

## SAFETY RELATED LEARNING SESSIONS

### 8:45 – 9:35 am

- **View from the Passenger Seat: A New Look at Reducing Auto Liability;** *Gail Callina Allen – McKenney's, Inc.*  
How much time and money do you invest in safety training? What about driver training? With a fleet of more than 400 vehicles, McKenney's had to do something about their accident rate. Learn how sitting in the passenger seat changed gears from managing accidents to managing risk.
- **Trips and Falls: Litigation and Ways to Limit Exposure;** *David Brani, Ph.D., P.E. - Applied Technical Services*  
Slip/falls and trip/falls present a unique challenge to the safety professional. In addition to construction regulations, both general industry and NFPA 101 must be considered. Ways to control these hazards and insights to the legal process that may ensue after an injury occurs are illustrated using real life litigation events.

### 9:50 – 10:40 am

- **OSHA Updates and 2016 Initiatives;** *Christi Griffin - OSHA*  
Learn about the forecast for 2016 OSHA initiatives and updates.
- **Effects of Fatigue;** *Dr. Stephen Dawkins – Caduceus USA*  
This session will discuss the impact of various forms of fatigue on work performance, work activity and work duration. It will propose solutions to mitigate workplace fatigue and promote workplace safety.

### 11:15 am – 12:05 pm

- **Job Coaching to Reduce Injuries in Construction;** *Margaret Adamson – Physiotherapy Associates*  
Learn how to incorporate the Athlete Model at your worksite to reduce injuries. Athletes receive medical care and injury prevention in a very structured fashion. This structure allows "the team" to play and not be on the injured list. This process is not only successful but evidence based. Do you want to keep your Team playing?
- **Construction Worker Hydration: Beyond the Water Cooler;** *Hilarie Warren – Georgia Tech Safety and Health Institute*  
Are your crews consuming enough fluids during hot days to prevent dehydration? Did you know that employee dehydration can result in a significant reduction in physical work capacity and impair mental functioning and judgement? Join us to review the results of an employee hydration study conducted during the construction of SunTrust Park, new home of the Atlanta Braves. We'll cover simple techniques you can use this summer to better protect your employees from a heat-related illness.

## HUMAN RESOURCES RELATED LEARNING SESSIONS

### 8:45 – 9:35 am

- **Joint Employer and Independent Contractor Landmines;** *Chris Caiaccio and Robert Sands – Ogletree, Deakins, Nash, Smoak & Stewart, PC*

The Department of Labor recently issued guidance on the use of independent contractors, cementing its long-standing goal of classing nearly all workers as “employees.” Misclassification verdicts and settlements often involve exposures over \$1 million. This brief update will give you the knowledge you need to reduce your risk of misclassifying workers. A high-profile National Labor Relations Board (NLRB) decision recently discarded the decades-old standard for evaluating joint employer relationships. Under the new, broader joint employer test, many companies that utilize the services of staffing companies may be liable for the employment-related acts of the staffing agencies. This decision could reach far beyond the NLRB context and into a wide array of employment laws. Learn the best practices to minimize your risks in this new era of joint employer relationships.
- **How to Find, Interview and Hire Good Employees in a Tight Construction Labor Market;** *Randy Collins – Strategies Group, Inc.; Jennifer Harris – ConstructionExecs.com*

Having trouble finding good employees? This session is for you! Locating qualified team members in today’s tight labor market requires advanced tactics to yield good results. Learn how and where to advertise, gain new tips on interviewing and screening, and learn what questions to ask before hiring a recruiting professional.

### 9:50 – 10:40 am

- **Why are High Deductible Health Plans Becoming So Common and How Can Individuals Benefit From This Trend?;** *Dr. Thomas Joseph – Freedom Orthopedic*

While insurance companies’ profits rise, more costs are placed on individual patients in the form of increased deductibles, co-pays, etc. Fortunately, a new trend has emerged: Direct Access with doctors providing services to patients at decreased costs and improved outcomes resulting in lower premiums/out of pocket costs.
- **The Department of Labor Has Spoken: How Changes to the FLSA Will Affect Your Employees and Your Business;** *John Hinton and Jodi Taylor – Baker, Donelson, Bearman, Caldwell & Berkowitz, PC*

The Department of Labor has dramatically increased the number of employees who must be paid on an hourly basis. Previously, employees who earned \$455 per week (or \$23,660 per year) could qualify for exempt status. Now, the DOL has increased the threshold for exempt status to \$50,440 per year. This increase will cause a number of employees who have previously been classified as exempt to be non-exempt, meaning they must now be paid on an hourly basis. This regulation will most likely become effective in early 2016, requiring employers undertake an in-depth analysis of their current employee classifications, and consider raising salaries for certain workers. John Hinton and Jodi Taylor will discuss how this new regulation affects the construction industry, provide guidance for compliance and how to avoid employee misclassification risks.

### 11:15 am – 12:05 pm

- **Employee Personnel File Checklist: What Should and Should Not Be Present;** *Philip J. Siegel – Hendrick, Phillips, Salzman & Flatt*

Employee handbooks can be a useful business tool when they’re developed correctly. They can describe the employer’s expectations of employees, spell out work rules, and provide the company with an “affirmative defense” to litigation should the need arise. Handbooks can also provide a venue for you to inform your workers of company values, describe benefit plans, and provide day-to-day guidance. However, the National Labor Relations Board (NLRB) has been carefully scrutinizing employment policies in employer’s handbooks, and there are some policies commonly found in employment handbooks that can run afoul of the National Labor Relations Act. This session will discuss essential policies for any handbook and those policies that might get you into trouble.
- **Advanced Investigation Techniques: Case Studies and Workshops;** *Howard Mavity – Fisher & Phillips*

Both HR and Safety Professionals grapple with investigations of misconduct which involve or result in claims of discrimination, retaliation and harassment. Even the NLRB has complicated the non-union employer’s investigation process. In this session, attendees will go through workshops dealing with how to conduct and later defend investigations involving off-duty conduct, theft, harassment, bullying and discrimination.

## TECHNOLOGY RELATED LEARNING SESSIONS

### 8:45 – 9:35 am

- **BIM in Estimation;** *Josh Walker – Applied Software*

This presentation will give you an overview BIM products currently available for estimation. It will show how these products: can improve your current workflow, allow you to clearly communicate with your clients, and help you differentiate your company.

- **Photo Documentation as a Risk Management Tool in Construction;** *Sly Barisic - Fotoln*

The U.S. insurance industry pays more than \$5 billion annually to settle construction defect claims and the average injury cost is double the average. General contractors continue to look for ways to reduce and mitigate project risks and associated costs. In this session, we'll discuss how effective photo documentation helps improve risk management in construction.

### 9:50 – 10:40 am

- **Best of Breed vs. Integrated Business Applications;** *Max Thomas – SIS Software, LLC*

This session is a must attend for managers looking to gain understanding of considerations in saving costs and building efficiencies from enterprise applications that handle business processes from business development, estimating, project management, project execution, job costing, payroll and more.

- **Apps for Construction;** *Rob McKinney - JBKnowledge*

Learn uses for apps in completing workflows. Rob is the "ConAppGuru" and will provide information about five workflows for construction projects such as plan management, daily reports, scheduling, photos and client relationship management. There will also be a discussion about developing mobile device programs, selecting apps, and securing devices. This session also includes predictions for technology in the future.

### 11:15 am – 12:05 pm

- **Building Your BIM Execution Plan;** *Josh Bone, CM-BIM – JBKnowledge; Phil Beck – Smith, Currie & Hancock LLP*

A detailed BIM Project Execution Plan (BEP) is a must for AEC firms. The plan helps manage efficient workflows, direct data exchange rules, and deliver BIM projects. Join us to learn strategies for planning what to model and defining uses for BIM data. We will also cover design authoring and coordination as it relates to executing BIM throughout project lifecycles and meeting BEP goals.

- **The Model for Reducing Risk and Improving Accuracy on Bid Day;** *Nancy Clark Brown - Assemble*

Use of BIM no longer requires subcontractors to have expertise and access to complex and expensive technology solutions. See first-hand how general contractors are using modeling technology to quickly share additional project information with their bidders through cloud-based models – resulting in better collaboration and increased bid accuracy.

### 2:00 – 2:50 pm

- **Drones in Construction: Latest Regulations & Applications;** *Javier Irizarry – Georgia Tech School of Building Construction*

With the newly released Federal Aviation Administration's rules on use of Unmanned Aerial Systems (UAS) or drones for commercial applications, this session offers a timely discussion. Attendees will learn about practical uses of drones and how to legally implement the technology within the current regulatory environment. Presently, there are many unanswered questions about the safety, usability, feasibility, privacy and other issues associated with drones on construction sites. Our speaker plans to address the following areas: Various capabilities and possible applications for commercially available drones; how to select an appropriate drone for your needs; tips on operating a drone; governing state and federal laws and more!

## EXECUTIVE OPERATIONS LEARNING SESSIONS

### 8:45 – 9:35 am

- **15 Free Things You Can Do to Improve Your Construction Contracts;** *Mark Cobb – Cobb Law Group*  
Clarity and consistency are two hallmarks of an enforceable contract; cobbling together parts-and-pieces from the web and other sources can lead to disastrous results. Come learn (at least) 15 things which you can implement into your company's contracts, credit apps or terms and conditions. Make your contracts better, improve your relationships with your customers, and build a more enforceable contract.
- **Found Money: 10 Ways to Save Taxes Without Changing a Thing;** *Mark Abrams and Sabre Linahan, Smith & Howard*  
Construction companies need to get the biggest bang for their buck to be profitable and successful. Many companies leave money on the tax table because they don't realize the incentives that are available – often without any change to their operations. This session will discuss 10 of these incentives.

### 9:50 – 10:40 am

- **Design Risks and Liability for Contractors;** *Phil Beck, Gregg Joy and Doug Tabeling – Smith, Currie & Hancock LLP*  
Owners and designers continually endeavor to transfer design risk onto contractors through contract clauses requiring inspection and verification of site details and plans and specifications through project administration. In this presentation, participants will learn how to identify and negotiate contract terms and manage risk associated with design issues.
- **Business Builder: Making Waves in the Market;** *Mark Frasco – COACT Associates, Ltd.*  
This session will take you back and move you forward on a proven process solution to business growth. Selling success is due to far more than technique – it's the deliberate design and implementation of a process that rhythmically communicates your value to the market and learns about a prospect's motivation to buy. During the session, you'll learn the building blocks to strategically grow a business. He will help you rediscover the important elements that must be in place to successfully build rapport with high-value targets and eliminate the most troublesome variable in business development – timing. This session will prepare you to install a process of making waves in the market that communicate your value propositions and learn about buying systems – why buyers buy, how they buy, who they buy from, how much they buy and when.

### 11:15 am – 12:05 pm

- **Right-Sizing Cyber Risk Management;** *Chris Adelman and Steve Haase - InsureTrust*  
In a world of increasingly digitized processes, and connected machines and devices, the threat of cyber-attack on your business is real, and represents a genuine risk to potentially any and all projects. Such attacks can cause cost overruns, schedule slippages, and yes, even jobsite accidents. What's more, your company may not be the ultimate target of attack. Instead, you may be the weak link identified and leveraged in a sophisticated chain of threat actions targeting your customers, suppliers, or the primes which ultimately lead to theft of sensitive data, proprietary information, employee or customer records, and so on. What can contractors do? How should they protect themselves, their suppliers and customers from fines, penalties, brand & reputation damage, legal liability or other cost increases resulting from cybercrime? Join Steve Haase, CEO INSUREtrust, and Chris Adelman, Director of Security Services, and who will discuss how to ensure that you are right-sizing your cyber risk. In this session we will show you how to determine the appropriate level of cyber-liability protection, as well as the steps required to identify, design and implement the key security measures in your office and in the field without incurring excessive costs, or spending uselessly on security measures that have little impact on real business risk.
- **Recent Tax Laws and Cases Impacting Your Construction Business;** *Alan Clark – Smith Adcock and Company, LLP*  
Contractors' taxes are one of the most complicated of all industries and are continually changing with new regulations and cases. Just since this event in 2015, there have been proposed regulations to section 199 which can increase the DPAD deduction for contractors; a case in which a contractor lost significant dollars to the IRS based on its cost classifications which were not proper but could have easily been prevented; a case in which a developer misinterpreted the tax law for contractors and cost the company millions in taxes and penalties.

## SOFT SKILLS LEARNING SESSIONS

**8:45 – 9:35 am**

- **Learn How Improvisation Can Make You a Better Leader;** *Brent Darnell - Brent Darnell International*  
Learn how improvisation can make you a better leader. We explore the world of improvisation and its basic concepts that will allow you to think on your feet, create an inclusive work environment, listen better, make others look good, and be a better leader. We also explore the concept of "yes, and . . ." and how it can make your company a better place to work.

**9:50 – 10:40 am**

- **How to Create High Performing Teams: Get Extreme Performance for Your People and Projects;** *Brent Darnell - Brent Darnell International*  
Find out how to get extreme performance out of your people and your projects. What creates high performing teams? How can you create these high performing teams on every single project? What if every single person on the project was operating at their highest level of mental, physical, and emotional performance? We explore these concepts with our program called connEx, which creates extreme performance for people and projects.

**11:15 am – 12:05 pm**

- **Dodge the Duds, Pick the Winners: The Secret to Superior Performance;** *Suzie Price – Priceless Professional Development*  
Increase your ability to confidently and accurately assess who's a superior performer and who's not. In this interactive presentation, Suzie gives you exactly what you need to pick the right people for your team. Learn: how to avoid the top three mistakes all interviewers make; which interview questions are GUARANTEED to help you reveal the REAL work ethic of every candidate; the one thing you can start doing right away that'll greatly improve your ability to hire superior performers. Get ready, because with this information, you'll have the high performing team you've always wanted!

## MARKETING LEARNING SESSIONS

**8:45 – 9:35 am**

- **Using InBound Marketing to Generate Leads and Win New Clients;** *Judy Sparks and Katie Cash – Smartegies, LLC*  
Digital media is new to the construction industry. Most professionals agree the internet and social media are here to stay, but few understand how to use it to drive revenue. This session will explore how InBound marketing, a digital methodology, can drive website traffic and generate leads for your firm.

**9:50 – 10:40 am**

- **BIM for Marketing – Win Those RFPs!;** *Dzan Ta – Repro Products*  
In this class, you will learn how to create presentation drawings and renderings of your 3D design within Revit for inclusion into your RFPs and RFQs for marketing. You will learn how to take this information to pdf format for presentation level boards. When finished, you will understand how today's current software will help you win those RFPs and RFQs!

**11:15 am – 12:05 pm**

- **Emotionally Invested: Using Emotional Intelligence to Set Your Business Apart;** *Brent Darnell – Brent Darnell International*  
Brent first lays the foundation of Emotional Intelligence and then applies its powerful use toward improving your business and differentiating your company in this crowded, commoditized marketplace. This hands-on, interactive session discovers how people actually make buying decisions. Hint: It has nothing to do with price. When you leave this session, you will have practical tools to give your business a unique edge so you no longer have to compete on price alone.