

# Construction Professionals Conference & Marketplace

Wednesday, April 29, 2015 7:00 am – 3:55 pm

Georgia International Conventional Center  
2000 Convention Center Concourse, College Park, 30337

Group rate available at Atlanta Airport Gateway Hotel  
(see Attendee Registration form for details)



**Last year we promised a BIG conference**, and attendee feedback overwhelmingly proved AGC Georgia exceeded expectations! Attendees specifically bragged on the **relevance** of the learning sessions and products and services at the marketplace. For 2015, we are committed to hosting an even more dynamic event to help professionals working in all levels of their company gain knowledge and build relationships to make them stronger leaders!

- ✓ Reward high performing employees with new tools and leadership development opportunities
- ✓ Stay compliant with current and new labor, safety, HR and lien laws to avoid costly penalties and legal action
- ✓ Exposure to 65+ subject matter experts to use as ongoing resources during the day's learning sessions
- ✓ Incorporate new ways to ensure your company's quality growth
- ✓ Learn to deliver greater value to your clients and partners
- ✓ Recognize general and specialty contractor field supervisors for their safety excellence
- ✓ Learn to measure if your company is as safe as you think it is
- ✓ Improve your hiring practices and avoid costly mistakes
- ✓ Help employees work smarter, not longer hours
- ✓ Meet 600+ professionals to expand your network of contacts
- ✓ Enhance your business development methods



Conference learning sessions are planned in the following content areas:

**Safety** – Empower individual jobsite leaders and company-wide safety directors to lead the safest workplaces

**Human Resources** – Fairly manage employee matters with the most sophisticated tools and resources

**Technology** – Stay relevant with clients and fellow employees, discussions include best in class construction apps, mobile device management, and beginner to advanced BIM know-how

**Executive Operations** – Make decisions based on current laws, best practices, and proven leadership strategies

**Soft Skills** – Dive into emotional intelligence, generational difference, team building, time management and more

## HIGHLIGHTS FROM THE CONFERENCE SCHEDULE

6:45 am	Registration Opens
7:00 – 8:15 am	Visit Marketplace Exhibitors (continental breakfast included)
8:15 – 9:05 am	Learning Session – 1
9:05 – 9:20 am	Visit Marketplace Exhibitors
9:20 – 10:10 am	Learning Session – 2
10:10 – 10:25 am	Visit Marketplace Exhibitors
10:25 – 11:15 am	Learning Session – 3
11:15 am – Noon	Visit Marketplace Exhibitors
Noon – 1:30 pm	Luncheon, Safety Awards & Keynote program

Presentation of **Ron Amerson Supervisor Safety Awards** to field supervisors begins promptly at 12:20 pm

**Kenn Kington** is our keynote speaker. He has appeared on Comedy Central and is one of the most-aired comedians on satellite radio. As a former Top 10 salesman with a Fortune 500 company, he has a unique perspective on life and knows how to motivate others and help your team succeed.

1:30 – 2:00 pm	Visit Marketplace Exhibitors
2:00 – 2:50 pm	Learning Session – 4
2:50 – 3:05 pm	Visit Marketplace Exhibitors
3:05 – 3:55 pm	Learning Session – 5

# CONSTRUCTION PROFESSIONALS CONFERENCE & MARKETPLACE

Wednesday, April 29, 2015 ♦ 7:00 am – 3:55 pm

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## ATTENDEE REGISTRATION

	Option A (Register at agcga.org)	Option B (Register with this form)	Need accommodations on April 28? Atlanta Airport Gateway 2020 Convention Center Concourse College Park, 30337 <b>\$179+ taxes per room</b> Rate expires 4/7/2015 at 5:00 pm Call 404-763-1544 and request "Associated General Contractors of Georgia" room rate or visit <a href="http://goo.gl/VGATJG">http://goo.gl/VGATJG</a>
<b>AGC Georgia Member</b>			
Register on or before 4/9	** \$159	<input type="checkbox"/> \$179	
Register on or after 4/10	** \$179	<input type="checkbox"/> \$199	
<b>Non-AGC Georgia Member</b>			
Register on or before 4/9	\$318	<input type="checkbox"/> \$358	
Register on or after 4/10	\$358	<input type="checkbox"/> \$398	

*Registration includes parking, continental breakfast and seated luncheon.*

\*\* Participants volunteering time on AGC Georgia's Technology, Safety & Health, HR, and Legislative Committees, along with our Board of Directors and Young Leadership Program, receive a deeper discount from the published online member prices shown above when they log on at [www.agcga.org](http://www.agcga.org) and register.

*If you are unsure if your firm is a member in good standing with AGC Georgia, please call Cindy Parham at 678.298.4112.*

**If you prefer to register with this form and forego preferred online pricing, check the appropriate box in the above column labeled OPTION B, then fill in all fields below.**

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

Name of coordinating contact to call with questions about below registrants: \_\_\_\_\_

**\*\*Conference curriculum satisfies requirements for several professional licenses and/or certification programs. To learn if your designation's accrediting body accepts CEUs from our conference, please write the acronym(s) in the space provided below. We'll confirm with you if we have the organization's approval.**

Name: \_\_\_\_\_ Email: \_\_\_\_\_ \*\*CEU type desired: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_ \*\*CEU type desired: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_ \*\*CEU type desired: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_ \*\*CEU type desired: \_\_\_\_\_

**Payment Due: \$ \_\_\_\_\_**

**Check:** Make payable to **AGC Georgia**. Mail copy of this form with check to lockbox: **Wells Fargo/AGC Georgia; PO Box 934023; Atl., GA 31193-4023**

**Charge My:**  AmEx  MC  Visa  Discover

Name on Card: \_\_\_\_\_ CC# \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Regardless of payment method, please use one of the methods below to return this completed form by April 22, 2015:

- **Electronically:** On many systems, pressing "Click to Submit" after filling out form will attach file to automated email
- **Fax:** 678-298-4101
- **Email:** [registration@agcga.org](mailto:registration@agcga.org)

For questions, contact Cindy Parham at 678.298.4112 or [parham@agcga.org](mailto:parham@agcga.org).

**Cancellation Policy:** All cancellations must be received by April 15, 2015 in order to receive a full refund.

No refunds will be made after April 15. Substitutions are encouraged.



**ATTENDEE SCHEDULE AT-A-GLANCE**

- 6:45 am Registration Opens for attendees
- 7:00 - 8:15 am Visit Marketplace *(includes continental breakfast)*
- 8:15 – 9:05 am Learning Sessions
- 9:05 – 9:20 am Visit Marketplace
- 9:20 – 10:10 am Learning Sessions
- 10:10 – 10:25 am Visit Marketplace
- 10:25 – 11:15 am Learning Sessions
- 11:15 am – Noon Visit Marketplace
- Noon – 1:30 pm Luncheon, Safety Awards Presentation, Keynote Program  
*Ron Amerson Supervisor Safety Awards begin promptly at 12:20 pm*
- 1:30 – 2:00 pm Visit Marketplace
- 2:00 – 2:50 pm Learning Sessions
- 2:50 – 3:05 pm Visit Marketplace
- 3:05 – 3:55 pm Learning Sessions

	Safety		Human Resources		
8:15 – 9:05 am	<p><b>Human Performance: Understanding Human Error</b></p> <p><i>Mike McCarroll, CSP PROSAFE Solutions, Inc.</i></p>	<p><b>Inside Scoop on EPAs New BMP Enforcement Objectives</b></p> <p><i>T. Luke Owen, PG NPDES Stormwater Training Institute</i></p>	<p><b>Federal Wage and Hour and Overview of Travel Pay Under FLSA</b></p> <p><i>Philip J. Siegel Hendrick, Phillips, Salzman &amp; Flatt</i></p>	<p><b>Background Checks Using Social Media</b></p> <p><i>Darrell Graham EEOC Atlanta District Office</i></p>	<p><b>Managing Design Changes for the Field Team with Confidence</b></p> <p><i>Dan Conery Newforma, Inc.</i></p>
9:20 – 10:10 am	<p><b>Air Sampling 101 for Noise, Silica, and Asbestos</b></p> <p><i>Lisa Capicik, Brasfield &amp; Gorrie; Hillarie Warren, Georgia Tech Safety and Health Consultation Program</i></p>	<p><b>Crane Safety for Site Managers</b></p> <p><i>Nate Dickinson Crane Industry Services</i></p>	<p><b>Workplace Bullying, Violence and Harrassment</b></p> <p><i>Howard Mavity Fisher &amp; Phillips, LLP</i></p>		<p><b>BIM: High Impact; Low Cost</b></p> <p><i>Josh Bone Graphisoft</i></p>
10:25 – 11:15 am	<p><b>Best Practices for Stick Built Construction</b></p> <p><i>Lisa Capicik, Brasfield &amp; Gorrie; Israel Brown, Essayon</i></p>	<p><b>Infection Control</b></p> <p><i>David Carl and Brian Waite, Gay Construction Company</i></p>	<p><b>Bridging the Gap between Baby Boomers and Millennials</b></p> <p><i>Cindy Mallard Predictive Results</i></p>	<p><b>Hiring Our Heroes</b></p> <p><i>Rebekah Stroman US Chamber of Commerce</i></p>	
2:00 – 2:50 pm	<p><b>Temporary Labor: You Train Them! No, You Train Them! Part 1 of 2</b></p> <p><i>Panel discussion with representatives from Turner Construction Co, New South Construction Co., Inc., TrueBlue, Wells Fargo, and OSHA</i></p>	<p><b>How to Incorporate Safety in a Lean Project</b></p> <p><i>David Adsit Botsen-Cook Company</i></p>	<p><b>Wellness Programs</b></p> <p><i>Kelley Thomas, New South Construction Co.; Kristin Lanier, Turner Construction Co.; John Dammann and Kristel Calvert, Humana Vitality</i></p>	<p><b>"What If?" Scenarios Part 1 of 2</b></p> <p><i>Greg Hare, Ogletree Deakins; Bert Brannen and Howard Mavity, Fisher and Phillips, LLP; Philip Siegel, Hendrick, Phillips, Salzman &amp; Flatt</i></p>	<p><b>Technology Case Studies</b></p> <p><i>Tracy Watson Verizon Wireless</i></p>
3:05 – 3:55 pm	<p><b>Temporary Labor: You Train Them! No, You Train Them! Part 2 of 2</b></p> <p><i>Panel discussion with representatives from Turner Construction Co., New South Construction Co., Inc., TrueBlue, Wells Fargo, and OSHA</i></p>	<p><b>BIM: Safety Planning</b></p> <p><i>Josh White, Brasfield &amp; Gorrie; Mike Estabrook, MS, CSP and Mark Cox, McKenney's</i></p>	<p><b>The AGC Alternative Private Healthcare Exchange: Save Money, Control Costs, Simplify</b></p> <p><i>Christi Reimer AGC of America</i></p>	<p><b>"What If?" Scenarios Part 2 of 2</b></p> <p><i>Greg Hare, Ogletree Deakins; Bert Brannen and Howard Mavity, Fisher and Phillips, LLP; Philip Siegel, Hendrick, Phillips, Salzman &amp; Flatt</i></p>	<p><b>Stop Surprises – Manage the LEED Construction Process to Reduce Risk, Cut Cost, and Meet Project Goals</b></p> <p><i>Tammy Linstrath Green Badger</i></p>



To view all sessions together,  
please print the previous page and this page, and lay them side-by-side.

Technology	Executive Operations			Soft Skills	
<p><b>Begin with the End in Mind: Creating a Comprehensive BIM Execution Plan</b></p> <p><i>Tom Kemp Advanced Solutions</i></p>	<p><b>Day in the Life of Mobile Devices on Jobsites Part 1 of 2</b></p> <p><i>Panel discussion with representatives from J.M. Wilkerson Construction Co., Inc., Tebarco Mechanical Corporation, Parrish Construction Group, Inc., and R.K. Redding Construction, Inc.</i></p>	<p><b>Recent Court Decisions – Is Your Business Affected?</b></p> <p><i>Fielder Martin, Jodi D. Taylor, and John Hinton, IV Baker Donelson Bearman Caldwell &amp; Berkowitz, PC</i></p>	<p><b>Handling Sales Tax in the Correct “State” of Mind: Three Primary Areas that affect Sales Tax Treatment During the Performance of Construction Contracts</b></p> <p><i>Timothy R.J. Howe, CPA Howard &amp; Smith, PC</i></p>	<p><b>Getting Ahead of the Risk – Recognizing, Shifting and Mitigating Contractor Risk</b></p> <p><i>Joy Pravast, Kevin Baird, and Kelly Perry Travelers Insurance Co.</i></p>	<p><b>Assertive Communication</b></p> <p><i>Skillpath</i></p>
<p><b>Using CRM to Win More Work</b></p> <p><i>Ted O’Shea Strategies Group</i></p>	<p><b>Day in the Life of Mobile Devices on Jobsites Part 2 of 2</b></p> <p><i>Panel discussion with representatives from J.M. Wilkerson Construction Co., Inc., Tebarco Mechanical Corporation, Parrish Construction Group, Inc., and R.K. Redding Construction, Inc.</i></p>	<p><b>Succession Planning Better Now Than Never</b></p> <p><i>Mac Smith and Scott Abrams Carr, Riggs, &amp; Ingram, LLC</i></p>	<p><b>Georgia Lien Law</b></p> <p><i>Gregg Joy Smith, Currie, &amp; Hancock LLP</i></p>		<p><b>Head to Heart Part 1 of 2</b></p> <p><i>Brent Darnell Brent Darnell International</i></p>
<p><b>Harnessing Integration, Mobile, Sensors, and Augmented Reality</b></p> <p><i>James Benham JBKnowledge</i></p>					<p><b>Head to Heart Part 2 of 2</b></p> <p><i>Brent Darnell Brent Darnell International</i></p>
<p><b>Apps: The Use Case for Cloud in Construction</b></p> <p><i>Rob McKinney, J.M. Wilkerson Construction Co., Inc.; Sly Basiric, Fatoin Mobile</i></p>	<p><b>Save Money and Dramatically Reduce Time with Digital Construction Layout</b></p> <p><i>Cathi Hayes Leica Geosystems</i></p>	<p><b>Georgia’s Certificate of Insurance – Lessons Learned</b></p> <p><i>Allan Webb Snellings Walters Insurance Agency</i></p>	<p><b>Shaken Not Stirred: Bond... Payment Bonds</b></p> <p><i>Mark Cobb Cobb Law Group</i></p>	<p><b>Don’t Wait on Congress, Reform Your Own Taxes – Top 10 Tax Breaks You Probably Omitted</b></p> <p><i>Alan K. Clark Smith Adcock &amp; Company, LLP</i></p>	<p><b>What Makes a Great Leader?</b></p> <p><i>Kenn Kingston Professional Comedian and Keynote Motivational Speaker</i></p>
<p><b>Get Real! Capturing and Using Real-World Data in Design Decisions</b></p> <p><i>Zoltán Ferenczy Repro Products</i></p>	<p><b>Real World BIM</b></p> <p><i>Darren Bohem ARC Document Solutions</i></p>	<p><b>Join the Force! Workforce Development</b></p> <p><i>Mike Dunham AGC Georgia and Panel</i></p>	<p><b>Construction Claims</b></p> <p><i>Phil Beck and Douglas Tabeing Smith, Currie and Hancock, LLP</i></p>	<p><b>The Good, Bad, and the Ugly – 2015 Legislative Session Outcome</b></p> <p><i>Michael Meyer von Bremen Hall Booth Smith, PC</i></p>	<p><b>Leaders and Managers: Understanding the Difference is Critical to Enhancing Your Performance</b></p> <p><i>Trudy Shay Petty Petty and Associates</i></p>

## SAFETY RELATED LEARNING SESSIONS

### 8:15 – 9:05 am

- **Human Performance: Understanding Human Error;** *Mike McCarroll, CSP – PROSAFE Solutions, Inc.*  
Understanding human performance is critical for effective management of safety, quality, production, and incident investigation. Human error is often identified as the cause of many accidents and other performance problems. This course is designed for managers, HR and safety professionals seeking a better understanding of the role of human error. Human Performance is the next generation in safety and lean management, and is where all organizations should be moving to today.
- **Inside Scoop on EPAs New BMP Enforcement Objectives;** *T. Luke Owen, PG – NPDES Stormwater Training Institute*  
Compliance with the new NPDES Permit rules can be difficult and even impossible unless you know them and the EPAs enforcement objectives. Luke will open the rulebook and share the best and most successful methods used for construction site stormwater compliance.

### 9:20 – 10:10 am

- **Air Sampling 101 for Noise, Silica, and Asbestos;** *Lisa Capicik - Brasfield & Gorrie; Hillarie Warren - Georgia Tech Safety and Health Consultation Program*  
This session provides field personnel an introduction as to what needs sampling and “how to” sample for their projects.
- **Crane Safety for Site Managers;** *Nate Dickinson - Crane Industry Services*  
The site manager is responsible for all activities on the jobsite including crane operating conditions and safety. Learn how to preplan and coordinate set-up and lifting operations.

### 10:25 – 11:15 am

- **Best Practices for Stick Built Construction;** *Lisa Capicik - Brasfield & Gorrie; Israel Brown - Essayon*  
This session will cover wood stick built framing safety issues, how are they addressed, and what resources are available for best safety practices.
- **Infection Control;** *David Carl and Brian Waite - Gay Construction Company*  
How do you plan to help your workers when it comes to infection control pertaining to healthcare and protected environments? Learn what to consider and how to protect yourself as a contractor while working in these conditions.

### 2:00 – 2:50 pm

- **Temporary Labor: You Train Them! No, You Train Them! - Part 1 of 2;** *Charles Johnson - Turner Construction Company; Daniel Maxson - New South Construction Co., Inc.; Richard Beaumont - TrueBlue; Ed Davis - Wells Fargo; Bill Fulcher - OSHA Atlanta East Office; Christi Griffin - OSHA Atlanta West Office*  
This session is the first of a two-part panel discussion. It focuses on the Temporary Worker Initiative which protects workers employed through staffing agencies. The panel plans to discuss challenges and solutions in complying with their responsibilities under the Occupational Safety and Health Act.
- **How to Incorporate Safety in a Lean Project;** *David Adsit - Batson-Cook Company*  
For many, this is new territory. Join us to learn how a project team can incorporate safety systems in preplanning phases.

### 3:05 – 3:55 pm

- **Temporary Labor: You Train Them! No, You Train Them! - Part 2 of 2**  
Continuation of discussion from the 2:00 pm session.
- **Building Information Modeling (BIM): Safety Planning;** *Josh White - Brasfield & Gorrie; Mike Estabrook, MS, CSP and Mark Cox - McKenney's*  
Learn from experienced safety professionals how 3-D modeling can save time and money by incorporating safety systems before the project is built.

## HUMAN RESOURCES RELATED LEARNING SESSIONS

### 8:15 – 9:05 am

- **Federal Wage and Hour and Overview of Travel Pay Under FLSA;** *Philip J. Siegel - Hendrick, Phillips, Salzman & Flatt*  
Need guidance on the Federal Wage and Hour laws covering pay for overtime, sick, vacation and holidays? We'll dive into questions such as whether to pay or not to pay for your employee's travel time. Three HR professionals will have three different opinions!
- **Background Checks Using Social Media;** *Darrell Graham - EEOC Atlanta District Office*  
Some employers look at social media posts to determine if they want to hire an applicant or possibly fire an employee. EEOC has guidelines that you should know before you get in hot water.

### 9:20 – 10:10 am

- **Workplace Bullying, Violence and Harassment;** *Howard Mavity - Fisher & Phillips, LLP*  
Nearly two million Americans are victims of workplace violence ranging from verbal abuse, physical assaults and homicides. Do you know an employer's duty in providing a safe workplace? Discussions include the different types of workplace conflicts and techniques for diffusing situations, appropriate responses and resources for assistance.

### 10:25 – 11:15 am

- **Bridging the Gap between Baby Boomers and Millennials;** *Cindy Mallard – Predictive Results*  
With at least two decades separating the former hippies and the current hipsters, getting baby boomers and millennials to effectively work together can often be a challenge. Learn how your business can get the most out of your staff focusing on each generation's differing skills and qualities.
- **Hiring Our Heroes;** *Rebekah Stroman - US Chamber of Commerce*  
The US Chamber of Commerce is committed to help veterans find meaningful job opportunities. Learn how you can tap into resources to build your talent pool and help our returning heroes to transition into a construction career.

### 2:00 – 2:50 pm

- **Wellness Programs;** *Kelley Thomas - New South Construction Co., Inc.; Kristin Lanier - Turner Construction Company; John Dammann and Kristel Calvert, Humana Vitality*  
If you are contemplating developing a wellness program for your employees or would like to expand what's in place, hear lessons learned and success stories from these professionals.
- **"What If?" Scenarios – Part 1 of 2;** *Greg Hare - Ogletree Deakins; Bert Brannen and Howard Mavity - Fisher and Phillips; Philip Siegel - Hendrick, Phillips, Salzman, & Flatt*  
Three law firms team up to bring you the answers to your "what if" questions. This two-part session addresses annual reviews, performance improvement, wage and hour laws, prevailing wages, I-9 forms, and legal updates.

### 3:05 – 3:55 pm

- **The AGC Alternative Private Healthcare Exchange: Save Money, Control Costs, Simplify;** *Christi Reimer - AGC of America*  
Tired of losing your best workers to a firm who has a better benefits package? Discover how the AGC private exchange can offer a broader range of options and guidance to meet you and your employees' needs.
- **"What If?" Scenarios – Part 2 of 2;** *Greg Hare - Ogletree Deakins; Bert Brannen and Howard Mavity - Fisher and Phillips; Philip Siegel - Hendrick, Phillips, Salzman, & Flatt*  
Continuation of 2:00 pm session

## TECHNOLOGY RELATED LEARNING SESSIONS

### 8:15 -9:05 am

- **Managing Design Changes for the Field Team with Confidence;** *Dan Conery - Newforma, Inc.*  
Fast track projects require jobsites to mobilize early – long before the design documents are 100% complete. Project managers must ensure everyone on the field team has reliable access to the most current design information even as it evolves on a daily basis.
- **Begin with the End in Mind: Creating a Comprehensive BIM Execution Plan;** *Tom Kemp - Advanced Solutions*  
Learn how to use a BIM Execution Plan to achieve greater success and ROI on BIM projects. Attendees will examine the need for a BIM Execution Plan, identify the contents of a solid plan, establish goals, identify use cases, define Level of Detail requirements, and identify BIM deliverables.
- **Day in the Life of Mobile Devices on Jobsites – Part 1 of 2;** *Panel representing J.M. Wilkerson Construction Co., Inc., Tebarco Mechanical Corporation, Parrish Construction Group, Inc., and R.K. Redding Construction, Inc.*  
The days of only a project manager having a mobile device and simply using it to check email from the field are over! Construction team members serving in a variety of roles are embracing field technology and streamlining the communications process among all stakeholders. Learn about a day in the life of mobile devices used by two project managers, a superintendent, layout engineer, and safety director during our panel discussion.

### 9:20 – 10:10 am

- **BIM: High Impact; Low Cost;** *Josh Bone, CM-BIM - Graphisoft*  
There are so many affordable BIM solutions and a variety of levels you can implement this technology in your firm. If the cost of adopting BIM is keeping you on the sidelines, join us to learn how you can get in the game and keep up with the competition.
- **Using CRM to Win More Work;** *Ted O'Shea - Strategies Group*  
Customer Relationship Management improves communication with subcontractors, customers and suppliers, simplifies and reduces time in the bid process so you know your best bid-hit ratios and which projects were the most profitable. It also allows you to deliver an exceptional level of customer services, and provides a 360 degree view of your business.
- **Day in the Life of Mobile Devices on Jobsites – Part 2 of 2**  
Continuation of 8:15 am session

### 10:25 – 11:15 am

- **Harnessing Integration, Mobile, Sensors, and Augmented Reality;** *James Benham - JBKnowledge*  
Have you ever wondered how virtual reality will look on the job site? Or wondered how your mobile devices can be better integrated? Wanted to learn more about the innovative solutions your peers in the industry are using? In this dynamic session, nationally acclaimed keynote speaker James Benham sorts through the latest trends in building technologies, identifying short-term fads and long-term game changers from mobile apps to augmented reality and drones. Learn about real companies who are researching and implementing the latest technologies and how they are impacting their construction projects.

### 2:00 – 2:50 pm

- **Technology Case Studies;** *Tracy Watson - Verizon Wireless*  
Deep dive into the technology being used in the construction industry today by using real life examples from various case studies within the industry. Each case study focuses on a common challenge across a specific contractor type. We start by taking a look at the "before" picture to understand the evaluation process necessary to make the right decision. From there, we determine the best solution for the business and the resulting ROI with an implementation timeframe. Finally, we look at the "after" picture and benefits of implementing the technology.
- **Apps: The Use Case for Cloud in Construction;** *Rob McKinney - J.M. Wilkerson Construction Co., Inc.; Sly Basiric – Fotoln*  
Join us for an overview of the mobile and cloud technologies that are available to the construction industry. We plan to discuss the impact of these technologies, and how they are improving field-related task production. How can we leverage mobile and cloud technologies and best utilize and maximize mobile solutions?



## TECHNOLOGY RELATED LEARNING SESSIONS (CONT'D)

### 2:00 – 2:50 pm (cont'd)

- **Save Money and Dramatically Reduce Time with Digital Construction Layout;** *Cathi Hayes - Leica Geosystems*  
Contractors are saving thousands of dollars per week, cutting their layout time in half and positioning themselves for increased success - simply by changing from a manual to a digital layout process. It's much easier than you might think. Learn about the basic elements of digital layout in this presentation.

### 3:05 – 3:55 pm

- **Stop Surprises – Manage the LEED Construction Process to Reduce Risk, Cut Cost, and Meet Project Goals;** *Tommy Linstroth – Green Badger*  
LEED certification is becoming a common requirement in construction, but the documentation process can leave contractors at risk and exposed. In this interactive session, we will understand the importance construction credits play in the overall certification process, identify the most common areas where project teams fail during construction documentation, identify best practices and techniques to facilitate the documentation process, and learn how to overcome perceived barriers that LEED construction documentation creates.
- **Get Real! Capturing and Using Real-World Data in Design Decisions;** *Zoltán Ferenczy - Repra Products*  
In all building design projects, the real world and existing conditions are always considerations that must be taken when making design decisions. Reality Capture, utilizing Laser Scanning, allows the real world to be captured in digital form so that it may participate in that collaboration process where all members of the design team have access to real-world and real-time information about existing conditions throughout the entire project lifecycle.
- **Real World BIM;** *Darren Boihem - ARC Document Solutions*  
BIM means different things to different people and the deliverables of BIM vary from user to user. We will look at common, and not so common, deliverables of BIM. Visualization is gaining a new respect as new technologies and techniques are developed. We will examine uses of Google Earth, photo-realistic renderings, phasing and other animations. We'll also look at discrepancy reporting, quantity take off reports, clash detection and modeling for facilities management and how these tools are being used in the industry as owners are more often requesting these deliverables. BIM for design versus BIM for constructability – we'll address the differences of these viewpoints and why they are so different in their approach.

## EXECUTIVE OPERATIONS LEARNING SESSIONS

### 8:15 – 9:05 am

- **Recent Court Decisions – Is Your Business Affected?;** *Felder Martin, Jodi D. Taylor, and John Hinton, IV – Baker Donelson Bearman Caldwell & Berkowitz, PC*  
Recent state and federal court decisions are impacting business decisions. The discussion will provide you with an inside look at how the courts view certain construction issues and how certain contract language will likely be interpreted. The presentation will help you better understand how to minimize various risks inherent in the industry and methods to best manage these risks.
- **Handling Sales Tax in the Correct “State” of Mind: Primary Areas Affecting Sales Tax Treatment During the Performance of Construction Contracts;** *Timothy R.J. Howe, CPA - Smith & Howard, PC*  
Have you been confused by the sales tax rules impacting construction contractors? What truly is a “use” tax? This session provides a methodology for sales tax management before, during and after the performance of construction contracts. The focus of the session will be on contract management, purchasing of materials, and the invoicing of customers.
- **Getting Ahead of the Risk – Recognizing, Shifting and Mitigating Contractor Risk;** *Joy Provost, Kevin Baird, and Kelly Perry - Travelers Insurance Company*  
This presentation speaks to all contractors of all sizes. Topics of discussion will center on current loss and claim trends in the construction and surety industries and their potential impact on you and your company. Information is conveyed through the straightforward presentation of facts, humor, and yes, some horror stories.

### 9:20 – 10:10 am

- **Succession Planning: Better Now Than Never;** *Mac Smith and Scott Abrams - Carr, Riggs, & Ingram, LLC*  
Building a successful business involves a great amount of blood, sweat and tears. Yet, most business owners would rather avoid the process of developing an exit strategy. Join us and learn how to maximize the value you get out of the succession planning process and how to keep that value in your family!
- **Georgia Lien Law;** *Gregg Joy - Smith, Currie & Hancock, LLP*  
We will address the key considerations regarding perfecting lien rights, collecting on lien claims, and defending against lien claims in Georgia. Topics include: who has lien rights; notice of commencement and notice to contractor requirements; requirements for a valid lien; lienable damages; lien waivers and lien waiver withdrawals.

### 10:25 – 11:15 am

- **Harnessing Integration, Mobile, Sensors, and Augmented Reality;** *James Benham - JBKnowledge*  
Have you ever wondered how virtual reality will look on the job site? Or wondered how your mobile devices can be better integrated? Wanted to learn more about the innovative solutions your peers in the industry are using? In this dynamic session, nationally acclaimed keynote speaker James Benham sorts through the latest trends in building technologies, identifying short-term fads and long-term game changers from mobile apps to augmented reality and drones. Learn about real companies who are researching and implementing the latest technologies and how they are impacting their construction projects.

### 2:00 – 2:55 pm

- **Georgia’s Certificate of Insurance – Lessons Learned;** *Allan Webb, Snellings Walters Insurance Agency*  
The Georgia General Assembly and the Georgia Department of Insurance have recently changed the laws and regulations regarding what can and cannot be placed on Insurance Certificates issued in Georgia. A violation of these new requirements can result in lost job opportunities and substantial penalties, including fines up to \$5,000 per violation. Come learn about the new requirements and best practices for compliance.
- **Don’t Wait on Congress: Reform Your Own Taxes – Top 10 Tax Breaks You Probably Omitted;** *Alan K. Clark – Smith Adcock & Company, LLP*  
Contractor taxes are one of the most complicated of all industries and are continually changing with new regulations and cases. If something has not changed on your tax return in the last few years, you probably are missing some great breaks which may save or defer significant taxes. This session is where you will find the latest cases and best practices for maximum tax savings.

## EXECUTIVE OPERATIONS LEARNING SESSIONS (CONT'D)

### 2:00 – 2:50 pm (cont'd)

- **Shaken Not Stirred: Bond...Payment Bonds;** *Mark Cobb - Cobb Law Group*  
Like 007, things are not always as they appear. The Payment Bond claims process differs between federal, state, and municipal and private projects; learn the difference between the types of claims, what to do with government “slow-pay,” and how to initiate a claim before the deadline expires.

### 3:05 – 3:55 pm

- **Join the Force! Workforce Development;** *Panel discussion led by Mike Dunham – AGC Georgia*  
While contractors are enjoying today’s rebounding economy, the improved market presents challenges. One of the most pressing is finding skilled workers. Is your company tackling this issue? If not, what would you do if presented with two more project opportunities? Do you have enough skilled workers to fill that need? *Why should you care?* For every four skilled field employees reaching retirement age, only one person is in training to begin a career in the construction industry. Who is going to build our future? AGC Georgia feels a strong obligation to be a part of finding solutions to this challenge. Please join us to gain a deeper appreciation of the problems our industry is facing in both the immediate future and for many years to come. Doing nothing is NOT an option!
- **The Good, Bad and the Ugly – 2015 Legislative Session Outcome;** *Michael Meyer von Bremen - Hall Booth Smith, PC*  
A core principle of the entire AGC organization is “less government is better.” Each year our primary legislative agenda is playing defense against many well-intended legislative proposals that can lead to bad public policy. In 2014, we were intimately involved in the passage of two pro-active industry bills, one involving fire inspections in the field and another impacting the “Call Before You Dig” law. Learn how the results of the 2015 legislative session are impacting Georgia businesses.
- **Construction Claims;** *Phil Beck and Douglas Tabeling - Smith, Currie and Hancock, LLP*  
This session will aid you when preparing for and presenting claims for delays/ inefficiency/ acceleration, changes, and differing site conditions, as well as documenting claims, and proving damages.

## SOFT SKILLS LEARNING SESSIONS

### 8:15 – 9:05 am

- **Assertive Communication; SkillPath**

Learn the steps of assertive communication that will put power and confidence in your words, so you will NEVER be put on the spot again.

### 9:20 – 10:10 am

- **Head to Heart – Part 1 of 2; Brent Darnell - Brent Darnell International**

Learn how to tap into the intangible, emotional side of business to make your company stand out. Find out how to differentiate your company through creating a positive emotional experience instead of reliable transactions.

### 10:25 – 11:15 am

- **Head to Heart – Part 2 of 2; Brent Darnell - Brent Darnell International**

Continuation of 9:20 am session.

### 2:00 – 2:55 pm

- **What Makes a Great Leader?; Kenn Kingston - Professional Comedian and our conference's Keynote Motivational Speaker**

There are three questions every person is asking; the key to success for any leader is to know which question is being asked. Leadership is not forged, and greatness is usually not discovered, during times that are easy. Leaders step up when others cower. Leaders make sure they are holding firmly to what they value when pain and difficulty threaten to take them down. Leaders know setbacks are only for the "moment," and they get back up, stumbling sometimes, but they get back to their goals as quickly as possible. Greatness is determined when times are toughest. The most successful people I have met in the world all have a defining moment they can point to that solidified their greatness. In every case, their greatness was determined during a point of failure, frustration or hardship because they knew the right questions. Once we get to that point of facing our obstacles and knowing which three questions to ask, then we too will begin to discover the real greatness inside each of us.

### 3:05 – 3:55 pm

- **Leaders and Managers: Understanding the Difference is Critical to Enhancing Your Performance; Trudy Shay Petty – Petty and Associates**

Do you think of yourself as a leader? Or do you think of yourself more as a manager? Do you often find yourself wearing both hats while performing your day-to-day role? Can a person wear both hats at the same time? How do others you work with see you? And why does this matter? Do you find yourself using the words "leader" and "manager" interchangeably? If so, you aren't alone since a lot of confusion exists about these different roles. In this session, you will take a self-scoring quiz to focus attention on the difference between leadership and management and the many situations where the leader or manager role is preferred. Regardless of your role at a company, you will benefit from knowing how to communicate and which hat to put on at what time to achieve more successful outcomes.



# CONSTRUCTION PROFESSIONALS CONFERENCE & MARKETPLACE

Wednesday, April 29, 2015

## RESERVE A MARKETPLACE EXHIBIT TABLE



Reserve a table by logging in at [www.agcga.org](http://www.agcga.org) or by completing the below form.

### Marketplace exhibit registration includes:

- Opportunity to promote your company through conference interactive mobile app
- 2 registrations for team members to network at your table AND attend conference programs (*member value of \$318*)
- 6' draped table
- 2 chairs and 1 waste basket
- Complimentary parking
- Continental breakfast and seated lunch for company registrants

Reserve Space On or Before December 3	
Preferred pricing & maximizes exposure in early marketing materials.	
AGC Georgia Member	\$795
Non-AGC Georgia Member	\$1,595

  

Reserve Space After December 3	
AGC Georgia Member	\$950
Non-AGC Georgia Member	\$1,900

- My company will reserve  1  2 exhibit table(s) at the Marketplace. (No discount for reserving multiple tables.)
- Power Access \$70/per table  Wi-fi Internet Access (included with your exhibit fee)  Do not need either

Provide company name exactly how it's to be referenced on conference materials. Review punctuation, capitalization, Inc., LLC, etc.  
\*\*\*\*\*

ATTENTION!

Registration for a table **will NOT** be accepted until the description requested in this section is received by us.

Tell attendees about your firm! Describe your products/services, and what you will show at the conference. Announce special show pricing or other incentives to visit your booth. **Including spaces, the description can be no more than 350 characters (NOT words).**

Email to [parham@agcga.org](mailto:parham@agcga.org).

Coordinating Contact for Exhibitor Participation: \_\_\_\_\_ Title: \_\_\_\_\_  
(This person will NOT be registered to attend the conference in any form, unless listed as a registrant below.)

Email: \_\_\_\_\_ Office: \_\_\_\_\_ Cell: \_\_\_\_\_

Names of two people receiving complimentary registration to man exhibit and participate in all conference events.

- 1) Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Email: \_\_\_\_\_ Mobile: \_\_\_\_\_
- 2) Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Email: \_\_\_\_\_ Mobile: \_\_\_\_\_

\*\*\*If you want to register **people in addition to the two listed above**, please register them using the Attendee Registration form or by logging in at [www.agcga.org](http://www.agcga.org) to access preferred online attendee pricing.

Payment Due: \$ \_\_\_\_\_ (if applicable include \$70 for power access listed above)

- Check:** Make payable to **AGC Georgia**. Mail this form with check to lockbox: **Wells Fargo/AGC Georgia; PO Box 934023; Atl., GA 31193-4023**
- Charge My:**  AmEx  MC  Visa  Discover

Name on Card: \_\_\_\_\_ CC# \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Regardless of payment method, please use one of the methods below to return this completed form by:

- **Electronically:** On many systems, pressing "Click to Submit" after filling out form will attach file to automated email
- **Fax:** 678-298-4101
- **Email:** [registration@agcga.org](mailto:registration@agcga.org)

Questions? Contact Cindy Parham at 678.298.4112 or [parham@agcga.org](mailto:parham@agcga.org).

**Cancellation Policy:** Request to cancel exhibit space must be received by email on or before April 8, 2015 to receive a full refund. No refunds will be made after April 8, 2015.

**Need overnight accommodations on April 28?** Atlanta Airport Gateway -- \$179+ tax, rate ends 4/7/15 at 5 pm.  
Call 404-763-1544 and request "Associated General Contractors of Georgia" room rate or visit <http://goo.gl/VGAtJG>