologies

This class will explore the requirements for non-roofers working in close proximity to the roof edge. Options for fall protection and fall restraint will also be discussed.

## Trade Pros Track 2

### Powder Actuated Tool Certification

Dean Rodewald, Hilti

Powder actuated tools, used for fastening operations, have injured and even killed workers on jobsites. These tools should be treated with respect and precaution at all times. This interactive session will cover proper use of powder actuated tools, while showing you the hazards firsthand.

### Rigging/Signaling

Dan Swiggum, ATS

Learn to identify proper rigging and rigging procedures and the ASME B30.5 standard hand signals to make sure your crews are OSHA Compliant, which required them to be a minimum qualified riggers as of Nov. 10, 2010. Also, learn the difference between a qualified rigger versus a certified rigger as well as other signaling requirements that were put in place in the Nov. 10, 2010 version of 1926.1400 sub part CC pertaining to crane work within the construction trades.

### Job Safety Analysis

Rick Barton, Hausmann-Johnson Insurance

This session will go through the process of assessing **individual** tasks where there is a **significant** safety hazard. We will identify hazards associated in each step of the process and develop mitigation techniques for the steps with hazards. This session will provide tools for documenting safety controls and training techniques for each significant safety hazard. We call this Job Safety Analysis.

### Struck By/Caught Between

Nathan Fritsch, Suburban Electrical Engineers/Contractors, Inc.

Struck-By/Caught-In incidents are the leading cause of fatal incidents in Wisconsin almost every year. Whether you are a homebuilder or a commercial contractor building multistory complexes, Struck-By/Caught-In hazards are present on every project. This session will provide hazard identification strategies, OSHA standards that may apply, and best practices you can implement tomorrow to better prevent these types of incidents.

## Trade Pros Track 3

### Utility Strikes

Justin Larson, Xcel Energy

Damaging underground utilities can be costly and could cause serious injuries. With more than 25 years of experience in underground utility locates and instructing more than 1,000 workers on safe digging practices. Justin will give attendees an opportunity to ask the tough questions and walk away with a better understanding on how to avoid these costly mistakes.

### Distracted Driving

Clint Spejcher, Travelers

Driving kills nearly 40,000 people a year, injures more than 4.5 million people, and is the number one cause of occupational death in the US. One in five crashes are blamed on distracted driving. This seminar will tackle some of the most effective ways to reduce your chances of being involved, injured, killed or held personally liable for a crash.

### OSHA Inspections

OSHA

This program will offer a unique opportunity to gain insight into why your jobs are selected for inspection. Learn your rights and responsibilities, the three phases of the inspection process, steps you should take during the inspection process and what not to do during the inspection. The program will also discuss the post-citation process including the contest procedure up to preparing the case for trial.

### Electrical

OSHA

This high impact session is designed for every tradesperson on a construction jobsite. Electricity impacts our jobsites on a daily basis just like our personal lives. This High Impact session will explain; basic electrical theory, how does electricity work on our jobsites, the hazards of electricity and what are the Best Practices for.

## Advanced Pros Track 1

### Jobsite Hazards

Alex Jackson, Faith Technologies;  
Brian Shields, Cubic Wall Systems

This interactive session will begin with findings on hazards that most frequently injure and kill construction workers, then will present attendees with slides showing hazards from real jobsites. You will then discuss how to control these injury risks, including how pre-planning may have prevented the hazards in the first place.

### Aerial Lift

John Egan and Jess Lawinger, United Rentals

There have been recent updates to ANSI's standards for Mobile Elevating Work Platforms (MEWPs). This session will discuss those updates as well as some of the most frequent misuses of aerial boom lifts and scissor lifts. In addition, the session will discuss the latest attachments available for MEWPs to help contractors maximize the use of this equipment.

### Gas Detection

Curt Woda and Andrew Saunders,  
Honeywell Portable Gas Detection

This session will cover what you need to know and consider now and in the future; gas detection acronyms (how many do you know?); regulatory landscape (any changes coming?); LEL, if you assume things may go KABOOM!; Is 5-gas the new 4-gas monitor? PID Technology; Staying in communication (when to go wireless); and instrument management systems.

### Chain Saw and Felling Safety

Nathan Stanford, FSI - Forest Safety Instruction

This interactive program on chain saw safety will cover: safety features of the chain saw, starting, holding and retreating, the common areas of injuries, best practices in personal protective equipment, OSHA regulations and accident statistics.

## Advanced Pros Track 2

### DOT Hot Topics

Wisconsin State Patrol

This session will discuss some of the biggest issues facing commercial drivers, including load securement, hours of service, vehicle maintenance/inspections, and other common safety issues. Bring your DOT questions for Q&A time at the end of the presentation.

# Construction Worker Safety

## Session Details (Continued)

### Active Shooter ►

Ted Hayes, CSP, MSE, M3 Insurance

Whether your construction company has implemented Run-Hide-Fight, Lockdown, Evacuation or other crisis action protocols, it is critical that your company comprehends how to place as many 'roadblocks' as possible between your employees and the intruder/shooter to increase your chances of surviving an active shooter event. For this reason, it is critical that your employees receive training on how to rapidly respond to an armed intruder or active shooter incident on the construction site – whether working within a manufacturing facility or at an outdoor construction site. Statistics indicate that a little more than 60% of active shooter situations are over within five (5) minutes – the shooter leaves the area, the shooter takes their own life (about 40%), or law enforcement/a prepared citizen neutralizes the situation. Knowing exactly what to do during those few minutes may mean the difference between life and death for you, a coworker and many others on your construction site. Are all of your construction employees prepared to deal with an armed intruder or an active shooter on your job site?



### Final Session

#### Hidden Scars of Safety

MODERATOR: Alex Jackson, Faith Technologies

PANELISTS: Mike Bosshard, Bob Anderson Builders, Inc.; Brian Shields, Cubic Wall Systems, Inc.; Paul Dobberpahl, Suburban Electric; Jeff Heggman, Faith Technologies; and Derek Petska, Milis Flatwork

Training, reminders and enforcement penalties are important, but sometimes, real life examples of workplace accidents do more to convince workers to comply with what you've been trained to do. Because after all, should our employment dictate our quality of life for the remainder of our lives? When an accident occurs, very serious consequences may be the result. In this session, we will discuss the personal stories of workers who have experienced significant injuries on the job. Through each story, attendees will experience the importance of following safe work practices in order to prevent similar events from happening. Each story will give a different perspective and will show just how important it is to be aware of safety procedures and your surroundings, as nobody expects to be injured. This session will address the "it won't happen to me" attitude.

### Suicide in Construction QPR: Question, Persuade, Refer

Jean Papalia, Wisconsin Department of Health Services

The construction industry has the highest rate of suicide for any job. But suicide deaths are preventable. Find out what you can do to help someone in a crisis. QPR, like CPR, can help you take bold action to save a life.

### Safety 24-7

Robert Tenhagen, M3 Insurance

This training session will discuss key elements to creating and maintaining a safe work site. The following topics will be the focus of our discussion: Each attendee will leave with simple ideas on how to enhance your safety "day to day;" new worker orientation; pre-task planning; safety communication; safety inspections; accident and near miss reporting and investigation.





# Snapshots from SuperCon'19





# SuperCon Sponsors

## Platinum



## Gold



## Silver



## On-Site Program



## Casino Night



## Bag Sponsor



## Projects of Distinction Awards Banquet ►

**Thursday, February 13, 2020** | Separate Registration Required

The Projects of Distinction Awards Banquet highlights the quality and professionalism of merit construction projects by ABC of Wisconsin members.

**Cocktail Hour – 5:30 p.m. to 6:30 p.m.**

**Dinner – 6:30 p.m. with Program to Follow**

**Register online at [abcwi.org/POD](http://abcwi.org/POD)**



 **Projects  
of  
Distinction  
Awards**