

2008 SMACNA  
**BUSINESS  
MANAGEMENT  
UNIVERSITY**



**February 25-28, 2008  
Tempe (Phoenix), Arizona**

- **Learn the latest business practices from top industry and academic experts.**
- **Increase your business management skills and know-how for future success.**
- **Build your own nationwide network of contractors.**
- **Understand the changes and forces that impact the sheet metal and HVAC industry today and in the future.**
- **Register early! Space is limited to 35 participants.**



## Control Your Future in the Ever-Changing HVAC Industry

# Enroll in SMACNA's Business Management University

Future managers and owners of SMACNA member companies have an invaluable opportunity to secure the future of their companies. In its 16th successful year, this intensive 3-1/2 day program features an extensive faculty of top industry experts, including successful SMACNA contractors. The program is designed for a limited enrollment of 35 executives from SMACNA member firms on a first-come, first-served basis.

## PROGRAM FORMAT

The University combines key instructional elements into a cohesive, total involvement learning experience to provide an in-depth study of issues and problems confronting management in the sheet metal industry. The overall goal is to teach participants how to run a sheet metal company, focusing on financial and administrative areas, and to position those individuals on the leading edge of new ideas and quality management. Course components are described below:

### CLASS SESSIONS:

Participants will learn from top-name industry experts and professors from the sheet metal, HVAC and construction industry. Class sessions include lectures, group activities and case study work.

### EVENING DISCUSSION GROUP ACTIVITIES:

Each evening you will meet in groups to discuss selected topics. This gives you the opportunity to apply what you know and interact with others in the class.

### COURSE MATERIALS:

You will receive a course notebook with materials and references developed by the instructors, which also includes profiles on each instructor and University participant. In addition, you will also receive several other SMACNA publications.

### DAILY SCHEDULE:

Attending the Business Management University is a serious commitment to your company and your future. The daily schedule for the program is extremely comprehensive and intense. To maximize your learning opportunities with participants and instructors, classes are held from approximately 7:30 a.m. - 5:00 p.m. each day. Each evening there are also group discussion activities following the group dinner. Attire for the program is casual.

*"SMACNA's BMU Program is one of our most valuable tools today in this ever changing contracting business. I strongly recommend this training for all SMACNA contractors."*

**Paul Irwin**

**Bell Products, Inc.**

**Napa, CA**

*"The BMU Program is an excellent learning experience for young professionals in the Sheet Metal business. It provides an in-depth review of the basic business practices, as well as critical business practices.*

*BMU provides high quality speakers & guests that discuss and lend their expertise on multiple business issues.*

*I look forward to attending future Business Management courses. I truly believe that every young professional in the Sheet Metal business can benefit from the courses involved in the BMU."*

**Craig Pessina**

**Partlan Labadie Sheet Metal, Inc.**

**Oak Park, MI**

# BUSINESS MANAGEMENT UNIVERSITY

## February 25-28, 2008 • Preliminary Schedule

### Sunday

6:00 p.m. Welcome Reception

### Monday

7:30 a.m. Registration  
8:00 a.m. Welcome and Introductions  
9:00 a.m. ***Contractor's Survival Guide***, Thomas Schleifer, Ph.D.  
1:00 p.m. ***Change Orders***, Gary Aller  
3:45 p.m. ***Surety Issues***, Ken Ryan  
5:00 p.m. Break  
6:00 p.m. Dinner and Evening Presentation  
***The Surety Game***, Ken Ryan  
8:00 p.m. **Discussion Group Topic: *Case Study***

### Tuesday

7:30 a.m. **Review and Discuss Case Study**  
8:00 a.m. ***Financial Management***, John Murdough  
1:00 p.m. ***Dynamics of Effective Negotiations***, Michael Gerahty  
5:00 p.m. Break  
6:00 p.m. Dinner and Evening Presentation  
**Memory Dynamics**, Sean O'Neil  
8:00 p.m. **Discussion Group Topic: *Safety Incentives***

### Wednesday

7:30 a.m. ***Review & Discuss Safety Incentives***  
8:00 a.m. ***Productivity***  
1:00 p.m. ***Practical Business Planning***, Thomas Schleifer, Ph.D.  
5:00 p.m. Break  
6:00 p.m. Dinner and Evening Presentation  
***The Importance of Balancing Work with the Rest of Your Life***,  
Darryl Del Housaye  
8:00 p.m. **Discussion Group Topic: *Ethics***

### Thursday

7:30 a.m. ***Review & Discuss Ethics***  
8:00 a.m. ***Leadership Program***, Kevin Dougherty  
11:30 a.m. **Wrap-up Session**, Thomas Schleifer, Ph.D.

**For more information on the program:  
Contact Bridgette Bienacker at SMACNA  
Phone: (703) 803-2987  
E-mail: [bbienacker@smacna.org](mailto:bbienacker@smacna.org)**



# 2008 SMACNA BUSINESS MANAGEMENT UNIVERSITY

February 25-28, 2008 · Tempe, Arizona

## APPLICATION AND ADMISSION REQUIREMENTS

To reserve your place in the 2008 Business Management University program, forward this application and a payment of \$2,090 no later than **Jan. 18, 2008**.

**Cancellations:** In the event of a cancellation before Jan. 18, 2008, all tuition is refundable. For cancellations after Jan. 18, 2008, there will be a \$300 cancellation fee.

## REGISTRATION FEES AND ACCOMMODATIONS

The \$2,090 registration fee includes meals, materials, books, and planned activities. Accommodations are paid separately.

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Nickname for Badge: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Registration Fee:** \$2,090/person

**Payment:**

Check (payable to "SMACNA") \_\_\_\_\_ Charge: \_\_\_\_\_ VISA \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express  
Card # \_\_\_\_\_ Expires: \_\_\_\_\_  
Print name as it appears on card: \_\_\_\_\_  
Signature: \_\_\_\_\_

**Hotel Accommodations: Rate \$220 per night +12% tax and \$9.75 hospitality fee (fitness club, newspaper, etc.)**

To obtain the discounted room rate at Tempe Mission Palms Hotel, your reservation must be made through SMACNA. A credit card is required to guarantee your reservation. The hotel cancellation policy is 72 hours prior to date of arrival.

Date of arrival: \_\_\_\_\_ Date of departure: \_\_\_\_\_  
Special Requests \_\_\_\_\_  
**Guarantee (credit card only):**  
\_\_\_\_\_ VISA \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express  
Card # \_\_\_\_\_ Expires: \_\_\_\_\_  
Print name as it appears on card: \_\_\_\_\_  
Signature: \_\_\_\_\_

Return completed application by Jan. 18, 2008 to:  
SMACNA Meetings Department · 4201 Lafayette Center Drive · Chantilly, VA 20151-1209  
Phone: (703) 803-2980 · Fax: (703) 803-3732  
[www.smacna.org](http://www.smacna.org)