

— *The Art of Construction* —



Celebrating a Century of Teamwork, Craftsmanship & Progress

Sticks®

MASTER BUILDERS OF IOWA

*100<sup>th</sup> Annual*  
**Construction Industry  
Convention & Expo**

**February 20 - 22, 2012**

**Iowa Events Center | 730 Third Street | Des Moines, Iowa**



## Celebrating a Century of Teamwork, Craftsmanship & Progress

We are pleased to invite you to attend the Master Builders of Iowa's 100<sup>th</sup> Annual Convention and Iowa Construction Exposition scheduled for February 20-22, 2012, at the Iowa Events Center in Des Moines, Iowa. This event program includes complete information on this year's excellent lineup of events and learning opportunities. Hotel and registration information is included and the MBI staff is ready to assist in answering your questions and getting you registered for the Convention.

This Convention is even more special as the Master Builders of Iowa is celebrating 100 years. With this major milestone within the association, festivities are planned to celebrate and pay tribute to the individuals who have a hand in building the buildings for the commercial construction industry. In conjunction with this 100th Anniversary, MBI is focusing on leader recognition, history of member contributions to the industry, state and national infrastructure, community, the quality of life and economic development for the state of Iowa.

This year's learning opportunities encompass a broad cross-section of subjects with high quality, experienced presenters. We are once again offering the "Performance Track" educational package, which offers MBI members significant discounts / incentives to send multiple employees to a wide variety of programs.

The trade show that is part of the convention has a host of outstanding exhibits and vendors from all over Iowa and the Midwest. Hundreds of products and services will be on display at the Iowa Events Center – Hy-Vee Hall.

### Don't Miss the Most Popular Convention Events:

- ★ MBI Salutes the Construction Industry – MBI's 100<sup>th</sup> Anniversary Celebration
- ★ Opening Welcome Breakfast – Motivational Keynote
- ★ MBI Awards Luncheon – Special Guest Sal Giunta
- ★ Annual Reception – The Industry's Gathering Place
- ★ Leadership Breakfast – Build Iowa Award Presentation

This year's program is well worth an investment of your time and resources. Please plan to attend and participate, along with others in your company to learn and have fun, while meeting some new people or catching up with old friends. This year's Convention sponsors are:



Monday, February 20, 2012

- 12:30 – 1:30 pm MB EYE on the Future Class Reunion Luncheon
- 1:30 – 3:30 pm MB EYE on the Future – Session w/ Ken Bradford
- 4:00 – 5:30 pm Membership Meeting  MBI Members Only
- 6:00 – 10:00 pm MBI's 100th Anniversary – LEGENDS in Concert – Sponsored by TrueNorth Companies

Tuesday, February 21, 2012

- 7:00 am Registration Opens / Expo Exhibitor Hall Opens
- 7:30 – 9:00 am Welcome Breakfast – Sponsored By Holmes Murphy & Associates
- 9:30 – 10:30 am Safety Session 1 (4 to choose from)
- 9:30 – 11:30 am You Can Manage the Truth if You Know it!
- 9:30 – 11:30 am New Developments in Technology for the Field & Operations
- 9:30 – 11:30 am Hot Topics in HR & Employment Law
- 9:30 – 11:30 am Target Value Design – A LEAN Learning Opportunity
- 9:30 – 11:30 am Your Selling Success Formula
- 9:30 – 11:30 am Don't Die Until You're Dead
- 10:45 – 11:45 am Safety Session 2 (4 to choose from)
- 12:00 – 1:45 pm MBI Awards Luncheon – Sponsored By TrueNorth Companies
- 2:00 – 3:00 pm Safety Session 3 (4 to choose from)
- 2:30 – 4:30 pm Company Succession Planning – Guarding Businesses & Non-Business Assets from the Ravages of the IRS
- 2:30 – 4:30 pm Ethics: When "Trust Me" Isn't Enough
- 2:30 – 4:30 pm Social Media: The Surge of Technology and Its Ramifications for the Contractor in the New Economy
- 2:30 – 4:30 pm Hot Topics in HR & Employment Law
- 2:30 – 5:00 pm 2011 Survey of Construction Industry Business Development Practices
- 2:30 – 5:00 pm Avoiding the Peter Principle – Field Succession, A Coming Challenge
- 2:30 – 5:00 pm Financial Management for Construction Leaders: The CFO / CEO Challenges
- 3:30 – 4:30 pm Safety Session 4 (4 to choose from)
- 4:00 – 6:30 pm Annual Construction Industry Reception – Sponsored By McGladrey & iSqFt

Wednesday, February 22, 2012

- 6:30 am Registration Opens
- 7:00 – 11:00 am Train The Trainer for Forklifts
- 7:00 – 12:00 pm Signal Person & Rigger Training & Testing
- 8:00 – 9:30 am MBI Leadership Breakfast – Sponsored By Whitfield & Eddy, PLC
- 9:30 – 11:30 am Executive & Field Manager Compensation Trending
- 9:30 – 11:30 am Preparing for Insurance Bidding
- 9:30 – 11:30 am Effective Time Management for the Construction Industry – Part 1
- 9:30 – 11:45 am Strategic Negotiations – Part 1
- 9:45 – 11:45 am First Aid / CPR Training – Part 1
- 9:45 – 12:00 pm Owners Panel: Attributes of High Performing Contractors, Design Professionals & Owners
- 11:00 – 1:00 pm Lunch Buffet – Sponsored By US Bank
- 12:00 – 4:00 pm Train The Trainer for Scissors and Boom Lifts
- 12:30 – 2:30 pm First Aid & CPR Training – Part 2
- 12:30 – 2:30 pm Effective Time Management for the Construction Industry – Part 2
- 12:45 – 2:45 pm Strategic Negotiations – Part 2

# MONDAY

## february 20

**12:30 - 3:30 pm**

**MB EYE on the Future Class Reunion**

*Current & Past Participants Only*

**4:00 - 5:30 pm**

**Master Builders of Iowa Annual Membership Meeting**

*MBI Members Only*

**6:00 - 10:00 pm**

**Master Builders of Iowa 100<sup>th</sup> Anniversary Celebration**

*Open to the Industry*

1920's



1940's



1960's



4:00 - 5:30 pm

**Master Builders of Iowa – Annual Membership Meeting**  *MBI Members Only*

Employees of MBI member companies are encouraged to attend the Association's annual business meeting. This year's meeting will report on 2012 plans and initiatives, as well as a report of the Association's financial year. The agenda will also include recognition of the 750 Club members and the MB EYE on the Future class.

**Fee:** *No Charge to Attend (MBI Member Only Event)*

6:00 - 10:00 pm

**BUILD STRONG - Legends in Concert / MBI's 100<sup>th</sup> Anniversary Celebration**

MBI has arranged to bring Las Vegas to Des Moines! The concert is intended to celebrate all the contributions made by all segments of the industry that have built Iowa over the last 100 years. It is also an encouragement to BUILD STRONG for the next 100 years. The admission fee has been priced to allow everyone associated with the industry to come and be part of this celebration. We encourage you to invite spouses and guests.

**Fee:** *See ticket pricing on page 4*

*Sponsored by*



1980's



2000's



Master Builders of Iowa in Association with TrueNorth Companies Presents

# LEGENDS IN CONCERT

FEBRUARY 20, 2012 | 6 - 10 PM

**veterans memorial auditorium**  
833 fifth avenue | des moines, ia | 50309

## MBI's 100<sup>th</sup> Anniversary – The BUILD STRONG Concert Event



## DON'T MISS THE EVENT OF THE YEAR

Buy More to Save!

<u>1 - 2 Tickets</u>	<u>3 - 5 Tickets</u>	<u>6+ Tickets</u>
<b>\$25</b> each	<b>\$20</b> each	<b>\$15</b> each

**Food, Beverages & Concert  
Included in Ticket Price**

For questions, contact Laurie  
Delmott at 515.657.4383 or  
[ldelmott@mbionline.com](mailto:ldelmott@mbionline.com).

# TUESDAY

## february 21

7:00 am - 6:00 pm

Registration Open

7:00 am

Exhibits Open

7:30 - 9:00 am

Opening Welcome Breakfast

9:30 am - 5:00 pm

Seminars

12:00 - 1:45 pm

MBI Awards Luncheon

4:00 - 6:30 pm

Construction Industry Reception

Sponsored by



7:30 - 9:00 am

### **Opening Welcome Breakfast**

The Iowa Construction Industry Convention will begin with an opening breakfast and special guest keynote speaker Dr. Jerry Teplitz, Teplitz Enterprises. The Outstanding Safety Achievement Awards will also be announced during the opening breakfast to an MBI General Contractor and a MBI Specialty Contractor.

### **Keynote: Increasing Your Selling Power to New Levels of Excellence**

Have you ever had a negative day selling? How did you feel at the end of it? Tired, drained . . . Now, have you ever had a positive day selling? How did you feel at the end of it? Energized. What if you could create every day to be a great day for yourself? Well-known author and top-rated speaker Dr. Jerry V. Teplitz will show you how to make every day that way through actual tools and techniques that will increase your energy level resulting in more productivity, creativity and sales. These effective and easy methods can be immediately applied to all aspects of your professional life.

**Fee: \$30.00 per person**

**Jerry Teplitz, Teplitz Enterprises, Virginia Beach, VA**



### **Dr. Jerry Teplitz**

Dr. Jerry V. Teplitz' background is as unique as the techniques and approaches he teaches. He is a graduate of Hunter College and Northwestern University School of Law. He practiced as an attorney for the Illinois Environmental Protection Agency. At that point, Jerry's career took a dramatic change of direction. Jerry studied and received a Masters and Doctorate Degree in Wholistic Health Sciences. He was on the faculty of the U.S. Chamber of Commerce Institute for Organization Management for nine years. Dr. Teplitz has been President of his consulting firm for over thirty-five years. Jerry conducts seminars in the areas of leadership, management, stress management, employee productivity and sales development.

9:30 - 11:30 am

## **You Can Manage the Truth if You Know It!**

Understanding the business of managing risk, financing and credit is paramount for construction professionals who plan on staying in the game with the hopes of creating profits. With this panel discussion, we will get an insider's look at Iowa's financial network as it pertains to the construction industry. Staying on top of these subjects is one of the most challenging, yet important tasks for company leaders. If you are still solely depending on the "my financial advisor tells me" approach to strategic financial planning, you might want to consider a broader, essential resource information network. This panel consists of top financial industry professionals who do business directly with Iowa companies daily and know the playing field first hand. Panelists will discuss questions and answers to issues that are CRITICAL for a firm to know in the current construction market environment. Other areas of concentration will focus on the areas of bonding, credit, lending, balance sheet operations, profits and how the leading indicators of the overall market are impacting the contracting industry. The panel will explore who is doing well and why, and who is losing their caboose and why. There will be no sugar coating for the failures, but balanced by examples of what firms are to do in order to grow and profit in this current turbulent and risky business climate. Lastly, local economic trends will be examined in terms of the broader business climate for Iowa and the nation by national economists and the banking industry. You would be hard pressed to find such a talented panel in Chicago or New York...let alone Des Moines, Iowa Plan to attend!

**Fee: \$50.00 per person**

**Rod Foster, McGladrey, Des Moines, IA**

**Ken Simonson, AGC of America, Alexandria, VA**

**Scott Anderson, Wells Fargo, Minneapolis, MN**

**Larry Taylor, Merchants Bonding, Des Moines, IA**

9:30 - 11:30 am

## **New Developments in Technology for the Field and Operations**

While the pace of technology for office personnel continues to move ahead at a brisk pace, not enough is said about how technology is moving almost as rapidly into the field. This session will present many of the innovations in technology and systems that are being introduced for the field personnel and operations on a typical construction site. This includes equipment and labor reporting, production reporting, use of RFID, access to the BIM model, and tablet applications. These technologies are not only changing the way superintendents and project engineers access systems and information, but they are also changing what gets done in the field as well.

**Fee: \$75.00 per person**

**Christian Burger, Burger Consulting, Chicago, IL**

## **Continuing Education Contact Hours Credit**

Continuing education contact hours can be awarded in recognition of completion of seminars at the MBI Annual Convention.

*"A Continuing Education Unit (CEU) is a measure used in continuing education programs, particularly those required in a licensed profession in order for the professional to maintain the license. Generally, a CEU is defined as ten hours of participation in a recognized continuing education program, with qualified instruction and sponsorship. The records also provide employers with information on training pertinent to particular occupations.*

Contact Monica Worheide at (515) 657-4386 or [mworheide@mbionline.com](mailto:mworheide@mbionline.com) to request a letter of completion for CEU's.

9:30 - 11:30 am

**Hot Topics in HR and Employment Law**

FMLA – Update / Preventing FMLA Abuse

Real case law examples and scenarios of how the courts have come down on FMLA litigation in an effort to help determine the best means of preventing FMLA abuse.

Latest Developments from the NLRB

Recent rulemaking and decisions issued by the National Labor Relations Board will be covered. The Board, now controlled by members appointed by President Obama, has made significant pronouncements that affect all employers engaged in interstate commerce. Even those employers with no history of union organization need to be aware how the Board will be affecting their businesses into 2012 and beyond.

E-Verify and Immigration Related Employment: Discrimination, What You Need to Know

The current status of E-Verify and key facets of the program will be discussed. Also covered will be the ever-changing social security no-match situation and ways to avoid discrimination when complying with immigration regulations.

**Fee: \$50.00 per person**

*Danielle Smid, Elizabeth Coonan and Brent Soderstrum, Brown Winick Law Firm, Des Moines, IA*

9:30 - 11:30 am

**Target Value Design – A LEAN Learning Opportunity**

Throw-it-over-the-wall design performed by specialists and sub-specialists working in isolation from others interacting with the design results in projects that are unaffordable, unconstructable, off-target and late. Re-work, re-pricing, change orders and de-value engineering are all symptoms of a process that ignores the nature of design and the systems nature of the built environment. Target-Value Design (TVD) turns the current design practice upside-down. Rather than estimate based on a detailed design; design based on a detailed estimate. Rather than evaluate the constructability of a design; design for what is constructible. Rather than design alone and then come together for group reviews and decisions; work together to define the issues and produce decisions then design to those decisions. Rather than narrow choices to proceed with design; carry solution sets far into the design process. Rather than work alone in separate rooms; work in pairs or a larger group face-to-face.

**Fee: \$75.00 per person**

*Hal Macomber, Lean Project Consulting, Boston, MA*

*Rebecca Bettler, Lean Project Consulting, Louisville, CO*

**www.iowaconstructionexpo.com**  
**Online Market Center**

**Open through July 31, 2012**

Make sure to visit the online Exhibitor Hall to see the new and upcoming online exposition software and to see what exhibitors are offering! While you're there, don't forget to enter for your chance to **win a Smart TV!**



9:30 - 11:30 am

**Your Selling Success Formula**

This seminar offers salespeople a completely unique and effective approach to greater sales. The program gives the sales person an accurate picture of their own selling style. Next, we focus on understanding the different behavioral styles your customers and clients have. This allows you to completely tailor your own presentation to the client's style. An increase in sales is guaranteed. In addition, we all have a reservoir of untapped power and strength within us. In this session, you will also learn a two minute technique to stop rejection from getting you down. You will experience switching your brain on for the prospecting part of the selling process. This will enable you to "switch-on" your central nervous system by creating an internal fusion for greater sales effectiveness. This session will give salespeople techniques for recognizing, understanding, and increasing their own selling potential. The tools and techniques taught in this seminar have a high success rate, are implemented instantly and allow the user to feel more energized, creative, relaxed and can be applied by anyone who is looking for improved performance.

**Fee: \$100.00 per person****Dr. Jerry Teplitz, Teplitz Enterprises,  
Virginia Beach, VA**

9:30 - 11:30 am

**Don't Die Until You're Dead**

The goal of so many people is to just survive. For many, that is the daily achievement. But people who are growing have a totally different goal. It is to die young as late as possible. Life becomes exactly what we make it. In this seminar, you'll learn some steps you can take to add enthusiasm to your life, job, and world. Not only will you have fun, you will leave committed to not die until you're dead! You will also learn how this enthusiasm can enhance your personal and professional relationships.

**Fee: \$100.00 per person****Steve Siemens, Siemens People Builder,  
Des Moines, IA**

2:30 - 4:30 pm

**Company Succession Planning:  
Guarding Businesses and  
Non-Business Assets from  
the Ravages of the IRS**

This estate and succession seminar is a must attend for all business owners. Business owners will learn practical and powerful content from nationally recognized speakers. This educational seminar could literally assure that your business successfully continues and that your family still ends up speaking to one another!

**Fee: \$50.00 per person****Terry Resnick, Resnick Associates, Harrisburg, PA****Lee Resnick, Resnick Associates, Kansas City, MO**

2:30 - 4:30 pm

**Ethics: When "Trust Me"  
Isn't Enough**

Recent news is full of stories about scandals, cover-ups and ethical breaches. The construction industry, as a whole, has often struggled with its reputation. You may face ethical challenges in your own businesses, both internally and externally, everything from bid rigging, sub shopping and unsubstantiated change orders. Ethics and integrity are crucial business issues, and your decisions and actions will determine your long-term financial success. This session will discuss how to build trust through integrity, intent, capabilities and results.

**Fee: \$50.00 per person****Sabine Hoover, FMI Corporation, Denver, CO****Complimentary  
Break Stations**

Sponsored by



2:30 - 4:30 pm

## **Social Media – The Surge of Technology and its Ramifications for the Contractor in the New Economy**

It seems as if everyone is on Twitter and Facebook but you and your company. Less than a decade ago, creating a web presence was all the rage and now that is “so 1999.” Now, social media outlets are replacing many of the normal conventions of communicating. For a contractor simply trying to remain competitive in this volatile environment, tools like this may seem like a distraction.

However, it is likely that these new vehicles and paradigms will become this generation’s “way of doing business” just as the fax machine and email did for the previous generation.

**Fee: \$50.00 per person**

**Gregg Shoopman, FMI Corporation, Tampa, FL**

2:30 - 4:30 pm

## **Hot Topics in HR and Employment Law**

### Enforcing Social Media & Computer Usage Policies

The latest developments in using discipline and performance coaching to make sure your employees adhere to your social media and computer usage policies will be covered. Also covered will be the legal tactics available when employees improperly download your confidential and trade secret information.

### Employee or Independent Contractor

Mistakenly classifying an employee as an independent contractor can result in significant fines and penalties whether it be from the IRS or the Fair-Labor Standards Act (FLSA). New legislation is being proposed to target those employers who are misclassifying employees to avoid paying benefits. Don’t make the mistake which will result in fines, back pay and in some cases criminal charges.

### Update on Hot Issues in Health Care – What’s an Employer to do?

Alice will discuss the current status of healthcare reform, including the effective dates of key

provisions, regulatory developments and pending litigation challenging the constitutionality of the legislation. The focus of the discussion will be on the obligations of employers under the law, with an emphasis on employers of fewer than 50 employees.

**Fee: \$50.00 per person**

**James Gilliam, Danielle Smid, Brent Soderstrum, Elizabeth Coonan, and Alice Helle, Brown Winick Law Firm, Des Moines, IA**

2:30 - 5:00 pm

## **2011 Survey of Construction Industry Business Development Practices**

As organizations try to make sense of the markets around them, many are putting renewed efforts into their business development approach. After observing a particular shift in this direction last year, FMI conducted an extensive, in-depth survey of owners and top executives in an attempt to substantiate the key challenges of business development and the solutions that are yielding positive results. We will present the key findings from this research and focus on what works from the direct experiences of contractors who are creating successful business development cultures. Target Audience: CEOs, Presidents, Vice Presidents, Senior Executives, Company Owners, VP Operations, CFOs. No prerequisites.

**Fee: \$100.00 per person**

**Stephen J. Boughton, FMI Corporation, Tampa, FL**

## **PAPER-LITE CONVENTION**

Master Builders of Iowa is trying to reduce the amount of paper we use at conventions and meetings. This is an effort to be responsible toward our environment.

Electronic program materials will replace paper and will be accessible online before, during and after the program on the MBI website.

[www.mbionline.com](http://www.mbionline.com)

2:30 - 5:00 pm

## **Avoiding the Peter Principle – Field Succession, A Coming Challenge**

Recognize and grow the next generation of field leaders. Leadership can exist at all levels beginning with the first day of hire to help field supervision achieve corporate and project goals. Recruiting from outside the firm is not always the most successful way to build your team. There are acres of diamonds within each company and on every project wanting to advance to the next step in their career. Save time, money and effort developing the best from within.

**Fee: \$75.00 per person**

**Charles Cook, R.S. Cook & Associates,  
Southeastern, PA**

2:30 - 5:00 pm

## **Financial Management for the Construction Leaders: The CFO / CEO Challenges**

We all know that job costs drive everything. But how do these job costs and profits infiltrate the statements, and what do you, as a key leader in the business, need to focus on? How are these key factors, in effect, a dashboard for running the business? We will also take on the roles of all the stakeholders in the business. Certainly the CEO and CFO are major players, but what about the other officers? Is there an outside board? Who is concerned with what? What are the concerns of outside investors or employee investors? Are there pitfalls to employee ownership? Attendees will also want to talk about the issues in our industry vs. their company, and how different companies are faring. We will talk about the idea that not all companies run smoothly and that companies vary dramatically based on personality or culture.

**Fee: \$100.00 per person**

**Tom Kunz, Bergan Paulsen, Cedar Rapids, IA**

# EQUIPMENT of the Decades

Tuesday, February 21, 2012

7:00 am - 6:30 pm

Photos



Equipment

Tools



Various construction related items from the past 100 years will be on display in the Exhibit Hall to help celebrate MBI's 100<sup>th</sup> Anniversary. Be sure to stop in the Exhibit Hall to view some history!

# MBI Awards Luncheon

masters awards

keynote by Sal Giunta

tuesday, february 21<sup>st</sup>

12:00 - 1:45 pm

## Sal Giunta



Retired  
Army Hero

Medal of  
Honor  
Recipient

Highly  
Decorated  
Staff  
Sergeant

You are invited to join your colleagues and peers to celebrate industry excellence at this MBI Awards & Recognition Program and Luncheon. Enjoy lunch while the recipients of the 2012 Masters Awards are announced. The Masters Award recognizes the exceptional efforts of a construction team in executing the process of completing a project.

### **Keynote: First Living Medal of Honor Recipient Since the Vietnam War**

*Saving his squad from the Taliban during a deadly ambush in Afghanistan, Sal Giunta shares—with unassuming humility—his courageous story and the importance of teamwork, selflessness and leadership.*

A valiant leader, former U.S. Army Staff Sergeant Sal Giunta was introduced by President Barack Obama as being “as humble as he is courageous” when he was presented with our nation’s highest military decoration—the Medal of Honor—for his heroic actions during combat in the Korengal Valley of Afghanistan. After Giunta’s unit was ambushed and pinned down by at least a dozen Taliban fighters, who fired shots from two sides simultaneously at close range, Giunta was hit twice while running into enemy fire to pull his fellow soldiers to cover. After insurgents began carrying away a fellow soldier, Giunta engaged the enemy, provided medical aid to his wounded comrade and ultimately saved a soldier from being taken by the enemy. His courage and leadership while under extreme enemy fire were integral to the team’s survival and led to his selection of being the first living recipient of the Medal of Honor since the Vietnam War. A true American hero, Giunta inspires audiences with his story of unwavering courage, dedicated teamwork and decisive leadership.

**Fee: \$30.00 per person**

**Sal Giunta, Retired Army Staff Sergeant, Colorado**

Sponsored by



Construction Specialty Group

# Exhibit Hours - Tuesday Only!

**Exhibit Hall - Hy-Vee Hall B**

**Open 7:00 am - 6:30 pm**

The main stage & seating area will not be available for viewing exhibits during the Welcome Breakfast (7:30 - 9:00 am) and the MBI Awards Luncheon (12:00 - 1:45 pm).

There will be no exhibits on Wednesday, February 22<sup>nd</sup>

**Check out the newest products and services on the market! Don't miss visiting with the 2012 Expo Vendors on February 21<sup>st</sup>!**

**Try your hand at a round of golf at the Construction Expo Mini Golf Tournament!**

All attendees will be able to participate in the tournament during the open hours of the Exhibit Hall in Hy-Vee Hall B. There will be a Grand Prize drawing from the participants that turn in their completed scorecards!



## Don't Miss the Annual Construction Industry Reception!

Exhibits and displays, offering the ultimate in comparison shopping and face-to-face meetings with vendors

Experience the latest technologies and innovations in commercial construction equipment, products and services

Meet with industry colleagues and peers

Sponsored by



**FOOD**

**GOLF**

**NETWORKING**

**DRINKS**

**Admittance to the reception is absolutely free!**

# Iowa Construction Industry Safety Conference

One Day – four sessions – you choose what is right for you. Each session has four options from which to choose. The registration fee entitles the participants to choose the combination that provides the best value for you.

Session I 9:30 - 10:30 am	Hoisting Accidents: Why Cranes Tip Over	Health Hazards in Construction: Asbestos	Lower the EMR!	Injury Prevention: Contractor Best Practices
Session II 10:45 - 11:45 am	Hoisting Accidents: What's New with Rigging	Health Hazards in Construction: Silica	Drug Awareness	Injury Prevention: Back Injury Prevention
Session III 2:00 - 3:00 pm	Hoisting Accidents: Crane Inspections	Health Hazards in Construction: Lead	Construction Safety Challenges	Electrical Arc-Flash Hazards
Session IV 3:30 - 4:30 pm	Hoisting Accidents: What to do Post Accident	Health Hazards in Construction: Mold	The OSHA Report	Basic Fall Protection

## Safety Conference Registration - 1st Person - \$95 / 2<sup>nd</sup>+ Person(s) - \$60

Fee Includes: Safety Awards Breakfast, admittance to all 4 sessions, MBI Awards Luncheon and the Annual Construction Industry Reception.

See Special  
Bonus Buy for  
MBI Members  
on Page 23

7:30 - 9:00 am

### Safety Awards Breakfast

The Iowa Construction Industry Safety Conference will begin with an opening breakfast and special guest keynote speaker Dr. Jerry Teplitz, Teplitz Enterprises. The Outstanding Safety Achievement Awards will also be announced during the opening breakfast to an MBI General Contractor and an MBI Specialty Contractor. See page 5 for a complete breakfast program description.



Sponsored By

9:30 - 10:30 am

### Safety Session I

#### Hoisting Accidents: Why Do Cranes Tip Over?

Year in and year out we read headlines about crane accidents. Many times the accident occurs because the crane has tipped over for one reason or another. This session will look at what causes a crane to tip over and what should have been done before that fateful pick was made.

**Dave Ritchie, Dave Ritchie Consultant LLC, Bastrop, TX**

#### Health Hazards in Construction: Asbestos

When the contract has been awarded for a remodel of an old building there are more concerns than the standard fall hazards, bird droppings, weak floors, etc. One that has severe consequences if not addressed is the presence of asbestos. This seminar will explain the health hazards of exposure to varying concentrations of asbestos as well as how to recognize products

it is in and what a contractor needs to do. A true life story will be told of what happened to a contractor when its workers were accidentally exposed and the aftermath that followed.

**Mike Nielsen, Knutson Construction Services, Minneapolis, MN**

**Cindy Baldwin, Terracon Consultants Inc, Cedar Rapids, IA**

#### Lower the EMR!

The Experience Modification Rate (EMR) is a number that contractors need to understand because it relates to profitability. The best way to have an effect on it is to not have any injuries. The next best way is to control the costs of its workers compensation claims. MBI's new partner, Midwest Builders Casualty, an insurance company that sells only workers compensation, will present the procedures contractors need to implement after an injury has occurred that will control the costs associated with the claim. This seminar should be attended by everyone, from the injured workers supervisor to the CEO because they all are involved in how much a claim could cost.

**Mindy Yancey & Porter Prince, Midwest Builders Casualty, Kansas City, MO**

#### Injury Prevention: Contractor Best Practices

The 2011 MBI/OSHA Outstanding Safety Achievement Award winners, JE Dunn and Architectural Wall Systems, will present some of their award winning "best safety practices." Attendees will hear what practices these companies implemented to prevent injuries and why those practices helped these contractors be award-winning, safe companies.

**Charles Winans, J.E. Dunn Construction, Des Moines, IA**  
**Josh Jacobsen, Architectural Wall Systems, West Des Moines, IA**

10:45 - 11:45 am

**Safety Session II****Hoisting Accidents: What's New with Rigging**

Another cause of hoisting accidents is rigging failure. It could be undersized chokers or poor maintenance. Attendees at this session will learn the regulations contractors need to know and the importance of following them.

*Dave Ritchie, Dave Ritchie Consultant LLC, Bastrop, TX*

**Health Hazards in Construction: Silica**

OSHA has a Special Emphasis Program (SEP) in effect for silica exposure on construction sites. This means they seek out any activity that creates airborne dust that contains silica, sand or concrete products being the most prevalent source. Ken Arp, an industrial hygienist with Iowa OSHA, will present what an employer needs to do to prevent its employees from being exposed. This seminar is a must for any employer whose employees handle products that contain silica.

*Ken Arp, Iowa OSHA, Des Moines, IA*

**Drug Awareness**

State law requires companies who have drug testing policies to initially then annually train supervisory personnel in order to continue the testing program. The training includes the recognition of the signs of drug use and how to properly handle an employee with a problem. This seminar is designed as an annual training.

*Jay Hall, Diverse Solutions Group, Des Moines, IA*

**Back Injury Prevention**

We all get back pain, but do we have to? Is it something we have to learn to live with because we work in construction? NO! At this seminar attendees will learn how the back functions and what to do to prevent an injury as well as what to do if one occurs. Back pain can originate from activities away from the jobsite so this presentation will appeal to everyone.

*Jana Kray, Iowa Health Systems, Des Moines, IA*

12:00 - 1:45 pm

**MBI Awards Luncheon**

Enjoy lunch while the recipients of the 2012 Masters Awards are announced with special guest speaker Sal Giunta. See page 11 for a complete program description.

Sponsored By



2:00 - 3:00 pm

**Safety Session III****Hoisting Accidents: Crane Inspections**

What's really involved in determining whether or not a crane will operate like it's designed? Why should the company renting a crane and operator be concerned with inspections? Why should the GC be concerned with an inspection by a sub that brings a crane on site? This session will answer these and others by explaining what's involved with a crane inspection.

*Dave Ritchie, Dave Ritchie Consultant LLC, Bastrop, TX*

**Health Hazards in Construction: Lead**

Like asbestos, lead is not harmful until it is disturbed, but how does the building get remodeled without disturbing the paint? It doesn't, so there are OSHA rules on what a contractor must do

and practices that should be followed. By attending this seminar attendees will learn the existing OSHA rules and the preferred practices to protect their workers.

*Tom Suckow, Master Builders of Iowa, Des Moines, IA*

**Construction Safety Challenges**

Contractors know there are challenges in making safety a priority for everyone on a construction site. How do owners, GCs, CMs and Subs look at safety? Do they have the same challenges? Do they recognize each other's challenges? A panel consisting of an owner, a construction manager, a general contractor and a subcontractor will present and take questions on what each sees as their greatest challenges to creating a project at which hazards will always be controlled or eliminated.

*Dan Beck, University of Iowa, Iowa City, IA*

*Mike Britten, Allied Construction Services, Omaha, NE*

*Amy Feters, The Weitz Company, Des Moines, IA*

*Gary Higbee, Higbee & Associates, Johnston, IA*

*Chris Tschida, Mortenson Construction, Minneapolis, MN*

**Electrical Arc-Flash Hazards**

An arc-flash will cause irreparable damage to workers and equipment yet identification of how it can occur and protection needed when working around live electrical panels is lacking by many workers. There are some basic practices that everyone needs to know and follow. This seminar will explain what can go wrong when proper procedures are not followed.

*Jake Isbell and Brandon Schroeder, Nelson Electric, Cedar Rapids, IA*

3:30 - 4:30 pm

**Safety Session IV****Hoisting Accidents: What to do Post-Accident**

If a crane tips over on a construction site, mayhem breaks out immediately. How this mayhem is managed will determine how the construction community as well as the public views the competence of the contractors involved. This session will explain how important it is that a crisis management plan be ready to implement.

*Dave Ritchie, Dave Ritchie Consultant LLC, Bastrop, TX*

**Health Hazards in Construction: Mold**

This is one of those four-letter words that contractors hate to hear when a client calls and reports a problem. It's not always a small problem to handle because typically it's not just in the area where it was discovered. Industrial hygienist, Mary Finn, will present the effects of mold exposure as well as explain how to clean it up and offer some suggestions on how to prevent it.

*Mary Finn, The Finn Group, Des Moines, IA*

**The OSHA Report**

What does OSHA have in store for the coming construction season? How does it operate? These as well as your own questions will be answered in the presentation about OSHA's activities in Iowa. Tom Vander Linden of Iowa Workforce Development will explain it all.

*Tom VanderLinden, Iowa Div. of Labor, Des Moines, IA*

**Basic Fall Protection**

When, where, and how is fall protection required on a construction site? Learn the basic OSHA requirements and why workers should always want to be protected from falling.

*Phil Mercuris, Master Builders of Iowa, Des Moines, IA* 14

# WEDNESDAY

february 22

6:30 am - 1:00 pm

Registration Open

7:00 am - 4:00 pm

Seminars

8:00 am - 9:30 am

MBI Leadership Breakfast

11:00 am - 1:00 pm

Lunch Buffet

8:00 - 9:30 am

## MBI Leadership Breakfast

Join your fellow colleagues for breakfast with guest keynote speaker Steve Siemens. Following the keynote presentation will be the recognition and award ceremony for this year's Build Iowa Award recipient. The Build Iowa Award was initiated in 1989 as a way to honor MBI members and to bring public attention to excellence in the construction industry. The award is presented each year to an honoree who best exemplifies the tenets of our organization. Skill, Integrity and Responsibility. You and members of your company are invited to join us at this special celebratory event.

### **Keynote: You Hold the kEy**

Five "E" words that help you unlock your potential, future, relationships, business and success. Today is the day and the time is now to unlock the doors by using the right key.

**Fee: \$30.00 per person**

**Steve Siemens, Siemens People Builders, Des Moines, IA**

## PAPER-LITE CONVENTION

Master Builders of Iowa is trying to reduce the amount of paper we use at conventions and meetings. This is an effort to be responsible toward our environment.

Electronic program materials will replace paper and will be accessible online before, during and after the program on the MBI website.

[www.mbsonline.com](http://www.mbsonline.com)



### **Steve Siemens**

Steve Siemens, CSP, President and founder of SIEMENS PEOPLE BUILDERS, located in Des Moines, Iowa. Each year, Steve travels over 250,000 air miles in the United States and abroad "building" people in a variety of settings. Steve has spoken to groups in every State in the United States as well as 22 countries. He has been labeled as one of the best professional speakers in the United States. He is the author of three books, Give Stress A Rest, Push-Ups For People, and Together We Can. He was awarded the CSP, Certified Speaking Professional, by the National Speakers Association. It is the highest designation given by NSA. He is one of only 10 percent of professional speakers worldwide who have met the rigorous standards. Steve is a past college President and has served as a professor in three other colleges.

Sponsored by

**WHITFIELD  
& EDDY P.L.C.**

7:00 - 11:00 am

**Train-The-Trainer For Forklifts**

Here's the training many contractors have been asking for. OSHA requires that before an employer can allow an employee to operate a forklift that would-be operator must complete specific training. OSHA also requires that an evaluation of an operator's performance occur once every three years. Attendees at this session will learn to train and evaluate their employees for forklift operation that meets the OSHA requirements.

*Fee: \$75.00 per person**Bill Speth, Professional Safety Solutions  
Des Moines, IA*

7:00 am - 12:00 pm

**Signal Person & Rigger  
Training & Testing**

This training and testing program will prepare workers to meet the new OSHA Standard, which requires that signal persons; know and understand the signaling criteria; be competent in the application of the type of signals used; have a basic understanding of equipment operation and limitations, including crane dynamics involved in swinging and stopping loads and load deflection from hoisting loads; and demonstrate this knowledge through a written and practical test. Included in this signal person training is basic rigging procedures so an employer can designate a rigger as "qualified." Class size is limited to 40 students so early signup is advised.

*Fee: \$85.00 per person**Rocky Craig & Jerry Heckman, Alex-Tech, Ankeny, IA*

9:30 - 11:30 am

**Executive & Field Managers  
Compensation Trending**

If construction businesses are to achieve their goals, they need to focus an executive's attention on key expectations and reward for those accomplishments. Having a management team that is compensated and rewarded properly is key for the success of any construction organization. During the seminar, we will explore the latest industry survey findings along with techniques

in executive and field management team compensation and total rewards. The presentation will focus on some of the current trends and approaches surrounding base pay, incentive compensation and other components of the rewards package based on aggregated salary data from Iowa and MBI member firms.

*Fee: \$50.00 per person**Deborah Evans and Kevin Paulsen, Verisight,  
Des Moines, IA*

9:30 - 11:30 am

**Preparing for Insurance Bidding**

A recent MBI survey indicated that many contractor members will be "going to market" at their next insurance policy renewal. This means they will be soliciting bids from various insurance carriers to provide their property, work comp, general liability, auto and possibly equipment coverage. This involves preparing information on who the contractor is, what, where and how they do their work, and a summary of previous years' claims. It's a lot of work and needs to be completed approximately two months before the current policy expires. This will give the underwriters of the various insurance carriers time to review the information. Underwriters are the ones who determine how much premium will be charged. They look at the info for help in deciding how much of a risk a contractor would be to them. Therefore, how the information is presented and what their loss control representative sees at a jobsite or in the shop is all they have to go on. At this seminar attendees will learn the process underwriters use to determine whether or not they think a contractor will have accidents in the next year. Hear from actual underwriters as they describe what they look for from contractors who have years of experience in keeping their premiums at a minimum. Attendees who ask questions will come away with answers. This is a must attend seminar for any company expecting to go to the "market" at the next renewal date.

*Fee: \$25.00 per person**Bob DeSmidt, Klinger Companies, Inc., Sioux City, IA  
Cerie Garton, Nationwide Insurance, Des Moines, IA  
Robin Toler, CRIS, Zurich Insurance,  
Overland Park, KS*

9:30 am - 2:30 pm

## **Effective Time Management for the Construction Industry**

Success in the competitive construction industry depends on effective time management and communication skills. Improved communication and time management skills increase productivity, eliminate the snowballing errors of misunderstanding, positively impact all aspects of construction, including project management, supervision of crews, estimating, scheduling, cost control, and cost accounting. Improved communication and time management also helps with client relations, marketing and time available for effective job performance.

**Fee: \$125.00 per person**

**Charlie Cook, R.S. Cook & Associates, Southeastern, PA**

9:30 am - 2:45 pm

## **Strategic Negotiations**

Roger Dawson will give attendees new insights into how to Power Negotiate that will translate into more sales at higher profit margins! Roger will teach attendees how to close more sales at higher profit margins with Power Negotiating tactics.

**Fee: \$125.00 per person**

**Roger Dawson, Roger Dawson's Power Negotiating Institute, La Habra Heights, CA**

9:45 am - 12:00 pm

## **Owners Panel Discussion: Attributes of High Performing Contractors, Design Professionals, and Owners**

What is the ideal owner – contractor relationship? What attributes are today's owners looking for in contractors? Does the current allowable (and only legal) delivery system – design-bid-build – meet the needs of Iowa's most sophisticated public owners? Value versus price – which is more important? How can an owner help with contractor profitability and still be accountable to the taxpayer? These and other questions will be addressed in this forum. The Department of Administrative Services (DAS) oversees the construction and upkeep of the State of Iowa's \$3.5 billion building portfolio. Likewise, the Regents Institutions have the most sophisticated building and facility needs of any public owner in the state. Collectively, DAS and the Regents are charged with controlling some of the most demanding and complex construction needs the State of Iowa has to offer. The panelists will talk about their challenges – from an owner's perspective – on meeting the needs of their respective institutions in a construction environment that is ultra-competitive. Also, they will talk about the risks that they face and problems they must endure on a day-to-day basis. Finally, these panelists will share their insights on how they can tell if a project is going to be successful or not – even before any dirt is moved.

**Fee: \$75.00 per person**

**Alan Bowman, Environmental Design Group Ltd., Des Moines, IA**

**Mike Breckenridge, Wells Fargo, Des Moines, IA**

**Mike Carroll, Department of Administration, Des Moines, IA**

**Dean McCormick, Iowa State University, Ames, IA**

**John Templer, Whitfield & Eddy, PLC, West Des Moines, IA**

## **Complimentary Break Stations**

Sponsored by



9:45 am - 2:30 pm

## **First Aid & CPR Training**

This class is open to all who need to be re-certified or have never been trained in first aid and CPR. The instructors have been certified by the American Heart Association and conduct this training daily. Class size limited to 24 students.

**Fee: \$75.00 per person**

**Josh Brady, Mercy EMS, Des Moines, IA**

11:00 am - 1:00 pm

## **Lunch Buffet**

Lunch available to seminar attendees at no charge.

Sponsored by 

12:00 - 4:00 pm

## **Train-The-Trainer for Scissors and Boom Lifts**

Similar to forklifts, those who operate boom and or scissors lifts must be trained in proper operating procedures. When a contractor has someone on staff who can conduct this training it will quickly be done as opposed to waiting until a third party can come and do it. This is the perfect class for foremen, superintendents, field operation managers or safety directors.

**Fee: \$75.00 per person**

**Bill Speth, Professional Safety Solutions, Des Moines, IA**

| speakers

### **Scott Anderson, PH.D**

Scott is a director and senior economist at Wells Fargo. He is responsible for the analysis and forecasting of international, national and regional economic trends. Scott was recently named one of the top 10 economic forecasters in the country by USA Today. He has appeared in numerous media and publications. He received his bachelor's degree in economics from the University of Minnesota, and his masters of philosophy in economics and his doctorate in economics at George Washington University. *Wells Fargo Securities, Minneapolis, MN*



### **Ken Arp**

Ken is a Senior Industrial Hygienist for IOSHA Consultation where he's worked since 1999. He graduated with a BS in Biology from St. Ambrose University, has taught school and volunteered for the World Trade Center clean up and was on a Katrina Disaster relief Taskforce. *Iowa OSHA, Des Moines, IA*

### **Cindy Baldwin**

Cindy is a graduate of Colorado State University with 30 years of experience in the comprehensive practice of industrial hygiene. In addition, she has experience with indoor air quality and mold issues, occupational safety, asbestos-related issues, and environmental regulatory compliance. She has extensive experience in identifying environmental and occupational health and safety issues and in developing and implementing appropriate corrective actions. *Terracon Consultants, Inc., Cedar Rapids, IA*



### **Dan Beck**

Dan has over 15 years of progressive Health, Safety, and Environmental leadership experience within Fortune 500 companies, plus over 10 years of progressive leadership experience with Fortune 100 food companies. He has achieved a Master's in Occupational Safety and is a Certified Safety Professional (CSP). Dan is currently working with the University of Iowa's Planning, Design, and Construction group to enhance their contractor safety management systems. *University of Iowa, Iowa City, IA*

### **Rebecca Bettler**

Rebecca has 12 years of varied experience working for one of the nation's largest concrete swimming pool companies. She began her career on the ground level, then moved on to manage the company's most profitable sector. In 2006, she was promoted to the internal position of Corporate Lean Consultant. Rebecca began learning and teaching others how to view and do their work from a lean perspective. She utilized what she learned and co-created and implemented re-organization plan for the company's largest division. *Lean Project Consulting, Louisville, CO*



### **Steve Boughton**

Steve's work is focused on business development and strategic planning, working with contracting companies nationwide to develop sound strategic solutions. Prior to joining FMI, Steve spent more than 12 years working in complex sales roles in B2B environments. Steve is able to quickly identify the key strengths and benefits contracting companies bring to the table, then helps to build a strategy and tools to drive company sales and profitable growth. Steve holds a master's of business administration with a marketing concentration from the University of Tampa, and a bachelor's of science in business from the UK's Bradford University School of Management. *FMI Corporation, Tampa, FL*



## Alan Bowman

Alan co-founded EDG in 1969, and for more than 30 years, has played a leading role in the firm placing its distinctive stamp on the central Iowa building landscape. Mr. Bowman received his Bachelor of Architecture from Iowa State University in 1965 and Master of Science in City and Regional Planning: 47 of 50 credits attained to date. *Environmental Design Group, Ltd., Des Moines, IA*



## Mike Breckenridge

Mike is a Vice President for Wells Fargo, managing the Corporate Properties Group Project Management Office for the Midwest Region. In his previous career in the construction business, Mike has managed projects in 44 states in the US and in 11 countries. Recently, Mike's project management team completed the conversion of over 3200 Wachovia Banks to Wells Fargo in a period of 13 months, while also completing approx 1400 other projects with a total spent in excess of \$400M. *Wells Fargo, Des Moines, IA*



## Mike Britten

Mike started his career in Texas in steel studs and drywall and then moved to homebuilding. In 1996 he moved to the Quad Cities and joined the carpenter's union. In 2006, he moved to Allied Construction's Omaha Branch where he remains today as a Senior Superintendent. Since Allied is decentralized in its approach to safety, Mike not only runs a 150 person field crew but also is responsible for all safety, hiring and training of the field workforce. *Allied Construction, Omaha, NE*



## Christian Burger

Christian is president of an independent consulting firm dedicated to the information systems concerns and requirements of businesses in the construction industry. Conducts information systems planning engagements and software selection projects, assists with implementation planning and project management and helps contractors evaluate the effectiveness of their existing systems. *Burger Consulting, Chicago, IL*



## Mike Carroll

Mike joined the public sector after working 35 years in the construction industry. Educated as a construction engineer, Carroll's experience includes general management, business development, purchasing and technology. Carroll has served a leadership role in Master Builders of Iowa, AGC of America, U.S. Green Building Council, Governor's Commission on Energy Efficiency, Greater Des Moines Partnership, ACE Mentoring and the Des Moines Golf & Country Club. *Department of Administrative Services, Des Moines, IA*



## Rocky Craig

Rocky has extensive experience in crane inspections and operations. The combination of the technical knowledge and field applications allows Rocky to have an understanding that is needed to train for signals and rigging. *Alex-Tech, Ankeny, IA*



## Charles Cook

Currently serving as President of R.S. Cook and Associates, Inc., Charles Cook received his undergraduate B.A., cum laude, from Cornell University, his M.F.A. from Temple University, and his Ph.D. from New York University. He has served as Chairman of National AGC's STP Subcommittee of the Construction Education Committee. He is currently chairman of the Continuing Education Subcommittee. *R.S. Cook and Associates, Southeasten, PA*



## Elizabeth Coonan

Elizabeth assists clients in the areas of employment, workers' compensation, business immigration law, strategy and prevention and internal policy development and enforcement. Elizabeth also counsels clients regarding discipline and termination compliance with employment and civil rights laws and regulations. Elizabeth received her B.A. in Political Science and International Studies from Miami University in Oxford, Ohio and her J.D., with honors, from Drake University. *Brown Winick Law Firm, Des Moines, IA*



## Roger Dawson

Roger, England born, became a US citizen in 1972. His business background includes being president of one of California's largest real estate companies, with 28 offices, 540 sales associates, and a volume of over \$400 million dollars per year. As a full time speaker since 1982, he has trained managers and salespeople at the top companies and business associations throughout the world. He was inducted into the Speaker Hall of Fame in 1991. *Roger Dawson's Power Negotiating Institute, La Habra Heights, CA*



## Bob DeSmidt

Bob has been the CFO for Klinger Companies, Inc. an ENR 400 contractor for 34 years and is a graduate of the University of Iowa. Bob's responsibilities include all aspects of risk management including contract review and negotiation, insurance placement, and claims management. *Klinger Companies, Inc., Sioux City, IA*

## Debra Evans

Deborah is a senior associate and specializes in compensation consulting. She has worked in various roles, including executive search, recruitment and performance management support. Throughout her career, she has assisted clients with competitive market pricing, executive recruitment and human resources compliance. Ms. Evans is a 2002 graduate of AIB College of Business. *Verisight, Des Moines, IA*



## Amy Fetters

Amy started her career with the Weitz Company in 1995 after graduating from ISU with a BS in Construction Engineering. She is a Sr. Project Manager, serving many health care and commercial clients. She has extensive experience working with sophisticated owners whose projects require multiple subcontractors working in close harmony. *The Weitz Co, Des Moines, IA*



### **Mary Finn**

Mary has been involved in indoor environmental quality issues, including moisture intrusion and mold issues since the 1980's. She has provided assistance to building owners, contractors, and various organizations throughout the United States, Canada and Japan in the areas of facility assessment, risk assessment, corrective actions, training, and risk communication and is a frequent speaker to industry groups. In addition to holding degrees in microbiology, industrial hygiene, and public health, Mary is certified in industrial hygiene (CIH) and public health (CPH), and holds a number of additional certifications in indoor environmental quality. *The Finn Group, Des Moines, IA*



### **Rod Foster**

Rod, a managing director in the Des Moines office of McGladrey has been with the firm since 1983. He is a member of the firm's twenty-one office Great Plains construction and real estate practice and a member of the firm's national McGladrey Construction and Real Estate Network (MCREN). Rod currently serves as a member of the firm's entrepreneurial service client service delivery model task force, which is responsible for evaluating and enhancing how services are delivered to our closely held business clients and their owners. *McGladrey, Des Moines, IA*



### **Cerie Garton**

Cerie is and has been a commercial lines underwriting consultant with Nationwide Insurance for seven years, where she manages and trains other underwriters of commercial insurance. She's been in the insurance business since mid-1970. Ms. Garton has achieved the professional designations of Chartered Property and Casualty Underwriter, Certified Insurance Counselor, Certified Risk Manager, and Associate Underwriter. *Nationwide Insurance, Des Moines, IA*

### **James Gilliam**

Jim primarily practices in labor and employment litigation. Jim has been involved in a number of cases involving covenants not to compete, unemployment compensation, wage and hour litigation and workers' compensation. He continues to handle cases before arbitrators and has negotiated a number of collective bargaining agreements in both the public and private sectors. Jim has been selected for inclusion in the SuperLawyers listing in the area of employment and labor law. Jim received his B.A. degree from the University of Iowa in 1977 and his J.D. degree from the University of Iowa in 1980. *Brown Winick Law Firm, Des Moines, IA*



### **Jay Hall**

Jay specializes in account management and corporate training services to a wide variety of industries. His 10+ years of experiences include youth and re-entry program management, job development, mentoring, hard & soft skills training of program participants and community advocacy. *Diverse Solutions Group, Des Moines, IA*



### **Jerry Heckman**

Jerry's experience includes the manufacturing of cranes and was the operations manager for Little Giant Crane for many years. Jerry brings the engineering experience and application knowledge for safe crane operations. Jerry is the founder of Alex-Tech, which provides the industry with crane inspections. *Alex-Tech, Ankeny, IA*



### **Alice Helle**

Alice has been selected for inclusion in The Best Lawyers in America® for employee benefits law for more than 10 years. In 2009, Alice was selected to become an Iowa Fellow of the American Bar Foundation. She is a member of the Soroptimist International of Des Moines, the Polk County Bar Association and the Board of Governors of the Iowa State Bar Association. Alice received her B.S degree from Iowa State University in 1973 and her J.D. from Drake University in 1988. *Brown, Winick Law Firm, Des Moines, IA*



### **Gary Higbee**

In 1986, Gary founded a full service safety training and consulting firm. Gary has an MBA from the University of Iowa and is a board certified safety professional. In 2010 Gary was the recipient of the Distinguished Service to Safety, the highest honor awarded by the National Safety Council. He is considered an expert in Traditional and Behavior Based Safety Technologies as well as Organizational Change. *Higbee & Associates, Johnston, IA*



### **Sabine Hoover**

Sabine is a senior research consultant with FMI Corporation and has more than 10 years of applied research experience, with seven years of specialization in management consulting and market research focused on the design and construction industry. Sabine is currently part of FMI's thought leadership initiative and oversees the production of industry research and publications. Sabine holds a master of science from the University of Berne, Switzerland – her native country. *FMI Corporation, Denver, CO*



### **Jake Isbell**

After high school Jake joined the United States Navy as a Fire Control Technician. In 1993 he started working for Nelson Electric Co. and in 1999 became a journeyman wireman and worked in the field as an inside wireman, eventually becoming a project manager and their safety director. *Nelson Electric, Cedar Rapids, IA*



### **Josh Jacobsen**

Josh is the Director of Risk Management for Architectural Wall Systems Co. and Husker Glass. His responsibilities, research and focus include worker compensation, training & development, safety program implementation and maintenance, and incorporating behavioral science and leadership principles to affect change within the company climate. *Architectural Wall Systems, West Des Moines, IA*



### **Jana Kray, M.S.PT, CEES**

Jana became a Physical Therapist in 1993 with a Masters degree from University of Osteopathic Medicine and Health Sciences. She is employed by Iowa Health- Des Moines, as a Physical Therapist and Ergonomic Coordinator, specializing in sports and work injuries. She works as an ergonomic consultant to the major growing companies here in the Des Moines area helping to control health related costs within those companies by giving seminars and evaluative services to both groups and individuals. *Iowa Health Systems, Des Moines, IA*

## Tom Kunz

As a tax partner, Tom has extensive experience in helping his clients plan business transactions. With a specialty in the construction industry, Tom works with clients on income tax planning, mergers and acquisitions, succession planning and business consulting. He is also an accredited business appraiser and forensic accountant, and regularly provides litigation support. Tom attended the University of Northern Iowa and received his B.A. in accounting. *Bergan Paulsen, Cedar Rapids, IA*



## Hal Macomber

Hal is the Managing Principal of the consulting company Lean Project Consulting, Inc. He has his attention on project leadership and organization transformation in a lean environment with special attention to Integrated Project Delivery (IPD). Hal studied economics and operations research and then went on to get an MBA from Boston University in operations management. He has numerous innovations including Study-Action Teams™, distinguishing Target-Value Design, creating Responsibility-based Project Delivery™, the Good 5-Why™ approach for root-cause analysis and “making and securing reliable promises” as the foundational competence when using the Last Planner® System. *Lean Project Consulting, Boston, MA*



## Dean McCormick

Dean manages the Design and Construction Services group of Facilities Planning and Management and oversees all aspects of the design, bidding, contract, and construction phases of Iowa State University capital projects. He also supervises the in-house Design Services group and Project Coordination Center. Dean graduated from Iowa State University in 1981 with a Construction Engineering degree. *Iowa State University, Ames, IA*



## Phil Mercuris

Phil is the Vice President of Safety for Master Builders of Iowa. For more than 20 years, Phil has been actively involved with safety in the construction industry. From 1979 to 1988, Phil served as a labor safety and health consultant and Safety Education Director with the State of Iowa, Bureau of Labor (OSHA). There he gained extensive and technical knowledge of OSHA regulations and compliance standards. *Master Builders of Iowa, Des Moines, IA*



## Mike Nielsen

Mike has over 20 years of construction safety experience. He is responsible for oversight and management of a corporate safety system. Mike has a Bachelors of Arts degree from the University of Minnesota-Duluth and a Masters Degree in Industrial Safety and Risk Management from the University of Wisconsin-Stout. *Knutson Construction Services, Minneapolis, MN*

## Kevin Paulsen

Kevin is a director at Verisight. His specialty areas include wage and incentive system design; high-performance workplace implementation; organizational planning; performance management design; leadership assessment and development. A consultant since 1987, Kevin has assisted hundreds of companies ranging in size from \$500,000 to over \$1 billion in sales in the financial services, manufacturing, not-for-profit, and construction industries. *Verisight, Des Moines, IA*



## Porter Prince

Porter has been a safety professional for 20 years. He received a graduate degree in safety management from the University of Central Missouri and has earned the Certified Safety Professional designation. Mr. Prince has been employed with Midwest Builders' Casualty for 17 years and is currently serving as the Loss Control Manager. *Midwest Builders' Casualty, Kansas City, MO*



## Lee & Terry Resnick

Identical twins, Lee and Terry are partners in Resnick Associates, a nationally recognized estate, business succession, and life insurance planning firm. The Kansas City Star and Kansas City Business Journal published articles written by Resnick Associates in conjunction with a Senior Correspondent from Business Week regarding the proposed federal estate tax repeal. Resnick Associates is a co-founder of the Elizabethtown College Family Business Center in Elizabethtown, Pennsylvania, one of the largest college based family business centers in the United States.



*Resnick Associates, Kansas City, MO and Harrisburg, PA*

## Dave Ritchie

Dave has over 39 years experience in construction as an executive, craft worker, and safety professional and is recognized on a national basis as a crane and rigging safety professional. His career history includes: 10 years safety professional specializing in cranes and rigging exclusively; 6 years construction jobsite safety professional; 16 years crane operator mobile and tower cranes; and 7 years construction estimator and project manager.



*Dave Ritchie Consultant LLC, Bastrop, TX*

## Brandon Schroeder

Journeyman electrician and jobsite supervisor. *Nelson Electric, Cedar Rapids, IA*

## Gregg Shoopman

Gregg specializes in the areas of productivity and project management and worked as a construction manager and managed direct labor. Gregg has expertise in numerous contract delivery methods, as well as knowledge of many geographical markets. Gregg has been the Gulf Coast Director of the Design Build Institute of America and regularly speaks to students in the civil engineering graduate school program at the University of Florida. Gregg holds a bachelor's degree and master's degree in civil engineering from the University of Florida and a master's of business administration with a concentration in international business from the University of Tampa. *FMI Corp., Tampa, FL*



## Steve Siemens

Steve is President and founder of SIEMENS PEOPLE BUILDERS. Steve has spoken to groups in every state in the United States, as well as 22 countries. He has been labeled as one of the best professional speakers in the United States. He was awarded highest designation of the CSP, Certified Speaking Professional, by the National Speakers Association. Steve is a past college President and has served as a professor in three other colleges.



*Siemens People Builder, Des Moines, IA*

### **Ken Simonson**

Ken has 30 years of experience analyzing, advocating and communicating about economic and tax issues. Most recently he spent three years as senior economic advisor in the U.S. Small Business Administration's Office of Advocacy and 13 years as vice president and chief economist for the American Trucking Associations. Ken has a BA in economics from the University of Chicago, an MA in economics from Northwestern University. *AGC of America, Alexandria, VA*



### **Danielle Smid**

Danielle is a member of BrownWinick and is actively involved in the firm's Labor and Employment, Securities, Renewable Fuels and Business and Corporate practice areas. Danielle's employment practice includes counseling employers on hiring, discipline, termination, drug-testing, discrimination, and retaliation on whistle blowers, and harassment issues, compensation, union avoidance and negotiations and personnel policies. Danielle received her B.S. from Iowa State University in 1995 and her J.D., with honors, from Drake University in 1998. *Brown Winick Law Firm, Des Moines, IA*



### **Brent Soderstrum**

Brent practices primarily in the areas of litigation, construction law, OSHA and employment law. He is involved in all aspects of the construction industry - from negotiating contracts and job-site safety issues to employment issues to dispute resolution through mediation, arbitration or litigation. Brent was appointed by the Governor of Iowa to the Commission of Persons with Disabilities from July 1, 2007 through June 30, 2009. Brent received his B.A. from Luther College in 1986 and his J.D. from the University of Iowa in 1989. *Brown Winick Law Firm, Des Moines, IA*



### **Bill Speth**

Bill Speth has been involved in construction since 1980 starting as a laborer building houses. Bill is President of Professional Safety Solutions offering safety audits, training, and assistance with OSHA inspections and citations issues. Bill is authorized to teach the OSHA Construction 10 & 30 hours Outreach courses as well as First Aid / CPR through the American Heart Association. *Professional Safety Solutions, Des Moines, IA*



### **Tom Suckow**

Tom has been involved in construction safety since 1988 as a safety director for both large and small contractors, as an onsite safety professional and as an independent safety consultant. He has expertise in insurance matters, crisis management and human resources. *Master Builders of Iowa, Des Moines, IA*



### **Larry Taylor**

Larry, a graduate of Purdue University, is President of Merchants Bonding Company. Larry is a Board Member of the Surety & Fidelity Association of America, past Chairman of the National Association of Independent Sureties, a past Board Member of the Greater Des Moines Partnership, a past Board Member of Master Builders of Iowa's Associate Council, a Board Member of Youth Homes of Mid-America, and a United Way Campaign volunteer. *Merchants Bonding, Des Moines, IA*



### **Dr. Jerry Teplitz**

Dr. Teplitz is a graduate of Hunter College and Northwestern University School of Law. He practiced as an attorney for the Illinois Environmental Protection Agency and studied and received a Masters and Doctorate Degree in Wholistic Health Sciences. He was on the faculty of the U.S. Chamber of Commerce Institute for Organization Management for nine years. Dr. Teplitz is only one of 600 speakers world wide who has earned the title Certified Speaking Professional from the National Speakers Association. *Teplitz Enterprises, Virginia Beach, VA*



### **John Templer**

John specializes in construction law and construction litigation. He has been in practice in Des Moines since 1975. Mr. Templer has presented many seminars and lectures to professional and civic groups around the state of Iowa on topics relating to construction law. He received his BA degree in 1972 from the University of Iowa and his Juris Doctorate degree from the University of Iowa in 1974. *Whitfield & Eddy, PLC, West Des Moines, IA*



### **Robin Toler**

Robin has been with Zurich for over 9 years. She began working for Zurich in the Detroit office and then transferred back to Kansas City. Robin graduated from Iowa Western College in 1983. Prior to joining Zurich she worked for Bituminous Insurance for 19 years in Kansas City specializing in the construction and oil & gas markets. *Zurich Insurance, Overland Park, KS*

### **Chris Tschida**

Chris has been working in the construction health and safety field since 1999 after receiving his Master of Environmental Health and Safety Degree from the Univ. of MN-Duluth. Chris has worked in commercial, health care, heavy industrial, high tech, renewable energy and major sporting venues. Each of these having unique safety challenges. *Mortenson Construction, Minneapolis, MN*

### **Tom VanderLinden**

Tom has been in the construction and safety field for the last 15 years, with an emphasis on OSHA in the construction field. Tom authored the "zip code" Local Emphasis Program being used extensively throughout the state. *Iowa Division of Labor, Des Moines, IA*



### **Charles Winans**

Charles has been a part of the construction safety field for over 15 years when he started as a project safety employee in southern California. He is an authorized trainer of the OSHA 10 and 30 hr classes as well as American Red Crosses First Aid /CPR with AED for the work site. Charles currently oversees field safety for JE Dunn's Iowa and Nebraska operations. *JE Dunn Construction, Des Moines, IA*



### **Mindy Yancey**

Mindy is a 1988 graduate of William Woods University in Fulton, Missouri. During Mindy's 23 years in the workers' compensation field she has served as a Board Member of Missouri Self-Insurers' Association where she held the position of Board Treasurer. *Midwest Builders Casualty, Kansas City, MO*






## Performance Track Package MBI Members Only

All educational seminars held on Tuesday and Wednesday are included in the Performance Track Package pricing. *Events are not included.*

### Performance Track Seminars



<b>1<sup>st</sup> Person</b>	<b>\$375</b>
<b>2<sup>nd</sup> Person</b>	<b>\$125</b>
<b>3<sup>rd</sup> Person</b>	<b>\$75</b>
<b>4<sup>th</sup> Person+</b>	<b>No Charge!</b>

 **UNSURE OF YOUR MEMBERSHIP STATUS?**  
Contact MBI at (515) 288-8904  
or email [info@mbionline.com](mailto:info@mbionline.com)

### \*Safety Track Bonus Buy

\$50 per person

Must have 3+ employees enrolled in the Performance Track Package noted above to qualify for the Safety Track Bonus Buy pricing.

## **Special package pricing is available to only MBI members!**

The more employees you send from your company, the more money you save! All you have to do is pay a flat fee and gain admittance to the seminar selections that best fit your needs. The Performance Track Package fee entitles participants to choose the seminar combination that provides the best value. Pay only \$575 and have as many employees attend the performance track seminars that you want! \*Safety Track Bonus Buy - Pay \$575 and enroll participants in the Safety Conference for only \$50 per person. To take advantage of this special member pricing, use the MBI members advantage section on the registration form.

You must register separately for activities and events not included in the Performance Track - additional fees may apply.

There have been rooms blocked at the following hotels for your convenience. When calling in to make your reservations, please let them know that you are a part of the Master Builders of Iowa room block.

**Hyatt Place  
Downtown**

418 6th Avenue  
Des Moines, IA 50309  
(515) 282-5555  
Rate: \$135.00  
Cut-Off: Feb. 10, 2012

**Marriott Downtown**

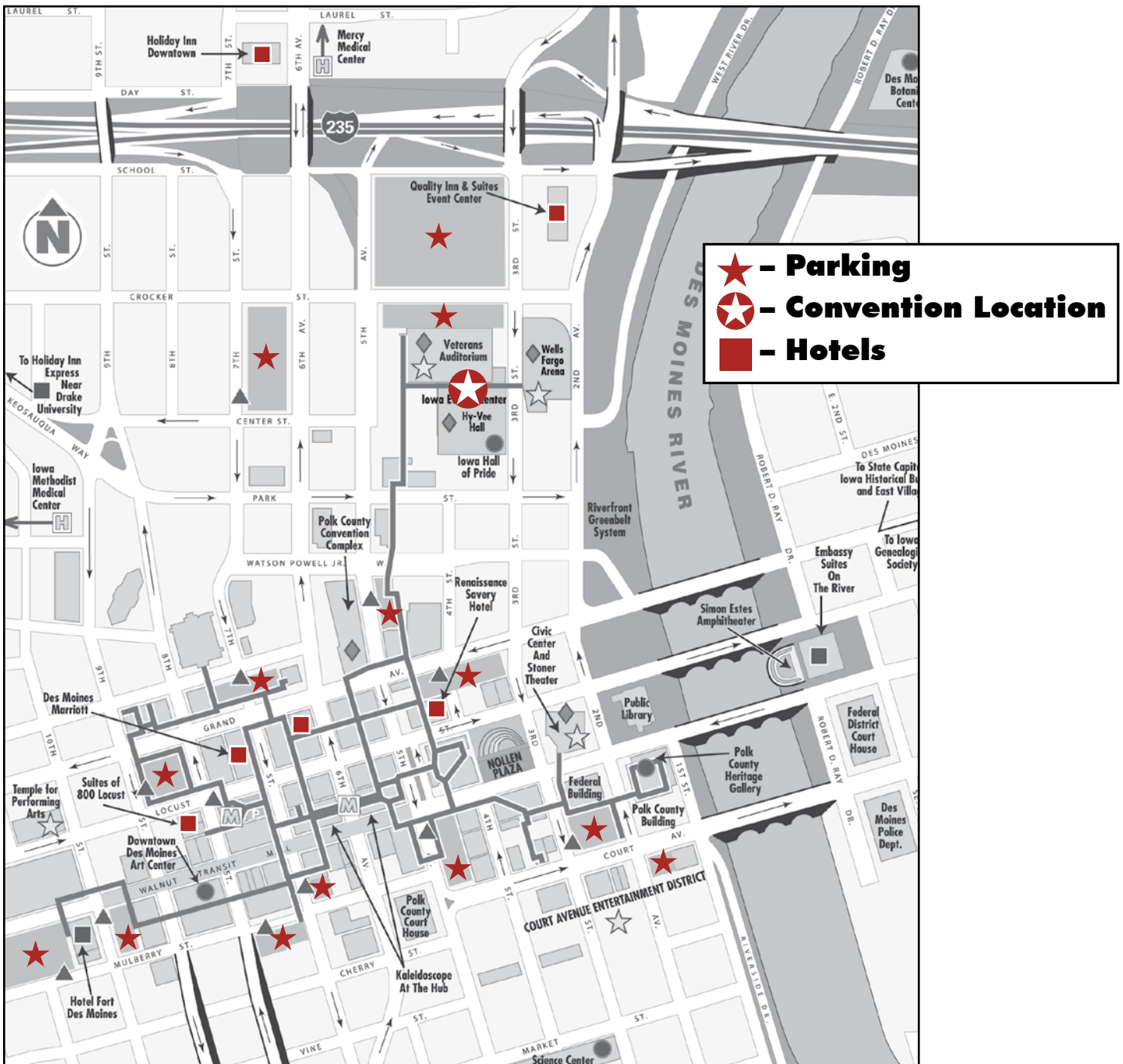
700 Grand Ave.  
Des Moines, IA 50309  
(515) 245-5500  
Rate: \$119.00  
Cut-Off: Feb. 10, 2012

**Renaissance Savery**

401 Locust Street  
Des Moines, IA 50309  
(515) 244-2151  
Rate: \$119.00  
Cut-Off: Feb. 10, 2012

**Quality Inn & Suites**

929 3rd Street  
Des Moines, IA, 50309  
(515) 282-5251  
Rate: \$89.00  
Cut-Off: Jan. 20, 2012



# registration form |

## Convention Registration

One form per person, copy for additional registrants

A confirmation will be faxed to attendees within 5 days of receipt of your registration. If you do not receive confirmation after 5 days, please contact Laurie Delmott at [ldelmott@mbionline.com](mailto:ldelmott@mbionline.com).

**CANCELLATION POLICY:** If you must cancel your registration, a full refund will be granted to requests received in writing by Feb. 3, 2012. A refund, less \$100 for each registrant, will be granted to written requests received from Feb. 4 - Feb. 15, 2012. No refunds will be granted after Feb. 15, 2012.

### Registrant Information

Name (first, last) \_\_\_\_\_

Company \_\_\_\_\_


Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**Two Ways to Register:** Choose your activity and pay as you go or (for MBI members only) take advantage of the special pricing package below.

**A La Carte Registration** (Pay listed fees for all seminars and events you register for)

 **MBI Member Advantage** - See page 23 for more information

**Performance Track Package** (Performance Track Package pricing includes all seminars except the 4 sessions for the Safety Conference on Tuesday, February 21<sup>st</sup> and does not include **event\*** fees)

**1<sup>st</sup> Person - \$375**

**2<sup>nd</sup> Person - \$125**

**3<sup>rd</sup> Person - \$75**

**4<sup>th</sup>+ Person - No Charge**

**Safety Conference Bonus Buy - \$50** (Includes admittance to all 4 sessions, Welcome Breakfast, MBI Awards Luncheon and Construction Industry Reception)

### Payment Information

Total Registration Fee \$ \_\_\_\_\_

Payment Method:  Credit Card  Please Invoice  
 Check Enclosed (Payable to Master Builders of Iowa)

Credit Card Info:  MasterCard  Visa  Discover  AmEx

Card #                      Exp Date   /

Cardholder Name: \_\_\_\_\_

Card Address: \_\_\_\_\_

**To register, return this form to:**

Master Builders of Iowa  
PO Box 695, Des Moines, Iowa 50306  
FAX: (515) 288-2617

## PLEASE MARK WHAT YOU PLAN TO ATTEND

Monday, February 20, 2012

- MB EYE on the Future Reunion -- \$NC** (must be a past or current participant)
- MBI Annual Membership Meeting -- \$NC**
- \*BUILD STRONG - Legends in Concert / MBI 100<sup>th</sup> Anniversary Celebration -- \$25**  
(special group discounts available - please use the form on adjacent page)

Tuesday, February 21, 2012

- You Can Manage the Truth if You Know It -- \$50
- New Developments in Technology for the Field & Operations -- \$75
- Hot Topics in HR & Employment Law -- \$50
- Target Value Design -- A LEAN Learning Opportunity -- \$75
- Your Selling Success Formula -- \$100
- Don't Die Until You're Dead -- \$100
- Company Succession Planning -- \$50
- Ethics: When "Trust Me" Isn't Enough -- \$50
- Social Media: The Surge of Technology and Its Ramifications for the Contractor -- \$50
- Hot Topics in HR & Employment Law -- \$50
- 2011 Survey of Construction Industry Business Development Practices -- \$100
- Avoiding the Peter Principle -- Field Succession a Coming Challenge -- \$75
- Financial Management for Construction Leaders: The CFO / CEO Challenges -- \$100
- \*Opening Welcome Breakfast -- \$30**
- \*MBI Awards Luncheon -- \$30**
- Annual Construction Industry Reception -- \$NC**

Wednesday, February 22, 2012


- Train the Trainer for Forklifts -- \$75
- Signal Person & Rigger Training & Testing -- \$85
- Executive & Field Managers Compensation Trending -- \$50
- Preparing for Insurance Bidding -- \$25
- Effective Time Management for the Construction Industry -- Part 1 & 2 -- \$125
- Strategic Negotiations -- Part 1 & 2 -- \$125
- First Aid / CPR Training -- Part 1 & 2 -- \$75
- Panel: Attributes of High Performing Contractors, Design Professionals & Owners -- \$75
- Train the Trainer for Scissors and Boom Lifts -- \$75
- \*MBI Leadership Breakfast -- \$30**
- Lunch Buffet -- \$NC**

### Safety Conference Registration

Tuesday, February 21, 2012

Complete Safety Conference Registration includes Opening Welcome Breakfast, 4 sessions of training, MBI Awards Luncheon and Annual Construction Industry Reception.

- 1<sup>st</sup> Person - \$95**
- 2<sup>nd</sup>+ Person - \$60** for each additional person from the same company
- ☆ **Performance Track Pricing - \$50 (2012 Safety Track Bonus Buy)**  
 Eligible if 3 or more employees are registered through the MBI Performance Track Package
- Opening Welcome Breakfast *Safety Session III (Choose 1)*
- MBI Awards Luncheon  Hoisting Accidents: Crane Inspections
- Annual Construction Industry Reception  Health Hazards in Construction: Lead
- Safety Session I (Choose 1)*  Construction Safety Challenges
- Hoisting Accidents: Why Cranes Tip Over  Electrical Arc-Flash Hazards
- Health Hazards in Construction: Asbestos *Safety Session IV (Choose 1)*
- Lower the EMR!  Hoisting Accidents: What to do Post Accident
- Injury Prevention Contractor Best Practices  Health Hazards in Construction: Mold
- Safety Session II (Choose 1)*  The OSHA Report
- Hoisting Accidents: What's New with Rigging  Basic Fall Protection
- Health Hazards in Construction: Silica
- Drug Awareness
- Injury Prevention: Back Injury Prevention

 **UNSURE OF YOUR MEMBERSHIP STATUS?**  
**Contact MBI at (515) 288-8904 or email [info@mbionline.com](mailto:info@mbionline.com)**



# Celebrating 100 Years



## Master Builders of Iowa

PO Box 695 / 221 Park Street

Des Moines, Iowa 50306

Phone: (515) 288-8904

Fax: (515) 288-2617

[info@mbionline.com](mailto:info@mbionline.com)

[www.iowaconstructionexpo.com](http://www.iowaconstructionexpo.com)

[www.mbionline.com](http://www.mbionline.com)