



Michigan Construction Industry

# Professional Development Day

**March 5, 2010**

VisTaTech Center  
Livonia, Michigan



High-level training designed to increase the professional skills of your most valuable resource... your employees.



**KAPNICK**  
INSURANCE GROUP

association benefits company  
Authorized Administrator for the Associated General Contractors of Michigan/Blue Cross  
Blue Shield of Michigan and Blue Care Network Health Insurance Program

**TIC** International Corporation  
Benefit Administrators and Consultants

**GUY HURLEY BLASER & HEUER LLC**  
INSURANCE AND SURETY SERVICES



Take the path to success! The Michigan Construction Industry Professional Development Day committee is pleased to offer a new and enhanced training format for its 2010 program. Two in-depth tracks will focus on taking your corporate safety culture to a new level and increasing your skills to showcase the value added by you and your company.

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## Information

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**Cost** - The cost is \$129 per person when registering before February 12, 2010 and includes registration, continental breakfast and lunch (\$149 per person after February 12, 2010).

### **Continuing Education Credits**

These courses have been approved for continuing education credits by the American Institute of Constructors.

### **Location**

The conference will be held at the VisTaTech Center on the campus of Schoolcraft College (18600 Haggerty Rd., Livonia)

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## Track 1: Becoming Incident and Injury Free

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### **Session I: *Transform Your Safety Culture***

This session will intensify the passion and dedication to health and safety of every attendee resulting in a transformation of company culture. This transformation in culture in turn leads to injury and incident free construction sites. A realization that incident and injury free is possible can become a value held throughout your company. You will be provided with an experience as well as a template to put into action to achieve incident and injury free results.

Presenters: Steve Clabaugh, Vice President, Safety, Health and Environmental, Walbridge; Mark Dumas, Vice President, Environmental Health and Safety, Skanska; Sean Griffin, Safety Coordinator, Skanska; Mark Klimbal, Corporate Safety Director, Barton Malow; and Gary Steller, Director, Clark Construction Company

### **Session II: *Safe Start***

This course introduces participants to the Safe Start Safety Awareness Program. The program is based on the fact that 90 percent of all injuries are a result of being in one of the following four states: rushing, frustration, fatigue, and/or complacency. These cause individuals to make one or more of the following critical errors: mind not on task, eyes not on task, line-of-fire, and/or balance, traction, grip.

This course teaches participants how to self trigger and prevent the mistakes and errors they never wanted to make in the first place. It complements, but does not replace, other safety training and practices. In addition, this course teaches participants to be accountable for their actions.

Presenter: Mark Klimbal, Corporate Safety Director, Barton Malow

### **Session III: *Building a Winning Team***

You will be provided a project approach, techniques, tools, activities, attitudes etc. to establish a project team environment focused on incident and injury free. Incident and injury free while simultaneously enhancing project communication, planning, coordination and increased production.

Presenter: Christopher Streb, Owner, National Safety Resource Center

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## **Track 2: Sell Yourself - Sell Your Company**

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### **Session I: Successful Projects through Effective Project Controls**

Does the left hand really know what the right hand is doing? We know they are connected but how? Effective project controls play a significant role in the success of any project. In this session we discuss the key design, operation and balance aspects of an integrated project control environment. Where do we start? What is the right balance between control and freedom? Can you actually legislate “good behavior” among the parties? What happens if (more likely when) communication breaks down? Stop by for an informative discussion on maximizing project controls tempered with war stories of “project controls gone wild” and the fundamental claim mitigation & containment tactics best suited for your next project.

Presenters: Peter Cavanaugh, Principal, Cavanaugh and Quesada and Joseph Vanden Bossche, Associate Director-Construction Practice, Navigant Consulting

### **Session II: Failure or Success/How Do You Define Success?**

When do we shine? When times are the worst! The group will follow a journey of success and failure. We will discuss failure and if success is a mirror image of failure. Ever ponder the question, “If I could turn back the hands of time what would I have done differently?” Turn setbacks into learning experiences for building future success. Always keep the end in mind, “attitude and confidence” will guide your success. Are you in control of your own destiny?

Contractors that succeed must overcome the fear of failure and conquer risk. Success is not final, failure is not fatal; it is the courage to continue that counts. Learn about 6 success factors for contractors and how they play a role in defining your success. Evaluate your company’s profile and determine which of 5 distinct groups defines how you perceive your company success. Discuss how your company’s success profile compares to your peers.

Presenters: James Cole, President, L.S. Brinker, John R. Green, CFP, John E. Green, Doug Guldán, Vice President – Construction Practice Leader, Kapnick Insurance, and Jack Mumma, Construction Contract Administrator, Michigan State University.

### **Session III: It’s Not What I Say - It’s What I Do**

Join us for an informal discussion with body language expert David Wright, the Director of Surveillance for the Greektown Casino. David will share his insight on decoding body language. Non verbal communication via physical expression, body language and “personal space” will be discussed, as well as unintentional gestures, and the importance of self awareness in a work environment. Are you really getting your point across, or are there physical roadblocks to effective communication?

Presenters: Steve Cipparone, Project Manager, McCarthy & Smith; David Wright, Director of Surveillance, Greektown Casino

### **Session IV: Social Networking – the Newest Tool in Your Toolbox**

Looking for new ways to network? Ever wonder how you can use Facebook, Linked In and other tools to make connections in your business? Then this session is for you. This interactive session will discuss social media and how you can use it for your business. We will discuss development of a strategy, tools to use, challenges and benefits with social media. We will have commentary from contractors who have experience with social media tools to share what they have learned as well.

Presenter: Jeff Antaya, Chief Marketing Officer, Plante & Moran

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# Michigan Construction Industry Professional Development Day

Friday, March 5, 2010 ~ 8:00 a.m.-4:20 p.m.

Please use one form per person. Copy for additional attendees.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

PLEASE PRINT

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City/State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_

7:30 am - 8:15 am Registration & Continental Breakfast

8:15 am - 8:30 am Opening Remarks - Doug Guldán, Kapnick Insurance

8:45 am - 4:20 pm Training Tracks

## Track 1

Session I: *Transform Your Safety Culture*

~ Lunch ~

Session II: *Safe Start*

Session III: *Building a Winning Team*

- Full Track
- A.M. only
- P.M. only

## Track 2

Session I: *Successful Projects Through Effective Project Controls*

Session II: *Failure or Success*

~ Lunch ~

Session III: *It's Not What I Say - It's What I Do*

Session IV: *Social Networking - The Newest Tool in Your Toolbox*

- Full Track
- A.M. only
- P.M. only

## Lunch

11:45 pm - 1:00 pm

**Stretch, Don't Cut Marketing Budgets in Tough Times**

**Donna Jakubowicz  
Barton Malow**

It's tempting to cut overhead expenses, like marketing, when times are tough. But it isn't always smart. Donna Jakubowicz will discuss the importance of continuing and even strengthening marketing efforts in a down economy. Today we need to make marketing dollars work harder to keep our businesses growing. Donna will share examples of low cost and no cost methods that can be immediately implemented to strengthen your brand and increase sales.

Registration received **BEFORE** February 12, 2010

- \$129.00/pp AGC Michigan member
- \$155.00/pp CIAP member
- \$180.00/pp Non member
- \$ 25.00/pp Student rate

Registration received **AFTER** February 12, 2010

- \$149.00/pp AGC Michigan member
- \$179.00/pp CIAP member
- \$209.00/pp Non member
- \$ 25.00/pp Student rate

**Payment Method** (No refunds will be given after FEBRUARY 22, 2010):

Check #: \_\_\_\_\_ Credit Card: **AMEX VISA MC** Acct. #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
(Please circle)

CV Code: \_\_\_\_\_ Signature: \_\_\_\_\_ Amount Paid: \_\_\_\_\_

**Please send form(s) and check(s) payable to :** AGC Michigan  
P.O. Box 27005, Lansing, MI 48909  
Ph: (800) 253-2426 or (517) 371-1550  
Fax to (517) 371-1131

**Hotel Accommodations:** A list of hotels located near the VisTaTech Center can be accessed at [www.agcmichigan.org/education](http://www.agcmichigan.org/education).

Your registration fee(s) to Professional Development Day may be deductible expenses for Federal Income Tax purposes as ordinary and necessary business expense according to IRS Code Section 162(e). Contributions or gifts to Professional Development Day are not deductible as charitable contributions for Federal Income Tax purposes.