



Wisconsin Chapter

# The ABC of Wisconsin 2012 Winter CONVENTION



## ON-SITE PROGRAM

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Greg (JR) Reesman  
Reesman Excavating & Grading, Burlington  
2012 ABC of Wisconsin Chairman

Welcome to the 2012 ABC of Wisconsin Winter Convention. This year's event has a lot of information to help you and your company grow and prosper. We will teach you to "think differently".

The Thursday opening session features Dan Fesler, Chairman of Lamperts, a thriving Midwestern lumber company who will speak about customer service. You might be signed up for one of our day-long seminars on Business Development or Foreman training. By the way, you must be previously registered to attend one of these.

Thursday and Friday also feature seminars by FMI, a well known and highly respected consulting firm to the construction industry. You will find our seminars this year will help you to "think differently" in the future.

Thursday also features our Trade Show. This year we have many new exhibitors along with many of your favorites. Please make sure you visit each and every booth to register for the iPad drawing. Only by registering at every booth can you ensure that you have the best odds of winning. The drawing will be held at 6:00 pm and you must be there to win.

Thursday night is our first Trivia Night Contest. It starts with a reception in the Exhibit Hall at 4:45 pm and then moves to ballroom at 6:15 pm. Included is a Rawhide Bucket Raffle with all proceeds going to Rawhide Boys Ranch.

Friday brings a return visit from Kulture. Kulture will have two presentations, one in the morning on Winning the Battle for Free Enterprise & Merit Shop and the afternoon presentation is on Remaining Union Free.

Thanks for coming and I hope to see you around the convention.

# Session Schedule

Thursday, February 9, 2012

**7:00 - 8:00 AM** Continental Breakfast - Sandstone 2-9

**8:00 - 9:15 AM** General Session  
Sandstone 2-9 ABC National Chairman Eric Regelin  
Keynote Speaker - Dan Fesler, Lamperts

**9:15 - 9:30 AM** Break

**9:30 - 10:45 AM** Breakout sessions  
Tundra A & B Overcoming Overload - Ann Kerian  
Tundra C & D Customer Service - Dan Fesler  
Sandstone 1 Foremen Training (All-Day)  
Sandstone 4-6 Business Development (All-Day)

**10:45 - 11:00 AM** Break

**11:00 - 12:15 PM** Breakout Sessions  
Tundra A & B Habits: Putting Common Sense into Common Practice - Terry Siebert  
Tundra C & D Meetings: A Necessary & Very Important Component of your Work - S. Sheeran & J. Kraemer  
Sandstone 1 Foremen Training (All-Day)  
Sandstone 4-6 Business Development (All-Day)

**12:15 - 2:00 PM** Lunch with exhibitors

**1:15 - 3:15 PM** All-Days Resume  
Sandstone 1 Foremen Training (All-Day)  
Sandstone 4-6 Business Development (All-Day)

**2:00 - 3:15 PM** Breakout Sessions  
Tundra A & B Conflict Resolution - Ann Kerian  
Tundra C & D Improving Construction Efficiency 1 - Mike Somers

**3:15 - 3:30 PM** Break with exhibitors

**3:30 - 4:45 PM** Breakout sessions  
Tundra A & B Leadership in Action - Terry Siebert  
Tundra C & D Improving Construction Efficiency 2 - Mike Somers  
Sandstone 1 Foremen Training (All-Day)  
Sandstone 4-6 Business Development (All-Day)

**4:45 - 6:15 PM** Reception in Exhibit Hall

6:00 PM iPad Drawing - Exhibit Hall

**6:15 - 10:00 PM** Trivia Night Contest - Sandstone 7-9

# Session Schedule

Friday, February 10, 2012

7:00 - 7:30 AM Breakfast Buffet

7:30 - 9:00 AM General Session  
Sandstone 2-9 Keynote Speaker - Mike Bellaman  
National ABC President

9:00 - 9:15 AM Break

9:15 - 10:30 AM Breakout sessions  
Sandstone 1 Winning the Battle Part 1 - Kulture  
Sandstone 4-5 Construction Financing - Mark Meloy  
Sandstone 6 Social Media - P. Severson & E. Roddy

10:30 - 10:45 AM Break

10:45 - 12:00 PM Breakout Sessions  
Sandstone 1 Winning the Battle Part 2 - Kulture  
Sandstone 4-5 Smart BIM - T. Bieweger & M. Gast  
Sandstone 6 Career Ladders - Cheri Galecke  
Tundra E & F Government Contracting - Sandra Schroud

12:00 - 1:30 PM Awards Luncheon

Keynote Speaker - Andy Patron, FMI

1:30 - 4:30 PM Breakout Sessions  
Sandstone 1 Remaining Union Free - Kulture  
Sandstone 4-5 What Makes Leaders Great - Tim Bednarz  
Sandstone 6 Elements of Cash Flow Management  
- Andy Patron

4:30 PM Closing Session

Prize drawing

## TRIVIA NIGHT

Thursday, February 9th - 6:15 to 10:00 pm  
Sandstone 2-9

So you think you are pretty smart - think again! Pit your team against the other teams to see who takes home the traveling trophy! Great fun, lots of laughs and you might even learn something.

The Rawhide Bucket Raffle being run concurrently with the Trivia Night Contest will raise funds for Rawhide Boys Ranch. Buy an arms length of tickets for only \$20. The more you deposit, the better the odds of winning. Don't know an answer? Buy 5 mulligans for \$20. Only 5 mulligans per team allowed.

# Special Guests

## Keynote Speakers



**Michael D. Bellaman**  
**President and Chief Executive Officer**  
**Associated Builders and Contractors**

Michael D. Bellaman was named president and CEO of Associated Builders and Contractors (ABC) effective February 1, 2011. ABC is a national association with 75 chapters representing more than 23,000 merit shop construction and construction-related firms representing nearly two million employees. As president, Bellaman directs a staff of 80 professionals at the association's national headquarters in Arlington, Va.



**Eric G. Regelin**  
**2012 Chairman**  
**Associated Builders and Contractors**

Eric G. Regelin, president of Granix, LLC, Ellicott City, MD began his term as National Chairman of ABC on Jan. 1, 2012. He previously served as ABC's Region 5 vice chairman. Region 5 includes members and chapters in Delaware, the District of Columbia, Maryland, Virginia and West Virginia. Regelin received a bachelor's degree in civil engineering from Purdue University and serves on the university's School of Civil Engineering Advisory Council. He obtained his MBA from Duquesne University in 1982



**Daniel L. Fesler**  
**CEO and Chairman of the Board**  
**Lamperts**

ABC WI member Daniel L. Fesler is the CEO and Chairman of the Board of Lamperts, a Midwest regional lumber company doing business in 5 states through 32 locations. Dan is the 4th generation to run the company and has a BS in Geology and an MBA in Marketing and has served on numerous boards and committees in numerous organizations and church. He has conducted numerous training sessions and seminars. Dan is an avid boater and is a special deputy sheriff for the Hennepin County water patrol.



**Andrew Patron (Andy)**  
**FMI Management Consultants**

Andrew Patron (Andy) is a senior consultant with FMI, management consultants to the construction industry. His primary focus is on the evaluations, creation and implementation of training programs designed to develop leadership, project execution, organizational and operational excellence. Andy's enthusiastic approach draws from his real-world experience, leading and managing people and improving work processes in many industries, specifically construction.

# Session Information

## Thursday

**Customer Service** - 9:30 a.m. to 10:45 a.m. -Tundra C & D

— Dan Fesler, Lamperts

This session will show you how to be uncommon in a common world. You will learn what you need to do to be successful and deliver outstanding customer service and mark yourself as a professional.

**Overcoming Overload: Tips and Tricks to Avoid Burn-Out** - 9:30 a.m. to 10:45 a.m. -Tundra A & B

— Ann Kerian, Consultant and Executive Coach

Are you taking on more and more responsibilities at work? Do you feel overloaded? Overwhelmed? Watch out! Burn-out can happen quickly! High stress can lead to serious health problems. This session will help you learn how to manage your time and manage your life!

**Habits: Putting Common Sense into Common Practice** - 11:0 a.m. to 12:15 a.m. - Tundra A & B

— Terry Siebert, Dale Carnegie Training

This session explores what drives high performance teams, as well as the opposite. More often than not, it is the habits, “the way we do things around here,” that will determine whether the workplace fosters team synergy or a lack of teamwork. Time-tested principles will serve as the foundation for building and maintaining positive business relationships. You will be reminded that it is usually a very good idea to put more common sense into common practice. Not only will you learn, this session should be lots of FUN!

**Meetings. . . A Necessary and Very Important Component of your Work**

- 11:00 a.m. to 12:15 a.m. -Tundra C & D

— Sue Sheeran, Melli Law, S.C. and Jennifer Kraemer, Kraemer Brothers

This session will give you the tools, or provide the reminders, to make the meetings you facilitate focused, productive, and well documented. Topics discussed will assist you in planning for and leading meetings which accomplish your purpose and yield the results desired with documentation that can be helpful in project evaluation, business planning and to support the company’s position in litigation.

**Improving Construction Efficiency**

- 2:00 p.m. to 4:45 p.m. -Tundra C & D

— Mike Somers

This program will provide you with knowledge on how you can make your jobs more efficient and in turn make your company more profit. You will learn simple, but effective, contractor-tested approaches to meet budget, schedule, and quality standards. Emphasis is on what management must do to make their crews more productive at the work face. Specifically, you will learn simple, effective ways to plan, monitor, and maintain crew production and overcome the “real” causes of each job’s delays and cost overruns.

# Session Information

## DAY-LONGS

Thursday, February 9th - 9:30 - 4:45 PM - Registration required



### Foremen Training - Sandstone 1

- Andy Patron, FMI Consulting

The six most expensive words in the construction industry might be "Put that over there for now." Field managers often find themselves "too busy" to plan when they really must make time to pre-think their work. This foremen training program will provide you with tools for improving your ability to manage projects and thereby influence the profitability of the firm. You will learn about field management obstacles that wipe out productivity and what you can and must do to remove those obstacles. You will review ten things every field manager should consider before they start. You will put these principles into practice during a competitive workshop exercise to test your new skills.



### Business Development

- Sandstone 4-6

- Dutch Hempel, Henry Hempel Associates

Every business needs to attract new business to grow. In this class you will learn how to identify your most wanted clients, produce an effective marketing plan to attract them, and develop effective, results-driven salespeople who will best represent your value and unique services to your clients. This session will give you valuable tools to help you promote and own your place in your industry. Bottom line? You'll create a strong competitive advantage and win the clients you want.

### Conflict Resolution: It Begins with Your

**Communication Skills** - 2:00 p.m. to 3:15 p.m. - Tundra A & B

— Ann Kerian, Consultant and Executive Coach

Whoever said, "Sticks and stones can break my bones but words will never hurt me," didn't live in today's business world. Learn how to communicate effectively without adding fuel to the fire when it comes to conflicts in the workplace.

### Leadership in Action: Get'em and

**Keep'em Motivated** - 3:30 p.m. to 4:45 p.m. - Tundra A & B

— Terry Siebert, Dale Carnegie Training

Whether you are new to supervision or a seasoned pro, the constant challenge is to keep others motivated to get the job done. This is especially tough when people tend to think of their own agenda first. Sometimes it is easy and other times it can present challenges (or is that opportunities?). Several strategies, backed up by examples, will be explored.

# Session Information

## Friday

### Construction Financing

- 9:15 a.m. to 10:30 a.m. - Sandstone 4 & 5

— **Mark Meloy, First Business Bank**

This program will give an overview of the current lending environment, as well as what banks look for when evaluating a loan request. It will cover some of the changes that have occurred in the banking industry over the last few years and how that has impacted prospective borrowers in the commercial lending market.

### Social Media: Don't Get Left Behind

- 9:15 a.m. to 10:30 a.m. - Sandstone 6

— **Paula Severson & Elizabeth Roddy, ABC WI Staff**

Is Your Company on Facebook? Your customers are!

Wading through the social media river is scary for business owners with very little time on their hands. Our goal is to help businesses understand the value of leveraging social media and give you some tools to get started. We'll identify the dos and don'ts of online interaction and explore no cost tools to help you manage time and measure success.

### Career Ladders

-10:45 a.m. to 12:00 p.m. - Sandstone 6

— **Cheri Galecke, DeLeers Construction**

In this session we'll discuss the importance of developing a work force of the future for our industry. The average age of craft/skilled workers in Wisconsin is anywhere from 39 to 45 years old. So, in the next ten years, we have some looming craft/skilled worker needs. This program will provide insight into how Career Ladders can help us "grow our own."

### Government Contracting

-10:45 a.m. to 12:00 p.m. -Tundra E & F

— **Sandra Schroud, CCAS, Government Contract Specialist**

The federal government spends between \$36-\$44 billion in construction and between \$10-\$14 billion in maintenance and repair per year. The State of Wisconsin spends approximately \$1 billion in vertical and horizontal construction annually. Learn how to compete for these dollars implementing techniques used by successful contractors.

### Smart BIM: Creating Project Value

-10:45 a.m. to 12:00 p.m. -Sandstone 4 & 5

— **Tony Fieweger and Marley Gast, McMAHON**

The use of Building Information Modeling (BIM) is here to stay. BIM is not simply a computer program; it is a process that when used appropriately can be very effective. This session focuses on how having a clear BIM strategy prior to starting a project goes a long way in creating project value from the start of design through construction.

# Session Information

## Friday All-Morning

**The 2012 Elections: - Sandstone 1**

**Winning the Battle for Free Enterprise & Merit Shop**

**Kulture - Peter List and James Hulsizer**

In this session you will explore how outside forces influence the elections and how you can too. Ask yourself: How are things shaping up for the 2012 elections? What if Obama gets re-elected? What are the labor unions trying to do politically? How are the unions utilizing grassroots activities and raising funds? What can you do to counter the union political influence? How can you legally communicate with your employees regarding how politicians affect their work? What is GOTV and why is it key for business owners in the 2012 election?

## Friday All-Afternoon

**Remaining Union Free - Sandstone 1**

**Kulture - Peter List and James Hulsizer**

Kulture is a company focused on improving the culture of American business; however, there are times when the relationship between employees and their employer become strained. Tensions can mount costing the employment relationship in lost productive time, increased turnover, or increased expenses in warding off unnecessary employment litigation or unionization attempts. Kulture is an employee and labor relations consulting firm that specializes in identifying, addressing and resolving workplace issues. Their team is among the most sought-after consultants in the nation by both employers and the law firms that represent them.

**Elements of Cash Flow Management & Getting Paid –  
Andy Patron, FMI Consulting -Sandstone 6**

Your ability to manage cash flow directly influences your project success. This session will cover the major tasks of analyzing financial statements, tracking cash conversion periods, deciding when and if to borrow, keeping your working capital at adequate levels, and protecting your bonding capacity. You will also examine the punch-list process, discover how to negotiate using bid documents, and learn how to gain the owner's acceptance.

**What Makes Leaders Great: What They Did and What  
You Can Learn From It**

**– Timothy F. Bednarz, Ph.D -Sandstone 4 & 5**

This program will highlight the practices and experiences of 160 great and influential American leaders, spanning 235 years, illustrated in their own words and underscored by specific examples and stories. The presentation will focus legitimacy as being the most accurate gauge of great leadership and concentrate on how the great leaders utilized opportunity, the application of "ruthless efficiency," and the zeal for execution to reach the pinnacles of success.

# Exhibitors

## Booth

## Company

TS5	ABC of Wisconsin Training Trust
TS4	Acuity Insurance
TS3	Builders Exchange of Wisconsin
20	CCI Surety, Inc.
27	Conney Safety Products
7	CRS (Compliance Regulatory Service, Inc.)
15	CRN (Construction Resource Network)
3	Decra Roofing Systems
30	Enterprise Fleet Management
29	FABCO Rents
8	Farrell Equipment & Supply
14	Gator Garb Promotions
24	Hatch Building Supply
11, 18, 19, 25, 26	Lakeshore Electrical Sales
16	Lamperts
9	Lighthouse Safety
28	Lincoln Contractors Supply
21	Merit Choice Insurance
12	Miller-Bradford & Risberg, Inc.
Hall	OSHA
2	PLS of Wisconsin
TS1	Positioning Solutions Co.
23	Rawhide Boys Ranch
TS2	Teletrac
1	The Daily Reporter
22	Tradesmen International
6	Trillium Construction Services
5	Verona Safety Supply Co.
17	Viking Electric Supply
TS6	Werner Electric Supply Co.
4	West Bend Insurance
10	Willis of Wisconsin
Hall	WisCon
31	Wisconsin Building Supply



## **Win an Apple iPad on Thursday!**

Here is how you do it! On Thursday every exhibit booth will be taking business cards or a form with your name on it. At the end of the Exhibit Show Reception we will be randomly selecting one exhibitor from which to draw a name. That person will win the iPad. Since you never know which exhibitor we will draw, you must visit each and every booth to make sure you have a chance.

**You must be present to win!**

## **Win a stay at Glacier Canyon Lodge on Friday!**

Here is how you do it! Complete the H. R. Survey on the ticket included in your registration pack and drop it in the designated box at the registration desk. The survey must be filled out to be eligible to win. You do not need to be present to win the prize.





Wisconsin Chapter

# Glacier Canyon Lodge Conference Center

