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SuperCon'24

FEBRUARY 6-8

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An Invitation from the President

ABC of Wisconsin is excited to extend an invitation to our members for a jam-packed education conference to connect and learn from industry experts. As the association's president, I'm excited to announce this highly-anticipated event tailored for everyone in the construction field.



Our event will include breakout sessions and keynotes on leadership, safety, and business development, led by experts in their field. We have adjusted our pricing this year to increase your member benefit while offsetting registration costs.

Whether this is your first or fifteenth attendance, SuperCon 2024 promises to be the standout event of the year. We're committed to ensuring your time is well-spent and look forward to seeing you there.

John Mielke
ABC of Wisconsin President



SuperCon Registration Information

- Full 3-Day Conference** (choose one of four pre-conference workshops) \$499
- Tuesday Pre-Conference Workshop**
(choose one of four pre-conference workshops) \$259
- Wednesday** (safety special for both field and office team members)..... \$109
- Thursday** (breakouts continued & keynote) \$259

Hotel Accommodations

ABC has special room rates available at Glacier Canyon Lodge. Call 1-800-867-9453 by Jan. 7 with Reference Group #964896.

Tuesday, February 6 – Thursday, February 8

- Double Queen Room \$119
- Two-Bedroom Deluxe \$159



Register online at
abcwi.org/supercon



Support the ABC PAC

Are you competitive and do you care about free enterprise? You can compete for fun prizes and pick up some great deals while helping to defend merit shop in construction and the free enterprise system. Bid on items at the ABC of Wisconsin online and live auctions during Casino Night. It's a lot of fun!

Want to donate an item for the auction?
Contact John Schulze at 608-244-5883 or jschulze@abcwi.org.

SESSION AT-A-GLANCE

TUESDAY, FEBRUARY 6

7:00 a.m. to 8:00 a.m.
Registration + Breakfast
8:00 a.m. to 3:30 p.m.
FULL-DAY PRE-CONFERENCE WORKSHOPS
Project Management in Construction Lee Hill Koppers, Inc.
Building a Competent and Confident Construction Crew Mark Miner Consolidated Construction Co., Inc.
Client Building: Becoming the “Go To” Company Brad Humphrey Pinnacle Development Group
NUCA Competent Person Training for Excavation Dan Parks ABC of Wisconsin
5:00 p.m. to 6:30 p.m.
Welcome Reception

WEDNESDAY, FEBRUARY 7

7:00 a.m. to 8:00 a.m.
Registration + Breakfast + Welcome
8:00 a.m. to 9:00 a.m.
Fall Protection – Type 1 & 2 Classifications and ANSI Updates
Hearing Conservation
Werner Ladder Safety Awareness
JSA Development
Total Human Health
8:00 a.m. to 9:15 a.m.
Coaching the “Challenged” Craftsman
Maximizing Your Employee’s Potential
Emotional Intelligence on the Jobsite
Drive Organizational Success with Safety
9:15 a.m. to 10:30 a.m.
MEWPs with JLG
Commercial Motor Vehicle Safety
Job Sups Panel – Stresses in the Field
Excavation Safety Down & Dirty
Surviving an Active Shooter
9:45 a.m. to 10:45 a.m.
Leading Today’s Exiting Generation X’s, Transitioning Millennials, & Job-Entering Centennials
Creating a Culture of Hustle without Burnout
Building a Sales Structure for Superior Results
ABC’s STEP Management System

WEDNESDAY, FEBRUARY 7

11:00 a.m. to 12:00 p.m.
Organize & Run Better Construction Meetings
Building Leadership Strength in the Field
Constructing Success: Cultivating Mind, Body and Your Wallet
Constructing a Wellbeing Program
Understanding Fall Protection Anchor Points
OSHA Construction Update – 2024
Inspection Solutions – Field Expectations Panel & Picture Show
Fire Prevention from Start to Finish
Head Spaces and Safe Places
12:00 p.m. to 1:00 p.m.
Luncheon + Safety Awards
1:00 p.m. to 2:00 p.m.
Developing the Quality Mindset with Workers
Creating a Comprehensive Construction Workforce Strategy
Hitting the Ceiling – Reaching Your Limits as an Organization
Cyber Security in Construction
Identifying Hazards and Managing Risk
Focus 4 & Top 10 Violations
First Aid on the Jobsite
Frame Scaffold Erection, Dismantling & Common Mistakes
Worker Well-Being & Mental Health in Construction
2:45 p.m. to 3:45 p.m.
KEYNOTE – Scars of Safety
4:15 p.m. to 5:00 p.m.
Annual Meeting
5:00 p.m. to 9:00 p.m.
Social + Casino Night + ABC of Wisconsin PAC Auction

THURSDAY, FEBRUARY 8

7:00 a.m. to 8:00 a.m.
Registration + Breakfast
8:00 a.m. to 9:00 a.m.
Managing Subcontractors, Contracts and Supply Chains
Leadership Reimagined
Best Practices for Forecasting Job Costs
Communication that Delivers Results
Demographic Influences on Wisconsin's Fiscal Condition
Becoming a Person of Influence
Retaining the Resigned Employee – ABC Triage Kit
Marketing 101
Better Project Photography
9:30 a.m. to 10:45 a.m.
KEYNOTE – Basically Incredible, Matt Booth
11:00 a.m. to 12:00 p.m.
Value Added Organization and Scheduling
Leading Thru the Generations
Building The Foundation
How to Deliver the Promise
Move 'Em Up or Move 'Em Out
Recruiting in 2024: It's Not Just HR's Job
Making Connections: From Awkward to Awesome
OK, You Have A Marketing Plan, Now What?
Laying the Groundwork: Steps to Top-Notch Construction Videos

THURSDAY, FEBRUARY 8

12:00 p.m. to 1:00 p.m.
Wes Meilahn Award + Beam Club Awards + Chairman Remarks + Luncheon
1:00 p.m. to 2:00 p.m.
On the Job Communication Do's & Don'ts
Mastering The Fundamentals
Conflict Resolution in Construction
Creating the Flywheel
Establishing a Positive Culture
Newsmakers Political Panel
Build Your Workforce – The Apprenticeship Pathway
Demonstrating Marketing Value in Construction
Digital Transformation! Deep Breath, One Step at a Time
2:30 p.m. to 3:30 p.m.
Managing Personnel
Transitioning Your Field Worker to Manager – Building Your Bench Strength
Are You Getting What You Want Out of Your Business?
Labor Law Update: Biden's Board Makes its Move.
Mental Health at Work: Breaking the Stigma in Construction
The Next Wave of Innovation for the Construction Industry
The Barriers & Breakthroughs for Success – POD Panel
Crafting Strategies for Measurable Results Without Draining your Budget
Making LinkedIn Work: Think Referrals, Not Leads

Workshop Details

Project Management in Construction

► Lee Hill
Koppers, Inc.

In the project management field, there are large differences between managing teams and projects in a technical or office environment, vs. leading projects in the construction world. In this seminar, we will dive into the specifics of what it takes to lead, manage, negotiate, and successfully thrive in the construction project management industry.



Building a Competent and Confident Construction Crew

► Mark Miner
Consolidated Construction Co., Inc.

Regardless of the position you are in, teamwork and communication are the backbone of successful construction projects. In this full-day, immersive learning workshop, we will explore essential skills that empower individuals to excel in their roles, foster effective communication, and become confident professionals both on and off the jobsite. Through team-building exercises and dynamic discussions, attendees will walk away with techniques and tools that will foster a positive and productive work environment.



Client Building: Becoming the “Go To” Company

► Brad Humphrey
Pinnacle Development Group



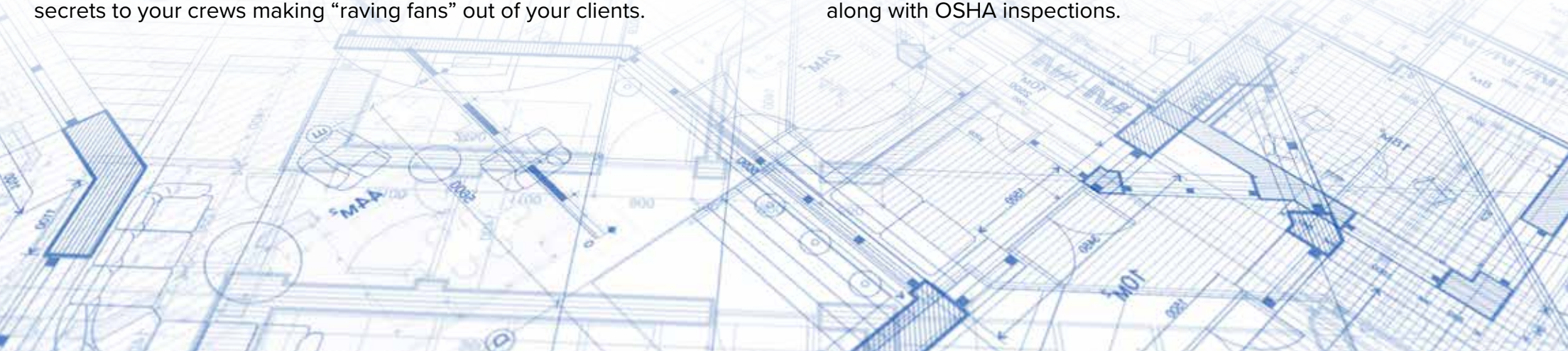
Customers often want your company to do another project because of your crews. Your #1 “weapon” to build client retention and relationship is found in your project leaders and work crews. Sure, estimators and business development are key players, but if our customers do not view our company as the “Go To” contractor, we will struggle to build client retention. This workshop is chocked full of client building techniques that project teams can execute to win customers for life. You and your team will learn several of the best held secrets to your crews making “raving fans” out of your clients.

NUCA Competent Person Training for Excavation

► Dan Parks
ABC of Wisconsin



Hazards associated with trench work and excavation are recognizable and preventable. This session provides you with information on regulations and consensus standards, and describes 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.



Session Details

7:00 - 8:00 A.M.

Registration + Breakfast + Welcome

8:00 - 9:00 A.M.

Fall Protection – Type 1 & 2 Classifications and ANSI Updates

► Patrick Harel, 3M DBI SALA

Keeping up with the ever-changing safety requirements is extremely difficult for safety representatives. We need to know OSHA standards, but also other standards, including ANSI. New standards governing self-retracting lifelines are currently out and this session will explain the new requirements and help us sort things out.

Hearing Conservation

► WisCon

Your hearing has a direct impact on your quality of life. Jobsites can and do get loud on a regular basis. Protecting your hearing is something that is over looked as it is generally a temporary exposure. This session will discuss the ways to protect your hearing and the regulations in place to help keep your hearing intact.

Werner Ladder Safety Awareness

► Andy Rebolz, Rolston Hogstrom, Inc.
► Chris Murray, Werner Co.

This session will highlight the dos and don'ts of ladder safety as well as create awareness of your surroundings that will keep you and your crew safe on the job while ascending and descending ladders.

JSA Development

► Mark Miner, Consolidated Construction Co., Inc.

A Job Safety Analysis can feel like another task on your to-do list. If done right, you will see fewer injuries and less paperwork. This session

will provide you with a sample JSA as well as strategies and tips to maximize your efforts for an effective JSA process.

Total Human Health

► Joe Xavier, ABC National

Work life versus home life. This is one example of trying to keep your personal health in check. This session will cover individuals' behaviors and engagements when it comes to construction. Learn about the dimensions of wellness and a workplace culture inclusive of a diverse workforce.

9:00 - 9:15 A.M.

Break

8:00 - 9:15 A.M.

Coaching the “Challenged” Craftsman

► Brad Humphrey, Pinnacle Development Group

Most contractors are finding it difficult to let go of experienced “craftsmen” who really know “their stuff” but who are also a pain the @\$ to lead. This workshop will empower you with skills and techniques to use when coaching the “challenged” craftsman. Brad will teach how to move the Carp employee into a more Thoroughbred performer.

Maximizing Your Employee’s Potential

► Matt Pletzer, LIFT Consulting, LLC

Every leader struggles with it. It's the age-old question, “how do I maximize my employee's potential?” The truth is that there are four components to maximizing an employee's potential: their attitude and aptitude and our attitude and aptitude as leaders. Come prepared to challenge your beliefs about yourself as a leader for your employees and leave with a tactical plan as to how you can improve your leadership and maximize the output of your team.

Emotional Intelligence on the Jobsite

► Joe Kiedinger, Dignify

Emotional intelligence (EI) is the ability to identify and manage one's own emotions and the emotions of others. In a team setting, having high EI allows us to cope with our feelings, communicate effectively, and build relationships with our teammates. In this workshop, discover the basics of brain science to understand how your experiences impact your perception of your current reality. Then, learn to use that brain science and develop your EI to keep your negative thoughts under control.

Drive Organizational Success with Safety

► Krystal Bremer, Risk Strategies
► Troy Carlson, Risk Strategies

Do you hold a position of authority, such as business owner, project manager, superintendent, manager? You make a direct impact on creating a positive culture, which in turn drives organizational success. Join us to discuss how successful companies create, facilitate, and streamline safety culture, which is critical for every other business initiative.

9:15 - 9:45 A.M.

Break with Exhibitors

9:15 - 10:30 A.M.

MEWPs with JLG

► Rick Smith, Global Product Training, JLG

Continuing education on recent ANSI updates, this session will provide an overview for the updated major points of safe use and training requirements for users of access and material handling equipment across all brands. We will also cover how easy it is for you and your company to work with the ABC Wisconsin team in order to stay safe and compliant on your jobsites.

Commercial Motor Vehicle Safety

- ▶ Sgt. Nic Betts, Wisconsin State Patrol
- ▶ Officer Tony Dries, Wisconsin State Patrol

A member of the Wisconsin State Patrol will provide updates to DOT regulations, common violations found during new entrant and roadside inspection, and ways you can help to make our roads safer.

Job Sups Panel – Stresses in the Field

- ▶ Mike Pendelton, Stevens Construction Corp.
- ▶ Chris Roll, Faith Technologies, Inc.
- ▶ Curt Ring, Kraemer Brothers

Hear it from the pros. This panel of site superintendents from different backgrounds will share their experiences running projects. They will be discussing how they keep safety a priority while dealing with the stresses that come with the work.

Excavation Safety Down & Dirty

- ▶ Mark Miner, Consolidated Construction Co., Inc.

This program will cut to the chase regarding working safely in an excavation environment. This program has been designed to empower participants to recognize, evaluate and select the proper methods to abate those hazards. We will discuss your questions and challenges.

Surviving an Active Shooter

- ▶ Chad Haase, Neuman Pools, Inc.

Active Shooter incidents are unpredictable and evolve quickly, requiring you to make split-second decisions that will be critical to your survival. A survival mindset that involves awareness, prevention and rehearsal is key. In most cases, having a plan can be the difference between life and death. This course will help workers become better prepared, both mentally and physically, to survive an active shooter situation.

10:30 - 11:00 A.M.

Break with Exhibitors

9:45 - 10:45 A.M.

Leading Today's Exiting Generation X's, Transitioning Millennials, & Job-Entering Centennials

- ▶ Brad Humphrey, Pinnacle Development Group

With the Baby Boomers almost completely gone, we are now faced with synergizing the three primary work generations. From the more seasoned Generation X age-group, this section of workers is looking at their final ten to fifteen working years, maybe earlier for many. Then, the largest group of workers since the Baby Boomers, the Millennials, are transitioning from skill-building workers to our newest team of crew foremen, project managers, superintendents, and field engineers. Entering our industry are the youngest generation of workers, known as Generation Z. Learn how to lead this trio of work generations that maximize production, performance, and profitability.

Creating a Culture of Hustle without Burnout

- ▶ Dustin McClone, McClone

At some point all leaders struggle with achieving breakthrough performance – in themselves and their teams. This session will explore a simple framework designed to help ensure that the right priorities are clear to all and that each team member's contributions are optimized to achieve personal and professional goals. The HUSTLE framework isn't simply about driving performance but also helping leaders and team members be fulfilled, energized, focused and achieve the success they strive for.

Building a Sales Structure for Superior Results

- ▶ Patrick McIntyre, SX Wisconsin
- ▶ Matthew Ziemke, SX Wisconsin

Do either of these statements sounds familiar to you: “sales have been at the same level for years and I can't break through” or “the sales team is not following our corporate directives?” If so, this session is for you. In this session, attendees will learn the top 10 reasons why sales are not increasing as planned and the actions that must be undertaken to create the foundation for dramatic sales growth.

ABC's STEP Management System

- ▶ Joe Xavier, ABC National

ABC's STEP Safety Management System provides contractors with a robust, no-cost framework for measuring safety data and benchmarking in the industry. This self-assessment tool helps contractors identify real opportunities for scalable growth in their safety programs to lower their total recordable incident rates. ABC's STEP Management System will help your company actively build health and safety into their culture, fueling the power and purpose in your employees to deliver for their clients while committing to holistic safety programs ensuring the total human health of your team.

10:45 - 11:00 A.M.

Break

11:00 A.M. - 12:00 P.M.

Organize & Run Better Construction Meetings

- ▶ Brad Humphrey, Pinnacle Development Group

Every construction leader learns that they will either be attending or facilitating meetings on a regular basis. However, most construction meetings fall short of delivering information that is clear, concise, and understood. In this session, attendees will receive meeting management basics to make meetings more productive and profitable for all attendees.

DAY 2 CONTINUED – WEDNESDAY, FEBRUARY 7 – BREAKOUT SESSION DETAILS

Building Leadership Strength in the Field

► Tina Nazier, Wipfli, LLC

One of the construction industry's major challenges is attracting and retaining a strong workforce. A key element of this is effective, engaging leadership strength in the field. This session provides a roadmap for how to increase field leadership competency and success.

Constructing Success: Cultivating Mind, Body and your Wallet

► Kelley Kochendorfer, Baird
► Ken Woodford, Baird

In this session, we will explore the concepts of total wellness, focusing on the intersection of physical, mental, and financial well-being. We will discuss the importance of maintaining a healthy lifestyle, managing stress, and making informed financial decisions. We will highlight the link between financial stress and overall health, emphasizing the benefits of financial stability. Practical strategies for achieving financial wellness, such as budgeting, debt management, and investment planning will be covered.

Constructing a Wellbeing Program

► Tyler Stuntebeck, M3 Insurance

A well-designed wellbeing program can enhance employee engagement, boost productivity, and reduce turnover. This session will explore the essential components of building a comprehensive well-being program that addresses the physical, mental, and emotional health of your workforce. We will discuss best practices and the latest research data to build a holistic strategy that will support your construction employees in their overall wellbeing.

Understanding Fall Protection Anchor Points

► Samie Gossfeld, Verona Safety

We will discuss the latest fall protection anchor innovations, as well as potential solutions for anchor points on wood structures.

OSHA Construction Update – 2024

► OSHA

Get an update on the newest changes in OSHA Regulations in construction and how upcoming regulations could change how you work, including the recent injury reporting changes. Review past construction fatalities that happen in your trade. This update will keep you in-the-know on OSHA and jobsite safety. Participants will also learn what OSHA's 2024 emphasis are in Wisconsin.

Inspection Solutions – Field Expectations Panel & Picture Show

► Matt Morley, CHST, Kraemer Brothers

Safety presentations can sometimes offer jobsite hazards to be mindful of, but leave out solutions to eliminate those hazards. This presentation will offer both, giving the audience ideas to bring back to their workplaces, improving the overall safety of their projects.

Fire Prevention from Start to Finish

► Ken Alderden, Hausmann Group
► Rick Barton, Hausmann Group

There are over 4,000 construction site fires a year in the U.S. that cost over \$376 million in damages. We will cover the requirements and best practices for fire prevention through extinguishing fires on construction sites, including storage of combustibles, fire extinguishers, and hot work.

Head Spaces and Safe Places

► Cullen Schmeling, Stevens Construction Corp.
► Ryan Ogrizovich, Stevens Construction Corp.

“Safety” is a term that is often discussed, focusing on the physical world that surrounds our employees at work. As managers, is this enough to truly keep our people “safe?” We can help protect workers from what they can touch, see or hear, but can we do more? In this session we will discuss safety beyond the physical world, dissect the term “safe” and share ideas, strategies and personal experiences to improve worker well-being.

12:00 - 1:00 P.M.

Lunch + Safety Awards

1:00 P.M. - 2:00 P.M.

Developing the Quality Mindset with Workers

► Brad Humphrey, Pinnacle Development Group

Get project employees to think “safety AND quality” and you will have some great days ahead. Brad will share great teach tools that make it simple for your workers to not only understand quality, but how to build it into their decisions, actions, and results!

Creating a Comprehensive Construction Workforce Strategy

► Tina Nazier, Wipfli, LLC

Workforce is the number one issue facing our industry today. We need to think differently about what attracts, engages, and retains our workforce if we are to be successful going forward. This session takes a look at the multidimensional, comprehensive issues it represents, defines the issue from multiple angles, and helps to set the foundation for creating your own workforce strategy.

Hitting the Ceiling – Reaching Your Limits as an Organization

► Malik Khan, EOS Implementater

Companies hit the ceiling in three different ways: Organizational level, Department level, and Individual level. Get a grip on your business by mastering five leadership abilities that will help you find more time to work on your business, instead of being buried in your business.

Cyber Security in Construction

► Diana Schmidt, Hausmann Group

In an ever-changing world filled with fluctuating and emerging threats, cyber risks remain a top overall business concern. Contractors often regard their business as safely ‘off-line’ but cybercrime is often more about your people than the amount of tech you operate. Contractors

face cyber risks every day with the tools they use to conduct business such as smartphones, email, wire transfers, and paying subcontractors to name a few. We will explore the top five cyber events that contractors experience and discuss five real-life contractor cyber claims. We will review cyber best practices and five ways you can better protect your business from cyber risks.

Identifying Hazards and Managing Risk

- ▶ **Kayla Fonseca**, Faith Technologies, Inc.
- ▶ **Josh Ring**, Faith Technologies, Inc.

The session underscores the importance of safety and the supervisor's role in ensuring a safe work environment. We will be focusing on assessing risk, identifying hazards to determine which pose the most impact, and demonstrating how to provide feedback to others who have not adopted a safety focused mindset.

Focus 4 & Top 10 Violations

- ▶ **OSHA**

This session will provide information regarding OSHA's Focus Four hazards as well as the Top 10 Most Frequently Cited Citations for the construction industry. Bring your questions as Wisconsin OSHA representatives will be sharing valuable insight to help keep you and your employees safe.

First Aid on the Jobsite

- ▶ **Gianni Scarcello**, Bevara Building Services
- ▶ **Kelly Steadman**, Children's Hospital

Accidents can occur on the jobsite despite how safe we try to be. If and when those occur, knowing how to properly treat common injuries can help to keep you and your teams safe if these issues are to ever arise. In this session, we plan to discuss the ways to identify different types of bleeding, as well as the various dressings and treatments that can be used, heat-related illnesses, and other common work site injuries.

Frame Scaffold Erection, Dismantling & Common Mistakes

- ▶ **Ernest Melendez**, BrandSafway Industries, LLC

This session will cover basic information pertaining to the erection and dismantling of frame scaffolding. We will be discussing OSHA

regulations and the requirements to provide fall protection during these tasks. This session will also cover common mistakes and how to fix them.

Worker Well-Being & Mental Health in Construction

- ▶ **Chad Stuart**, Holmes Murphy

Mental health is an invisible crisis in the construction industry. Nationally in construction, more workers die annually by suicide than by all occupational injuries combined. Together, we will discover that the struggle is real and explore options to move forward courageously.

2:00 P.M. - 2:45 P.M.

Break with Exhibitors

2:45 P.M. - 3:45 P.M.

KEYNOTE – SCARS OF SAFETY

- ▶ **Matt Morley**, Kraemer Brothers
- ▶ **Don Horn**, Horizon
- ▶ **Brian Shields**, Cubic Wall Systems, Inc.

KEYNOTE
SESSION!

Nobody expects to be injured. Whether it's on the job or off, 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 life-changing injuries. Through each story, attendees will experience the importance of following safe work practices in order to prevent similar events from happening again. Each story will share a different perspective and will show just how important it is to be aware of safety procedures and your surroundings. This session will address the "it won't happen to me" attitude. 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 rest of our lives?

4:15 P.M. - 5:00 P.M.

Annual Meeting

5:00 P.M. - 6:00 P.M.

Networking Social

6:00 P.M. - 9:00 P.M.

Casino Night + PAC Auction

8:00 P.M. - 8:30 P.M.

LIVE PAC Auction



Session Details

7:00 - 8:00 A.M.

Registration + Breakfast

7:45 - 8:00 A.M.

Welcome

8:00 - 9:00 A.M.

Managing Subcontractors, Contracts & Supply Chains

► Lee Hill, Koppers, Inc.

Subcontractors and contracts play a vital role in an organization's supply chain but managing them can come with its own set of challenges. Failing to properly manage subcontractors can be one of the biggest risks an organization can have. Working to have each member of your team understand your priority levels is crucial to keeping everyone on the same page and meeting deadlines. Increasing your ability to manage trades, contractors, labor agreements, and supply chains may create storage issues instead of supply shortage issues.

Leadership Reimagined

► Joe Kiedinger, Dignify

Timeless topics around leadership like accountability, engagement, and motivating employees must be re-evaluated. The old ways of leading are no longer effective. Joe has uncovered a key that connects people quickly... dignity. Giving people credit for exactly who they are, not who you want them to be. It means hiring people who are right for your company and the job because of their unique emotional drivers and putting them in a position to succeed from the outset. Joe will challenge and enlighten your audience to re-imagine what they learned about leadership through his energized and thought-provoking presentation.

Best Practices for Forecasting Job Costs

► Denita Schreier, WDS Construction

Consistent and disciplined job reviews are critical to maintaining the profitability of a construction job, and ultimately the company's profits.

Stay in control, and on top of, your cost forecasts. This interactive presentation will discuss what to review, as you learn the best practices to forecasting Job Costs throughout the life cycle of a project.

Communication that Delivers Results

► Dave Molenda, Positive Polarity

About 85% of our success in life is due to how well we communicate. It is not our drive, education or passion that gets us as much success as effective communication. We will explore some simple, yet effective strategies that will help you improve your communication with others.

Demographic Influences on Wisconsin's Fiscal Condition

► Dennis Winters, State of Wisconsin

Demographics and workforce constraints have deeper ramifications for Wisconsin's economy than just lots of "Help Wanted" signs. Dennis will step through the causes and effects of the state's workforce trends and how it will affect personal income and the tax regime.

Becoming a Person of Influence

► Sarah Fecht, Best Self Leader

Whatever your vocation or aspiration, you can increase your impact on others by becoming a person of influence and building deeper connections. Learn simple, insightful ways to interact more positively with others, and become the unifier and connector at your organization. Creating positive influence will not only be a catalyst to your own success, but it will also become the legacy you will leave behind.

Retaining the Resigned Employee – ABC Triage Kit

► Panel, ABC HR Committee

Losing any valued team member can be both disheartening and frustrating. In this session, we will examine the crucial initial first steps outlined in our Triage Kit that should be considered when trying to identify the root cause of any departure, distinguish key personnel you want to retain, and determine who is no longer a fit.

Marketing 101

► Nate Tredinnick, Hiebing

Marketing is essential to the long-term health of any business. However, done wrong, it can be a black hole that eats up money, time and effort with nothing to show for it. In this session, you'll learn how to build a marketing plan that helps you achieve your business goals; the steps you can take to ensure you're making progress in the areas that will help the most; and how to use marketing to fuel new business momentum.

Better Project Photography

► Chad Renly, Branded Exposure, LLC

In this session, we will explore the significance of high quality images in a company's marketing strategy. We will discuss how it impacts consumer perception, and explore effective ways to utilize visuals to maximize marketing success. Whether you are a marketing professional aiming to enhance your strategies or a business owner seeking to optimize your brand's image, this session will provide valuable insights and practical tips to help you create a compelling visual presence.

9:00 - 9:30 A.M.

Break with Exhibitors

9:30 - 10:45 A.M.

KEYNOTE
SESSION!

KEYNOTE – Basically Incredible

► Matt Booth

Certified Speaking Professional, Keynote Speaker, Author

Our news feeds are full of "overnight successes," twenty-one-day fixes, diet pills, and sensational viral videos. We've feasted upon the false and fake for so long that we're empty on the inside. As much as Facebook ads and Instagram influencers want to convince us otherwise, it is the basics that lead to an incredible life! These basics, done consistently, will transform your life and career. Are you ready to live a basically incredible life?

10:45 - 11:00 A.M.

Break with Exhibitors

11:00 A.M. - 12:00 P.M.

Value Added Organization and Scheduling

► Lee Hill, Koppers, Inc.

Construction planning and scheduling are the keys to saving time and money while setting your projects up for success. Planning is the “what” you will do, scheduling is the “how” and the “when” is your execution. This session will share tips and techniques that will keep you on track on your projects, including tools and resources as well as highlight productive to-do lists that keep you on track and on schedule.

Leading Thru the Generations

► Joe Kiedinger, Dignify

One of the most common communication gaps in today’s workforce is between generations. Each generation has their own traits and life experiences that impact how they prefer to communicate and adapt to change. This workshop gives you the tools needed to identify each generation’s strengths and use them to build a cohesive team.

How to Deliver the Promise

► Kevin Day, Corporate Contractors Inc. (CCI)

In the session, we will delve into the real-life experiences of the general contractors and the subcontractor on how to work together to deliver the promise. Learn how to build a relationship to become trade partners with all parties in the building process. The conversation will include how each team works to hold themselves accountable from start to finish.

Building The Foundation

► Dan Paulson, InVision Development International, LLC

A good foundation is everything to solid construction. The same is true for your company. This session will cover the basic principles required to create a success culture that will retain and attract talent while maintaining profitable growth. You will also receive tools to develop these principles on day one.

Move ‘Em Up or Move “Em Out

► Sarah Fecht, Best Self Leader

The most important and challenging role of a leader is to get work done through others. In our quest to provide clear expectations, leadership support, and growth opportunities to employees, leading difficult conversations is necessary. Learn the art of effective coaching, the power of feedback, and the key metrics to know when to give your employee an opportunity to be successful elsewhere.

Recruiting in 2024: It’s Not Just HR’s Job

► Kathy Seidel, MRA

In today’s ever tightening talent market, companies need to be creative in their go-to-market strategy to get in front of the right candidates. In this session, we will explore the ways marketing, sales, and other groups within your organization can help find top talent.

Making Connections: From Awkward to Awesome

- Tara Ingalls, Tingalls Graphic Design
- Tom Johnson, Fearings’s Audio - Video Security
- Bernie Lange, National Construction, Inc.
- Dan Truehl, LIFT Consulting, LLC

Networking is an investment in your time and you want to do it well. While some people are great at networking, others are not so comfortable with it. This session will teach you how to make confident, positive connections in three easy steps that will leave a lasting impression on those you meet.

OK, You Have A Marketing Plan, Now What?

► Nate Tredinnick, Hiebing

In this follow up to our Marketing 101 session, we’ll talk activation – how to bring your marketing plan to life, how to manage your marketing activity day to day (and month to month, and quarter to quarter) and ultimately how to evaluate and best understand the return on investment that your work is bringing to your business.

Laying the Groundwork: Steps to Top-Notch Construction Videos

► Nick Palkowski, Nick Palkowski Productions

In today’s digital age, video content is more than just a trend—it’s a powerful tool to showcase expertise, workmanship, and progress in the construction industry. Yet, creating compelling and professional-grade videos requires more than just hitting the ‘record’ button. In this session, we will explore the importance of pre-production planning, key filming techniques, equipment recommendations, and post-production hacks tailored specifically for the construction world.

12:00 - 1:00 P.M.

Wes Meilahn Award + Beam Club Awards + Chairman Remarks + Luncheon

1:00 - 2:00 P.M.

On the Job Communication Dos & Don’ts

► Lee Hill, Koppers, Inc.

Effective communication is vital to the successful completion of any construction project. There are days when you may feel like you are communicating up, down, left, and right on a jobsite. This session will help you highlight your priorities in communication from the start of project as well as when, with who, what and how to share your communications.

Mastering The Fundamentals

► Rob Rusniaczek, Grandy & Associates

Ever wondered why some people succeed while others struggle? It usually boils down to two things: what you know and what you do. Successful folks have special knowledge and apply it. Grandy has studied successful companies and found the key characteristics and fundamentals they share. Follow these fundamental key characteristics and you'll have more successful days in your business.

Conflict Resolution in Construction

► Gretchen Bockenbauer, University of Wisconsin - Platteville

Conflicts on the construction site are a common occurrence. Multiple stakeholders have different opinions and interpretations on how things are supposed to be done. Those differing opinions often lead to conflicts. This session will outline the steps to resolving conflict by addressing an issue early, managing your emotions, and using your active listening skills that will help you strengthen relationships and in turn, achieve successful projects.

Creating the Flywheel

► Dan Paulson, InVision Development International, LLC

High-performance businesses know the importance of building habits that repeat success. Like a flywheel, momentum can be slow to build at first, but with the right forces, that energy will be almost impossible to stop once it is going.

Establishing a Positive Culture

► Holly Jones, Dave Jones

Company culture can be one of the reasons people are attracted to your company and why they stay. Holly will discuss how she and her team have cultivated a culture that creates a sense of belonging and community. She will share how her organization protects this culture by encouraging feedback from her staff through routine check-ins and providing opportunities that truly support and foster the team environment.

Newsmakers Political Panel

► Ethan Hollenberger, Winnebago County
► Juston Johnson, Grassroots Targeting
► Lane Ruhland, Ruhland Law and Strategy, LLC

Professional campaign operatives and political strategists will answer questions and discuss the current political trends and what they will mean for ABC members, including how the liberal Supreme Court will affect who is on the ballot in November.

Build Your Workforce – The Apprenticeship Pathway

► MODERATOR: Charlie Vine, WDS Construction
► Panel, Apprentice Graduates

A panel of graduates from the ABC of WI Apprentice program will highlight why each choose a career in the trades and the paths to their decision. This panel will also share their thoughts and experiences on what helped them get through the program successfully. If you are an employer looking to build a stronger workforce through the apprenticeship program, this session is for you!

Demonstrating Marketing Value in Construction

► Panel, ABC Marketing & Business Development Committee

Many construction companies don't understand the true value and impact marketing has on the bottom line. In this panel discussion, attendees will learn from experienced marketing professionals who will share how their companies value marketing, as well as explain how you can demonstrate marketing value to your leadership. Panelist will also share their most effective marketing strategies, initiatives, and tactics.

Digital Transformation!

Deep Breath, One Step at a Time

► John Samuelson, Earthling Interactive
► Charles Rodriguez, Earthling Interactive

Do you feel stuck in doing things the way you have because you don't know how to leverage digital tools? It can be a challenge to find time to think about taking steps to replace manual processes with digital technologies. We'll give you some specific approaches, concepts, and the evaluation structure to understand if and how digital transformation can fit in with your strategic plan or process improvement to save time or increase revenue.

2:00 -2:30 P.M.

Break with Exhibitors + Prize Drawings

2:30 - 3:30 P.M.

Managing Personnel

► Lee Hill, Koppers, Inc.

Construction is one of the most labor-intensive industries in the world. Managing construction employees is challenging. This session will help mid-level leaders understand the impact and importance of coaching and mentoring direct reports that will result in an engaged and productive team. We will also discuss the foundations of executing productive meeting to move your team forward.

Transitioning Your Field Worker to Manager – Building Your Bench Strength

► Bill Rozga, Grandy & Associates

There are only so many hours in a week, in a year, and in one person's life. How long can you keep doing what you are doing in your business? How long do you want to keep doing what you are doing? This session will explore how you can learn to step aside, delegate and train the next generation for long-term success.

Are You Getting What You Want Out of Your Business?

► John Schwab, EOS Worldwide

Many construction company owners usually end up struggling for years just trying to make ends meet until they can really gain traction. This session was designed for business owners to evaluate and improve their leadership team, current operations and processes and understand their financial positions to set up your construction business up for growth and long-term success.

Labor Law Update: Biden's Board Makes its Move

► **Dan Barker**, Jackson Lewis P.C.

Joe Biden's NLRB is hitting its full stride during late 2023 with decisions that radically change the law of union organizing and with a rule that further accelerates union elections. Further, during 2023, unions have found renewed fervor for strikes and job actions. This session will update members on all of this recent labor activity and will highlight actions to take to stay a step ahead.

Mental Health at Work: Breaking the Stigma in Construction

► **Bruce Morton**, Marsh & McLennan Agency

One of the gravest trends in construction over the last decade has been the rise of mental health issues and suicide rates. It is a cold reality that leaders need to be prepared to handle but they don't have to do it alone. Hear from Bruce Morton, Senior Loss Control Consultant and safety service professional who focuses on construction, about how mental health shows up on our jobsites and with our employees. You will hear personal stories, learn about self-care, gain resources that help employees and employers be successful in handling mental health challenges and discover the benefits around training to manage it safely.

The Next Wave of Innovation for the Construction Industry

► **Anne Hunt**, Trimble

ChatGPT and AI are hot buzzwords, but how will they be used to improve construction, including project management and accounting? In this session, you will learn about real-world applications of AI/ML technologies and how they are being used to gain the competitive advantage in the construction industry. We will discuss practical applications, benefits, and strategies for implementing AI/ML technologies into their organization that will save you and your team time and improve efficiencies.

The Barriers & Breakthroughs for Success

► **Panel**, ABC Projects of Distinction Award Winners

Many projects encounter unique obstacles and challenges worthy of sharing. This panel session will highlight three ABC member award-winning projects as they each share an overview on the project and address how specific challenges were overcome. Projects will include the ABC Supply Stadium by Corporate Constructors, Inc. which faced challenges of significant soil remediation and dewatering while installing underground utilities within feet of a river; NoVo Apartments by Stevens Construction Corp., whose team overcame the challenges of building over an existing and operational parking garage; and the Mt. Olympus Indoor Water Park Slide Wheel project by Holtz Builders, America's first rotating waterslide combining the movement of a Ferris Wheel and a waterslide.

Crafting Strategies for Measurable Results Without Draining Your Budget

► **Tami Newman**, Mid-West Family Madison

Are you tired of watching your hard-earned marketing dollars vanish into a mysterious abyss with nothing substantial to show for it? Uncover the secrets to transforming modest investments into tangible ROI. Tami will guide you through effective strategies including compelling storytelling, optimized keywords, and metric wizardry that will all boost your ROI.

Making LinkedIn Work: Think Referrals, Not Leads

► **Greg Mischio**, Winbound

One of the most common mistakes with LinkedIn is to find prospects and hit them up with a sales pitch. A far more effective approach is to use LinkedIn to generate referrals and expand your business network. In this presentation, you will learn how to build your referral network, engage, and set goals and track them to fruition.





Project Management in Construction

Lee Hill, Koppers, Inc.



Building a Competent and Confident Construction Crew

Mark Miner, Consolidated Construction Co., Inc.

FEB. 6
FOUR
DAY-LONG
SESSIONS



Client Building: Becoming the “Go To” Company

Brad Humphrey, Pinnacle Development Group



NUCA Competent Person Training for Excavation

Dan Parks, ABC of Wisconsin



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