



Business Development Sessions

DEVELOPING A CRISIS MANAGEMENT PLAN



Learn more about developing a crisis management plan with SMACNA's newly released document *A Crisis Management Plan for the SMACNA Contractor*. A consultant will discuss the importance for SMACNA contractors to develop a Crisis Management Plan that addresses "pre-crisis" and "post-crisis" planning.

Contractors will learn the steps for creating a plan to establish emergency preparedness steps prior to a crisis, and business continuity actions after the crisis. SMACNA contractors will learn the necessary steps to take in preparing and implementing a plan including appropriate checklists and a basic program for customization.

SMACNA'S COST REFERENCE MANUAL



The soon to be revised *Cost Reference Manual* provides users with a source of labor unit data required to fabricate and install heating, ventilating and air conditioning materials and equipment.

In this session a panel of SMACNA contractors will discuss important features of the manual and demonstrate its use including a new electronic spreadsheet feature which calculates adjustments in the 138 labor unit tables for project types and non-typical shop and job site conditions.

AN OVERVIEW OF THE NEW CONGRESS AND CONGRESSIONAL SPENDING: DOES IT WORK FOR YOU?



Stan Kolbe, director of legislation, and Dana Thompson, director of political affairs, will lead a conversation on the change in Washington. Has Washington really changed? What did the stimulus bill and other Congressional actions do for SMACNA contractors?

The session will conclude with a summary of the issues SMACNA worked on in the 111th session of Congress and talk about what's ahead. It will also include a brief outlook for the 2010 congressional elections. Come prepared for an entertaining exchange. SMACNA wants your views on what in the Recovery Plan worked for you.

FAMILY SUCCESSION PLANNING



Presenter:
Jeffrey D. Moore, Director
Navigant Consulting



This session will help contractors understand that they will need a systematic approach to ensure that their organization has a steady, reliable pipeline of talent that will meet the company's future needs in leadership and other critical roles. Whether they are building a sustainable organization or executing an exit plan for current executives, they will need to be intentional about how they create the leaders to continue on and maintain the firm's value.

Business transition alternatives include transition strategies (both generational and non-generational); financial implications of alternative strategies, including taxes and payout; and integrating your business to new management (roles and responsibilities).

Jeffrey D. Moore is a director in Navigant Consulting Construction Practice responsible for leading the strategy, process and business consulting services targeted at the building and construction firms to evaluate business practices and assist with management challenges. Mr. Moore is a nationally recognized, dynamic public speaker and published author. Mr. Moore is a faculty member at Villanova University, where he instructs in the areas of business operations, strategy and statistics.



Business Development Sessions [CONTINUED]

HOW TO SURVIVE A RECESSION IN THE CONSTRUCTION INDUSTRY – PROSPERING IN A CYCLICAL MARKET

Presenter:
Dr. Thomas Schleifer

Dr. Thomas Schleifer, author of *Construction Contractor's Survival Guide*, will define economic and industry developments that are causing great concern among forecasters, contractors and buyers of construction services. He will provide clear and tested methods to prepare for and prosper during market changes. Schleifer contends that a cyclical market is the norm. He has decades of experience and data to validate his contention that world-class enterprises are structured and organized to remain profitable during both growing and declining markets. Dr. Schleifer, an acclaimed construction business management and turnaround expert, has created a new learning opportunity for contractors, senior construction executives, marketing, operations and design professionals to address concerns about the impact of current economic conditions on the industry.



SIX STEPS TO CONTROLLING YOUR ACCOUNTS RECEIVABLE

Presenter:
Robert A. Langdon, CPA



With such a small percentage of all sales revenue going to the bottom line, it is imperative you collect a high percentage of your accounts receivable on a timely basis. In this session, Bob Langdon, CPA, will show you how to improve your profit, cash flow, and return on investment, while retaining your best customers! You will learn how to improve accounts receivable collections and profitability immediately and for years to come. And you'll make your sheet metal business more competitive than ever with these proven methods of:

- Increasing sales by reducing "past due" accounts receivable
- Improving your cash flow and return on investment
- Identifying "good" credit risks
- Collecting your accounts receivable on a timely basis, and
- Implementing a six-step process to controlling your accounts receivable

Since beginning his consulting practice in 1981, Bob Langdon, CPA and author of *Managing Your Business for Profit*, has been assisting businesses in identifying and achieving their sales, marketing and financial goals. Gaining comprehensive business skills working in public accounting for Price Waterhouse, assisting on the boards of several closely held companies and serving as financial vice president for a rapidly expanding, retail and wholesale distribution company enables Bob to understand the problems of the entrepreneur.

SMACNA

October 11-15, 2009
Palm Desert, CA

66th Annual Convention



Business Development Sessions [CONTINUED]

BUILDING INFORMATION MODELING (BIM), INTEGRATED PROJECT DELIVERY



Presenter:

Dr. Bradley T. Johnson, Sr. Consultant
Navigant Consulting

This session will make a case that the ideal BIM process is integrated project delivery (IPD). Contractors will learn about the current status of IPD in the industry, including barriers to implementation, and the expected future direction. The converging forces driving the AEC industry toward integration and the resulting opportunities created by IPD will also be discussed.



Dr. Bradley T. Johnson is a senior consultant in Navigant Consulting's Construction Practice in the Project Execution service line. He works closely with real estate, design and construction firms. His areas of specialization include: modeling and virtual modeling services targeted at the building and construction market. Dr. Johnson is a published author.

LEED BUILDING FOR SHEET METAL AND HVAC CONTRACTORS



Presenter:

William A. Lutz, Man. Consultant
Navigant Consulting

This session will help your firm understand LEED, how it might be used as a market differentiator, and whether becoming LEED certified is the right business decision for your firm. The session will also introduce the financial implications of LEED certification – from cost to recovery.



William A. Lutz is a managing consultant of Navigant Consulting, Inc. His eclectic background blends strategy development with business process re-engineering to transform companies. His deep experience in business process design, board structure and leadership gives clients a practical application approach to strategic implementation and competitive positioning. His clients appreciate his ability to analyze complex systems and generate realistic solutions to ever changing strategic dynamics.

SMACNA SEISMIC RESTRAINT MANUAL GUIDELINES FOR MECHANICAL SYSTEMS (ANSI)



Presenters:

Eli Howard, Executive Director
SMACNA Technical Services

Mark Terzigni, Project Manager
SMACNA Technical Services

This session will illustrate how to choose the proper restraints for various conditions relative to seismic bracing. Learning a few tips and tricks may provide you with options that are more cost effective and allow better utilization of materials.

The following topics will be covered: (1) the process of selecting the proper reinforcements and review of the options, (2) how the SMACNA standard relates to various building codes, (3) common questions encountered when using the *Seismic Restraint Manual*; (4) review of some of the key sections of ASCE-7 05 and how these relate to the *Seismic Restraint Manual*, and (5) clarification of often misunderstood terms.

Changes incorporated in the third edition of the *Seismic Restraint Manual* will also be discussed and will include a review of the expanded tables regarding cable options, the new seismic hazard levels and how they differ from previous editions.



Business Development Sessions [CONTINUED]

KAIZEN EVENTS – IMPROVING YOUR BUSINESS’ EFFICIENCY IN JUST ONE WEEK

(A New Horizons Foundation Project)

Presenters:

Larry Swanson, *President of Mfg.*
World Competition Consultants

James Myers, *President*
Sheet Metal Connectors

Paul Frascione, *Project Manager*
New Horizons Foundation



Want to make your business more efficient in only one week? If so, you won't want to miss the New Horizons Foundation session on Kaizen Events. During this session you will hear about Kaizen Events from a Kaizen expert, obtain information about the Foundation's latest project in the area of Quality/Process Improvement, and learn how this program was successfully implemented in a sheet metal shop.

A Kaizen Event is a lean production tool that focuses on continuous improvement in the workplace by improving standardized activities and processes with the objective of eliminating waste. An event consists of several days of intense training combined with immediate application of the concepts taught to identify and eliminate waste in a specific process. The process is applicable to ANY aspect of your business.

Larry Swanson is past president of Carrier Air Conditioning Commercial Division and vice president of all manufacturing and distribution for all Amana factories and warehouses. He has achieved the position of Master of Lean Manufacturing.

HOW CHANGE MANAGEMENT TECHNIQUES CAN IMPROVE YOUR SAFETY PROGRAM

Presenter:

Katherine A. Hart, EdD, CSP
K. A. Hart and Associates

Whether you are updating a safety procedure, implementing a new safety regulation, or overhauling your safety program, the success of your effort depends not only on what you know, but on how well you address the people side of change. Dr. Hart will be sharing the ten most common dynamics people experience when faced with change, and how by addressing these dynamics, improvements to your safety program will be realized. She will be offering a well-known change model that can be used to prepare for, plan, and implement your safety change efforts. Bring a change you are working on as there will be opportunities to apply parts of the change model to your situation.

Dr. Katherine Hart is owner of K. A. Hart and Associates, a performance and change management consulting company that works with companies to improve performance by focusing on the untapped human potential. Their specialty is partnering with leaders to more effectively integrate environmental, safety and health into their operations and business.

CONSTRUCTION COORDINATION SOFTWARE (CCS)

Presenters:

Michael T. Harris, *Program Administrator*
International Training Institute

Michael Keane, *Director of Education & Training*
International Training Institute

This session will cover the International Training Institute's CCS software and how this innovative on-the-job training software can be used by contractors to increase the productivity and profit margins for their companies. Many aspects of the software will be demonstrated including project management, draft, fabrication, and shop input. Other information to be presented will include portions of the software currently under development as well as how to obtain this software for use in your company. Information will also be provided on employee training and certification programs that are available. There will be a question and answer session to answer any questions regarding the software.



Business Development Sessions [CONTINUED]

BUSINESS UNIVERSITY AND GRADUATE PROGRAM REUNION

Presenter:
Dr. Thomas Schleifer

SMACNA members from SMACNA's Business Management University and Graduate Programs are invited to attend this special reunion session to reconnect with friends from prior years' programs. Dr. Thomas Schleifer will present his observations on the state of the industry and current market conditions. He will discuss the resulting impacts on SMACNA member companies, including operations, production, financial, and morale. Dr. Schleifer will share his projections for the future and the changes to anticipate as the industry adjusts to marketplace realities.



SMACNA HVAC DUCT CONSTRUCTION STANDARDS (ANSI)

Presenters:
Eli Howard, Executive Director
SMACNA Technical Services

Mark Terzigni, Project Manager
SMACNA Technical Services

This session will demonstrate the use of the *SMACNA HVAC-Duct Construction Standards* third edition showing the proper range of construction options for sheet metal ductwork. As the code adopted industry standard, this allows for the most cost effective and sustainable use of sheet metal to better meet the needs of today's energy efficient market.

Topics will include instruction on the rectangular, round and flat oval tables, along with the proper joint, reinforcement and spacing requirements. Multiple step-by-step examples will show the selection process for each type of reinforcement (external and internal), transverse joint and seam type.

A new section within the standard on double-wall ductwork, accessory details, expanded TDC/TDF construction tables and expanded long seam and spiral-seam round tables will be covered.

HOW CAN CHAPTERS GET THEIR MEMBERS INVOLVED (Chapter Executives Only)

Presenter:
John Moore, Director
Navigant Consulting

Contractors are focused on one thing right now: how to survive this unprecedented economic climate. This leaves them with little time to focus on the Association, both locally and nationally. Chapters are simply unable to get their members committed to participating, attending events and attending training sessions. Chapters can best succeed in this economic climate by better learning how to both increase the value they are providing to their members, AND effectively communicating that value proposition.



Join John Moore of Navigant Consulting as he shares best practices of trade associations of all types. There will be discussion of value propositions that will increase member participation, as well as the most effective methods to actively market this value to your membership.

NEW THIS YEAR – NEW TECHNOLOGY SESSIONS

An added feature to this year's program will be presentations by various suppliers on their new products. These presentations will occur on Wednesday afternoon after the president's lunch. This will allow, you, the buyer, an opportunity to become familiar with the most current technology available in the industry.