



**2016**

# **Field Leaders Conference**

***Equipping Your Field Leaders for Success:  
A Results-Oriented Conference***

**September 28 – 30**

**Los Angeles Airport Marriott**

**Los Angeles, California**

**Give your field leaders the skills they need to be a  
business and results-oriented manager  
focused on growing your company's profits and brand.**

*Three days away from the job that will transform and elevate  
your field leader's vision, perspective and performance.*

## **Sending your field leaders to this conference is an investment that will pay for itself many times over...Here's why!**

Your business...its growth, development and its future...depends on the management and financial success of your projects. And, the person who is **key** to bringing in your projects on time, on budget and online is your **field leader**. He or she needs to keep all the people and pieces working smoothly, efficiently and in accordance with the schedule so that your business makes a profit on every project. To meet the demands of that job requires knowledge of the tasks to be accomplished, but even more important, the **leadership skills** needed to motivate project staff and labor, solve project problems quickly and effectively, relate positively with customers, suppliers and colleagues and to use strategies that will increase productivity and profits. Your field leader may have the craft knowledge and experience in his/her project supervisory tool belt, but what about leadership and management skills?

If you can't answer that last question with a positive "yes," then you need to send your field leader(s) to MCAA's ***Equipping Your Field Leaders for Success: A Results-Oriented Conference***. The conference is designed to help your field leaders realize their importance and value to your business as a **professional** and a member of your management team focused on **increasing your company's bottom line**. It will provide them with the skills they need to be an **effective people motivator** rather than a punisher; a **proactive planner** rather a knee-jerk responder; a **team leader** rather than a team member; a **skillful communicator**, listener and arbiter rather than a my-way-or-the-highway dictator; and a business- and **results-oriented manager** focused on growing your company's profits and brand. Three days away from the job will transform and elevate your field leader's vision, perspective and performance.

### **YOUR FIELD LEADERS WILL LEARN:**

- **To view themselves as professionals;**
- **The importance of the bottom line;**
- **Why customer relationships matter;**
- **How to establish tangible goals;**
- **What's the "smarter" way to work;**
- **Their role as the face of your company; and**
- **What it means to be a great foreman.**

*"Training my foremen is an investment in the future success of my company."  
Larry Gunthorpe, president, Gunthorpe Plumbing & Heating, East Lansing, MI*

*"Sending my field personnel will pay dividends in improved productivity and profitability."*

*Don Brown, Jr., president/CEO, D.V. Brown & Associates, Tonawanda, NY*

## CONFERENCE SPEAKERS

**Mark Breslin**, president of Breslin Strategies in Alamo, CA, is the fourth generation of his family engaged in the construction industry and he knows its issues first-hand. Mark is known for his straightforward presentation style and as one of the foremost speakers on labor-management relationships, change management and workforce development. He is the author of several books including *The Five Minute Foreman—Managing the People Side of Construction* and *Alpha Dog—Leading, Managing and Motivating in the Construction Industry*.

**Kevin L. Daugherty**, a leading construction industry presenter for more than 27 years, has been guiding organizations to adapt to a changing industry. He encourages provides realistic, open-minded tangible solutions to today's problems. Kevin is based in Sarasota, FL, and frequently speaks to construction industry organizations who welcome his engaging, enthusiastic manner.

**Greg Fuller** is the president and owner of Indianapolis-based North Mechanical Contracting and Services Company. He's a member of Indianapolis Local 440 and proudly refers to himself as "just a plumber." Greg began learning about the craft at age five when he'd meet his father on jobsites. His journey continued into his teen years when he stocked shelves in his father's small plumbing service company while gaining new insights into the business. After completing his apprenticeship, he joined North Mechanical and moved up to Project Manager when the position opened with the departure of the owner's son. Greg purchased the \$4.5 million company in 1997; its annual revenues are now an estimated \$45 million.

**Chris Haslinger** is the UA's Director of Training. Since joining the UA as a member of Local 50 in Toledo, OH, he has been engaged in training for much of his career. He has played a primary role in many UA training projects, including development of the Green Energy curriculum, coordination of sustainable technology programs, energy audits and retrofits, increased utilization of technology and HVAC evaluations. Chris' began his education with his apprenticeship in HVACR, then earned a Bachelor of Arts Degree in Labor Education and a Master's Degree in Business Administration.

**John Koontz**, MCAA's national director for project management and advanced supervisory education, brings a balance of academic and practical experience to his presentations. A former tenured associate professor in Purdue University's Department of Building Construction Management, he served as Purdue's mechanical construction management coordinator. He has been teaching since 1992. Prior to this, he spent 15 years in the employment of MCAA contractors in a variety of positions including senior project manager, project manager, project engineer and estimator.

**Mark Rogers** is the Chief Operating Officer of West Chester Mechanical Contractors, an HVAC, piping and service contractor serving the Philadelphia area. Mark started as a steamfitter in Philadelphia's Local 420. In 1996 at the age of 30, Mark started West Chester Mechanical, a company with an emphasis on private commercial work in the healthcare and educational arenas. The company is built on repeat business with a goal that every customer is satisfied—all the time. An MCAA past president, Mark's passion is education for everyone involved in our industry, and he continues to help develop programs and sessions for the MCAA.

## Schedule of Events

### Wednesday, September 28

2:00 p.m. – 5:00 p.m.      **Registration**

To enable you to exchange ideas with other supervisory personnel about the challenges you face, you will be assigned to a group of field leaders from outside your area. The number on your badge indicates your assigned table. Throughout the conference, you will develop three takeaways at each session, compile them onto a worksheet and return to your job with a list of action items you can put to work immediately.

4:00 p.m. – 6:00 p.m.      **Welcome, Conference Overview and Discussion on What Keeps You Up at Night** [John Koontz, moderator, Greg Fuller, Mark Rogers]

John Koontz and a panel of contractors who started in the field will lead a discussion on the challenges and opportunities that keep you up at night.

6:00 p.m. – 7:00 p.m.      **Networking and Happy Hour**

7:00 p.m.      **Dinner**

While enjoying dinner, you will sit with your assigned group during dinner and share experiences about the challenges you face and share what your company does to make your job better.

### Thursday, September 29

7:00 a.m. – 7:30 a.m.      **Breakfast**

7:30 a.m. – 8:30 a.m.      **What Does it Mean to be a Great Foreman?** [Greg Fuller]  
You'll discuss the top 10 attributes of a great foreman.

8:30 a.m. – 8:45 a.m.      **Break**

8:45 a.m. – 10:30 a.m.      **The Foreman's Impact on Profitability** [Mark Rogers]  
You'll learn how your oversight and management of the project effects hourly costs, how your actions impact the project's overall performance and your role in determining the company's profitability.

10:30 a.m. – 10:45 a.m.      **Break**

10:45 a.m. – 11:45 a.m.      **The Impact of Planning—the Greatest Challenges to Planning** [John Koontz]

You'll discuss why planning is so difficult in today's construction environment. In addition, you will gain a better understanding of how planning impacts every aspect of a project and the entire company.

11:45 a.m. – 12:45 p.m.      **Lunch Buffet**

12:45 p.m. - 1:45 p.m.      **The Impact of Planning – Best Planning Practices of Great Foreman and Great Companies** [John Koontz]

Fact: Great companies have a deep-rooted planning culture and great foreman are master planners. In this session, you'll explore those best practices of each and gather "tried and true" methods for planning your next project.

1:30 p.m. – 2:00 p.m.      **Break**

## Thursday continued...

2:00 p.m. – 4:45 p.m. **Building Relationships: Communication on the Jobsite** [Kevin Dougherty]

As the frontline face of the company and the leader of your crew, you'll learn how to:

- Communicate with different players;
- Be a better listener;
- Deal with difficult people; and
- Bridge conflict and personality clashes.

You'll take away tricks and tactics to help you get even the most difficult person eating out of your hand and other ideas to improve communication with your crew, other subs, your management and owners.

4:45 p.m. – 7:00 p.m. **Networking, Happy Hour and Dinner**

Compare notes, exchange ideas, ask an owner the questions you don't want to ask your boss and get to know other field leaders.

## Friday, September 30

6:30 a.m. – 7:30 a.m. **Breakfast**

7:30 a.m. – 9:15 a.m. **Jobsite Technology** [Chris Haslinger]

UA Training Director, Chris Haslinger will discuss the latest in new equipment and technology that's changing the way projects at the jobsite are managed and performed. You'll learn how BIM, CAD, tablets and construction "apps" are being used in the field.

9:15 a.m. – 9:30 a.m. **Break**

9:30 a.m. – 11:30 a.m. **Legacy Leadership** [Mark Breslin]

This session will focus on the compelling reasons to promote positive change and the most effective means of achieving it. You will learn:

- The necessity of seeing field leadership as a professional position, not a blue-collar occupation;
- The difference between building projects and building people;
- The three most effective ways to motivate people on the jobsite;
- How to use influence instead of authority and how that impacts the project
- Mentoring, coaching and the difference between them; and
- How to empower and engage through solicitation of field input and shared decision making.

Your stash of new ideas, strategies and tools will help you create a professional self-identity and enhance crew performance.

11:30 a.m. – 1:00 p.m. **What Have You Learned to Make You a Better Leader?** [John Koontz]

You'll discuss the best practices and takeaways you've learned during the conference and prepare your personal **Action Item List**.

1:00 p.m. **Conference Concludes**

## Hotel Information

The conference is being held at the **Los Angeles Airport Marriott** at 5855 W. Century Blvd, Los Angeles, California 90045. The hotel fee for a standard room is a separate charge of **\$165.00** plus tax, per room, per night. To secure your hotel room, please complete the information on the conference registration form—MCAA will make the reservation for you.

## Airport Shuttle and Parking

The hotel provides complimentary airport shuttle on a 24-hour basis. Overnight self-parking is \$34.00 per night.

## Registration and Fee Information

The *Field Leadership Conference* curriculum is interactive and provides plenty of time for sharing ideas with supervisory personnel from around the nation. Registration fee is **\$995.00**. The conference registration fee covers the educational content, two dinners, two breakfasts and one lunch.

To register, please use the form that is enclosed with this brochure. Please fax your completed form to **301-869-3520** and allow two weeks for confirmation of your registration. If you need additional forms, you may print them from our website at [www.mcaa.org/education](http://www.mcaa.org/education). MCAA will forward your room reservation directly to the hotel and send you a confirmation shortly prior to the conference.

## MCAA's Registration Cancellation and Refund Policy

If it becomes necessary to cancel your registration for the conference, please send written notification to MCAA either by e-mail ([eventregistration@mcaa.org](mailto:eventregistration@mcaa.org)) or regular mail (MCAA Meetings Department, 1385 Piccard Drive, Rockville, MD 20850-4340). You will receive a hotel refund if you cancel by **September 27, 2016**. Conference refunds will be handled on a case-by-case basis. Substitutions are always accepted.

## To Contact MCAA

If you have questions, please contact the MCAA Meetings Department:

By phone: 301-869-5800

By e-mail: [eventregistration@mcaa.org](mailto:eventregistration@mcaa.org)

By fax: 301-869-3520

By mail: Meetings Dept., MCAA, 1385 Piccard Drive, Rockville, MD 20850

*“Companies with a desire to improve, grow, and be successful should not miss this training for their field personnel.”*

—Steve Dawson, President, Harrell-Fish, Inc. Bloomington, IN