



CONSTRUCTION LEADERSHIP COUNCIL

CLC National Fall Working Weekend

September 23-25, 2010 | Kansas City, MO

Session descriptions and speaker biographies

Intergenerational Communications – To Tweet or not to Tweet

9:00–10:15 a.m., Friday, September 24, 2010

Speaker: Kathleen Leighton, Owner, Leighton Communications

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Are you frustrated:

- With young employees who would rather text than speak to you face-to-face?
- By older workers constantly saying that younger workers don't know what they're doing?
- That younger workers or managers are disdainful of older workers' valuable knowledge and experience?
- By employees who don't understand that texting on a company-owned mobile device is not wise- or even private?

You're not alone. Countless challenges like these cause employers stress, employees frustration, and impact productivity every day. The key to overcoming generational differences is understanding, respecting, and, ultimately, embracing them. This interactive, fast-paced session will teach you about generational differences, why they occur, and how different generations can learn to work together productively and happily.

Learning Objectives

By attending this session, participants will learn to:

- Describe the evolution of U.S. demographics and its importance.
- Label the different generations and understand their influencers.
- Understand the work themes and beliefs of each generation and how to make them work for your firm.
- Distinguish social media pitfalls – e.g., texting – that can get you into trouble at work.
- Identify the six steps to establishing a text-free workplace.

Kathleen Leighton has worked in the broadcast industry for more than 20 years, as a television anchor, reporter, producer, photographer and radio broadcaster. She writes for national magazines and many newspapers, and works as corporate media trainer, social media policy trainer and seminar moderator. Her firm provides workshops, training, seminars and webinars related to social media. She holds a B.A. in Theatre Arts from the University of Minnesota-Twin Cities.

Crisis Communication: How to the Feed the Media Without Getting Your Arm Chewed Off

10:30 a.m.-noon, Friday, September 24, 2010

Speaker: Jeff Lanza, President, The Lanza Group

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When a crisis occurs in any company, across any industry, there are in reality two separate crises. The first is the immediate problem that caused the crisis. The second crisis involves the public's perception of what happened, how it happened and what was done to fix it and ensure their safety and well being; it can far outlive the first and potentially destroy a company. The clear and concise communication of information to the media, which in turn delivers these messages to the public, regulators, stockholders and your board of directors, is of crucial importance. This presentation teaches the importance of effective communication in a crisis and how to ensure this is accomplished in a media climate of instant traditional news and user-generated news reporting through social media such as Twitter and YouTube.

This presentation includes specific instruction on how to deal with the media during a crisis, what they expect from companies, and how to develop and deliver clear messages that can mitigate the stresses that may be placed on the public as a result of your company's crisis.

Learning Objectives

By attending this session, participants will learn to:

- Determine what communication actions they should take during a crisis and what information is crucial to communicate to internal and external audiences.
- Effectively communicate in times of crisis through the development of key themes and messages.
- Understand how to prepare for media communications in live and taped segments and in confrontational and non-confrontational settings.
- Plan and implement a strategy for effective use of social media during a crisis.

Jeff Lanza is a professional speaker who served as an FBI agent for more than 20 years, during which he investigated corruption, corporate fraud, computer crime and organized crime. He served as chief of internal security for the FBI's Kansas City region. For nearly two decades, he also served as a public face of the FBI and was one of the agency's most utilized spokespersons. He is a certified FBI instructor and has developed and provided numerous educational programs for law enforcement and the community. He has provided more than 750 presentations on risk management to associations, corporate boards, and employees of major corporations around the world. He has appeared on The Today Show, Good Morning America, Larry King Live and Fox National News. He holds a Master's Degree in Business Administration.

Construction & Materials Outlook

12:00–1:30 p.m., Friday, September 24, 2010

Speaker: Kenneth D. Simonson, Chief Economist, Associated General Contractors of America

Will the construction industry rebound in 2011? What markets will lag and how will materials prices change in the upcoming year? Learn all this and more at an informative session by the foremost authority on construction economics.

Learning Objectives:

By attending this session, participants will learn to:

- Understand how the current economic conditions affect the construction industry;
- Discuss economic and materials factors that directly impact their jobs; and
- Prepare for changes in the economy.

Ken Simonson joined AGC of America on September 10, 2001. Ever since Day 2, he has provided insight into the economy and what it implies for construction and related industries. Ken's weekly one-page email newsletter for AGC, *The Data DIGest*, provides 12,000 readers with the latest economic news relevant to construction. He is interviewed and quoted almost daily by local and national media, including *The Wall Street Journal*, *USA Today* and *CNBC*. Ken has 35 years of experience analyzing, advocating and communicating about economic and tax issues. Before joining AGC, he was senior economic advisor in the U.S. Small Business Administration's Office of Advocacy. Earlier, he was vice president and chief economist for the American Trucking Associations. He also worked with the President's Commission on Industrial Competitiveness, the U.S. Chamber of Commerce, the Federal Home Loan Bank Board, and an economic consulting firm. Ken has a BA in economics from the University of Chicago, an MA in economics from Northwestern University, and has taken advanced graduate economics courses at the Université de Paris, Johns Hopkins, and Georgetown Universities.

Construction Jobsite Tour

1:30–4:30 p.m., Friday, September 24, 2010

Presented by: J.E. Dunn Construction Company

This tour of the \$413 million Kauffman Center for the Performing Arts with general contractor J.E. Dunn Construction Co. will include a presentation on the unique aspects of this project, including the extensive use of BIM. When complete in fall 2011, the 298,000-square-foot complex will feature two state-of-the-art performance venues: an 1,800-seat Proscenium Theater (home to the Kansas City Ballet and the Lyric Opera), a 1,600-seat Concert Hall (home to the Kansas City Symphony), and Celebration Hall, a more intimate venue that will accommodate 400 visitors for parties, receptions, meetings and guest speakers.

Please be sure to bring your hardhats and wear closed-toe shoes and jobsite-appropriate clothing.

Learning Objectives:

By attending this session, participants will learn to:

- Identify situations where Building Information Modeling can be applied to a project;
- Discuss the merits of using BIM; and
- Understand the unique aspects of the Kauffman Center project.

An Overview of the Interstate 35W Bridge Reconstruction and the use of High Performance Concrete

9:00–10:00 a.m., Saturday, September 25, 2010

Speaker: John D. Lee, PE, LEED AP

Sales Manager, Cemstone Products Company

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On August 1, 2007, the Interstate 35W Bridge located in Minneapolis, Minnesota, collapsed into the Mississippi River, forever changing bridge evaluation and design. As one of the busiest stretches of interstate in Minnesota, the reconstruction process needed to begin immediately and be completed as quickly as possible. This presentation will discuss the reconstruction of the bridge, the use of high performance concrete and how this bridge was reopened to traffic on September 18, 2008, less than 14 months after the collapse.

Learning Objectives:

By attending this session, participants will learn to:

- Understand the critical role product selection can perform in project completion.
- Learn to ask the right questions of vendors in order to determine materials selection.

John D. Lee, PE, LEED AP, serves as the Sales Manager of the Civil and Engineered Sales Group at Cemstone Products Company, a ready mixed concrete, concrete placing and construction material supplier located in St. Paul, Minnesota. Previously, Mr. Lee spent thirteen years with Twin City Testing as a Senior Staff Engineer. Mr. Lee attended the University of Minnesota, where he received his bachelor's degree in civil engineering in 1992. He is a licensed engineer in the states of Minnesota, North and South Dakota, North Carolina, and Florida.

Free Software Tools You Can Use: The Best Picks from the AGC Electronic Information Systems Committee Technology Roundtables

10:15–11:30 a.m., Saturday, September 25, 2010

Speaker: Tary L. Carlson, Senior Project Manager, inici group Inc., and Chair of the AGC of America Electronic Information Systems Committee

This session will be a compilation of the best technology solutions shared at various EIS technology roundtables held throughout the country over the last several years. Participants will learn about various software tools that will simplify their life and impress their co-workers. Most solutions to be presented are “free” and available to use immediately. You are guaranteed to learn something new!

Learning Objectives:

By attending this session, participants will learn to:

- Define strategies to use their computers or personal devices effectively and efficiently in professional and personal life.
- Apply different resources available to them through the EIS committee initiatives.

Tary Carlson works for inici group Inc. in Oregon as a Senior Project Manager on healthcare projects, such as the recently completed \$105 million Portland Adventist Medical Center and projects on the main campus of Oregon Health & Science University. He became involved with the AGC of America's YCF in 1998 and finished serving on its YCF Steering Committee in 2004, that same year Tary became involved with the EIS committee. Tary has been active in his local AGC chapter, serving as chair on various committees and has been a chapter board member since 2002. Tary graduated from Oregon State University with a degree in Construction Engineering Management. After graduation, Tary worked for Emerick Construction in Portland for seven years.