



**Thursday, Oct.16**

11am "Ironman" Golf Tournament, Tubac Golf Resort  
 12pm "Wonder Woman" Spouse Lunch and Tubac Town Visit  
 5:30pm Board Meeting  
 7:30pm "Super Friends" Welcome Party  
 9pm "Don't be a Joker, Let's Play Poker" Texas Hold 'Em Tournament

**Friday, Oct. 17**

**Participant Schedule and Business Sessions**

7:30am "Batman" Breakfast for All Guests  
 8-8:15am **Welcome & Chapter Updates**, Mark Minter  
 8:20am **McGraw-Hill Construction Key Trends**  
 Steve Jones, McGraw-Hill Construction  
 9am **Economic Forecast** Anirban Basu, Sage Policy Group  
 10am BREAK  
 10:15am **How Lean Practices Represent the Future of Success in the Construction Industry** Steve Jones, McGraw-Hill Construction, Jeff Esgar, Sundt Construction, Rod Johannsen, TDIndustries  
 11:30am Lunch  
 12pm **How to Increase your Hit Rate on Proposals**  
 Kenneth Sullivan, ASU Del E. Webb School of Construction  
 12:45pm **Political Potpourri: A Discussion of Current Events and Issues**  
 Robert Robb, *Arizona Republic*  
 1:30pm BREAK  
 2pm Break-Out Sessions  
Session Option #1: **Social Media & SEO: Enough of the "Why" - Let's Talk about the "How"** Danielle Feroletto and Kimberly Mickelson, Small Giants  
Session Option #2: **Bring Your Mobile Device to Work!**  
 Jim Sienicki, Snell & Wilmer, Josh Woodard, Snell & Wilmer  
 2:45pm **Winning & Not-So Winning Presentations**  
 Moderator - Danielle Feroletto, Small Giants; Speakers - Kip Edwards, Banner Health, Bob Smith, U of A, Royce Smith, Rosemont Project, Holly Bosch, City of Phoenix  
 4pm Friday Business Sessions Conclude  
 6pm "Super Hero & Side Kick" Reception and Dinner Party

**Spouse Activities**

11am "Dare Devil" Spouse Wine 101, Tasting and Lunch  
 6pm "Super Hero & Side Kick" Reception and Dinner Party

**Saturday, Oct. 18**

8:30am "Captain America" Closing Breakfast (concludes by 9:45am)  
**Upcoming Project Opportunities with ABA General Contractor Members**  
**The Otero House Haunting**, Diane DeLugan

# **Business Session Descriptions**

## **McGraw-Hill Construction Key Trends, Steve Jones**

Not only does Steve Jones of McGraw-Hill Construction do more than 100 speaking engagements globally and numerous articles in industry publications, he authors McGraw-Hill's *SmartMarket Reports* on the economic impact of technology, distributed to millions of readers worldwide and is frequently cited as authoritative references. He will be highlighting a variety of recent McGraw-Hill Construction research projects and focus on key trends he's seeing right now in the construction industry, including: comparisons of project delivery systems, managing uncertainty and expectations in design and construction, information mobility in construction, the shift from construction-to production, green building and BIM.

## **Economic Forecast, Anirban Basu, Sage Policy Group**

Anirban Basu, Sage Policy Group, Association Builders and Contractors (ABC) Chief Economist. This presentation provides a detailed-data driven update of the performance of the global, national, and relevant regional economy. Special attention is given to key aspects of economic life, including trends characterizing financial, real estate, energy, and labor markets.

## **How Lean Practices Represent the Future of Success in the Construction Industry, Steve Jones, McGraw Hill Construction, Jeff Esgar, Sundt Construction, Rod Johannsen, TDIndustries**

The Great Recession has revealed that the construction industry can no longer afford inefficient processes and practices. As a result, industry interest in the concepts of lean construction has grown. However, as an industry, we have just begun to embrace lean, often through six sigma projects that improve specific issues but do not address the larger inefficiencies inherent in current design and construction approaches. New research by McGraw-Hill Construction reveals not only the level of knowledge and adoption of lean principles in the construction industry currently, but also features insights from leading practitioners about how to take a new approach to design and construction, modeled on the successful implementation of lean practices in manufacturing that can help create greater profitability in the industry. Session participants will:

- Learn about the impact of taking a lean approach on a firm's productivity and profitability from both a general contractor and subcontractor perspective
- Gain an understanding of the challenges facing adoption of a lean approach from both a general contractor and subcontractor perspective
- Understand the skills and tools firms need to be able to successfully implement a lean approach

## **How to Increase your Hit Rate on Proposals, Kenneth Sullivan, ASU Del E. Webb School of Construction**

Come learn the best techniques for differentiating yourself from your competition. This presentation draws from over 5000 proposals to provide you with what works and what doesn't work with owner evaluation teams. Don't be caught up in the marketing game, most owners see right through it. Demonstrate your expertise with simple, project specific solutions that are verified with dominant performance information and if applicable, a project-based interview presentation. This session will review optimal proposal writing techniques, formats, verbiage, provide examples, and demonstrate the use of performance information in lieu of marketing materials.

## **Political Potpourri: A Discussion of Current Events and Issues, Robert Robb, *Arizona Republic***

Bob brings his great insights on the Arizona political scene, the business community and the players involved in both worlds. He has nearly 40 years of experience as a lobbyist, observer and writer. You'll be informed and entertained by his keen wit and sharp analysis. Be prepared to be challenged!

### **Break-Out Session Options:**

#### **Session #1: Social Media & SEO: Enough of the "Why" - Let's Talk about the "How" Danielle Feroletto and Kimberly Mickelson, Small Giants**

With social media there are an abundance of opportunities to gain exposure and maximize your marketing ROI. Learn more about the latest trends and how to position your firm as the experts online.

In this seminar, you will learn:

- How to maximize the potential of Facebook, Twitter, LinkedIn and Pinterest.
- Creative ways to implement your marketing plan via social media outlets.
- Enhance your SEO (search engine optimization).
- Tools to effectively measure your success and monitor your profiles.
- Learn what your firm can gain from participating.

#### **Session #2: Bring Your Mobile Device to Work! Jim Sienicki and Josh Woodard, Snell & Wilmer**

When employees use their own devices (cell phones, laptops, home computers) for work – and they all do – there are a number of potential employment law issues that are implicated including confidentiality, wage and hour, discrimination and harassment, safety, concerted protected activity, document preservation, and others. This seminar is designed to provide employers with practical, best practice tips and guidelines that can be implemented immediately to reduce company exposure on a variety of topics.

#### **Winning & Not-So Winning Presentations - Moderator: Danielle Feroletto, Small Giants Speakers: Kip Edwards, Banner Health, Bob Smith, U of A, Royce Smith, Rosemont Project, Holly Bosch, City of Phoenix**

This experienced panel of five diverse owners will share with you the items that make a presentation THE one that gets the bid, as well as common mistakes that they've seen on presentations. Upcoming project opportunities will also be shared. Don't miss this opportunity to refine your presentation skills and increase your chances of getting the bid!

#### **Upcoming Project Opportunities with ABA General Contractor Members**

An experienced panel of General Contractors will share what projects they're currently working on, preparing to accept sub-bids on, and what they will be bidding on that could become your next project. Subcontractors, don't miss your opportunity to learn about project opportunities first.

#### **The Otero House Haunting, Diane DeLugan**

Tubac Golf Resort & Spa is said to be haunted, specifically the Otero House. Author of "Ghost Tales from the Southwest," and Otero descendant, Diana DeLugan will share her stories that include how the ghost stories were discovered. She will entertain with select readings and further historical discoveries about the Otero Family History Collection.

# **Networking Opportunities – Let’s have some fun!**

## **Thursday, Oct. 16**

**11am** “*Ironman*” Golf Tournament, Tubac Golf Resort - Registration at 11am, Shotgun start at 11:30am. Lunch is included.

**12pm** “*Wonder Woman*” Spouse Lunch and Town Visit, *Individual Pay*

**5:30pm** Board Meeting

**7:30-9pm** “*Super Friends*” Welcome Party, Stop by the Hospitality Suite after your dinner to meet and greet with ABA President Rob Caylor (Caylor Construction) and visit with other members.

**9-11pm** “*Don’t Be A Joker, Let’s Play Poker*” Texas Hold ‘Em Tournament

## **Friday, Oct. 17**

**Breakfast for All Attendees/Guests**

**11am** “*Dare Devil*” Spouse Wine 101, Tasting and Lunch

**6pm** “*Super Hero & Side Kick*” Reception and Dinner Party

## **Saturday, Oct. 18**

**8:30am** “*Captain America*” Closing Breakfast - ABA’s traditional Bloody Mary and Mimosa breakfast gives you one last chance to gather before leaving the beauty of Tubac.

## **Details**

### **Who Should Attend the Convention?**

- Owners
- Presidents
- Principles
- Preconstruction Managers/Estimators
- Business Development/Marketing
- Project Directors
- Project Managers

Spouses will enjoy a full schedule of activities and are also welcome to attend all events, business sessions and meals. Meet new people, renew old acquaintances, learn about new construction techniques and processes, and enjoy a short get-away while networking with the BEST...ABA members! What about kids? Bring them! Kids are welcome at all convention events.

**Why Attend Convention?** It’s an opportunity to meet in an informal, relaxing setting for the purpose of learning from construction experts and exchanging ideas with other construction professionals.

**What about Price?** The low ABA registration fee of \$415 member | \$600 non-member | \$185 spouse | \$35 child includes two days of outstanding educational seminars, excellent presenters, social events and meals. Plus, you’ll enjoy the extraordinary company of other fine construction leaders.

**What to Wear?** Casual dress is worn to ALL convention events. Your favorite Super Hero outfit is appropriate and encouraged for Friday’s “Super Hero & Side Kick” dinner party.

**Where to Stay? Book your room ASAP!** Contact Rebecca Lopez at Tubac: 800.848.7893 or [rlopez@TubacGolfResort.com](mailto:rlopez@TubacGolfResort.com); note that you’re with ABA to receive special rates of \$149 - \$159 per night.