



**MCAA
FIELD
LEADERS**

2017 Field Leaders Conference

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

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

October 11, 2017 - October 13, 2017

Philadelphia, PA

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.



“Training my foremen is an investment in the future success of my company.”

—Larry Gunthorpe, president,
Gunthorpe Plumbing & Heating, East Lansing, MI

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.



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. Dougherty, a leading construction industry consultant, has been guiding organizations as they adapt to a changing industry. He 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. 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.



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.



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. 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.

Conference Program

Wednesday, October 11

2:00 p.m. – 4:00 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 at least 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. – 5:00 p.m. **Welcome, Conference Overview and Getting Acquainted**

You'll get to know the other members of your group—plan to discuss your company, its size, your projects, time in the industry, and your challenges.

5:00 p.m. – 6:00 p.m. **Discussion on What Keeps You Up at Night**

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

6:00 p.m. – 7:00 p.m. **Networking Opportunity**

Join your fellow attendees for a beverage or two before dinner.

7:00 p.m. – 8:00 p.m. **Dinner**

You will sit with your assigned group of jobsite leaders during dinner.

Thursday, October 12

6:30 a.m. – 7:30 a.m. **Breakfast Buffet**

7:30 a.m. **Reconvene**

7:45 a.m. – 10:00 a.m. **The Foreman's Impact on Profitability** [Mark Rogers]

You'll hear how you impact cost and profit, company- and industry-wide.

10:00 a.m. – 10:15 a.m. **Break**

10:30 a.m. – 11:30 a.m. **What Does it Mean to be a Great Foreman?** [Greg Fuller]

You'll discuss the top 10 attributes of a great foreman.

11:30 a.m. – 12:15 p.m. **Lunch Buffet**

12:15 p.m. – 3:00 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.

Conference Program

Thursday, October 12 (cont.)

3:00 p.m. – 3:30 p.m. **Break**

3:30 p.m. – 5:00 p.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.

5:00 p.m. – 7:00 p.m. **Happy Hour and Product Demonstrations**

You'll have a chance to explore the latest tools and construction resources from: DEWALT, Milwaukee Tool, Trimble, Victaulic, Viega and Wade Drains. You'll also see some of the United Association's favorite products and technology resources.

Friday, October 13

6:30 a.m. – 7:30 a.m. **Breakfast Buffet**

7:30 a.m. – 9:15 a.m. **The Impact of Planning – Greatest Challenges to Planning** [John Koontz]

Great companies have a deep-rooted planning culture and great foreman are master planners. In this session, you'll explore "tried and true" methods for planning your next project. You'll also 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.

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 Field Leader?** [John Koontz]

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

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

"Came to the conference not expecting much but I got something from every part. Lots of great info and lots of things I need to improve."

—Robert Pina, ACCO Engineered Systems



Hotel Information

The **Philadelphia Airport Marriott** showcases spacious rooms, excellent amenities and an unparalleled location. The hotel is only 10 minutes away from the landmarks and attractions of Center City.

The hotel fee for a standard room is a separate charge of **\$199** 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. **If you are using a company credit card or one that is not your own for your hotel accommodations, you will need to bring a credit card authorization form with you when you check into the hotel.** MCAA will provide the Marriott's credit card authorization form with your conference registration confirmation.

Location

If you are driving, take 1-95 to Exit 22 (I-767 West/Central Philadelphia). By train, you can take the Amtrak to 30th Street Station. Transfer on the SEPTA Airport Line to the Philadelphia International Airport Terminal B stop, where the hotel is connected via skywalk.

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** per attendee.

The conference registration fee covers the educational content, two receptions, one dinner, two breakfasts and one lunch.



“I am a leader of my company's leaders. I found this training excellent for me and for my lead people. Very Excellent!”

—Dale Andrew,
Indoor Environment Services

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

—Steve Dawson

To Register

You may register online at mcaa.org/events.

You may also register by completing the enclosed form and returning it to MCAA's Meetings Department via fax to 301 869 3520. 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) or regular mail (MCAA Meetings Department, 1385 Piccard Drive, Rockville, MD 20850). You will receive a full registration refund if you cancel by **October 1, 2017**. Other 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

By fax: 240 238 2699

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





For the latest information about the program,
visit mcaa.org



"I came to the 2016 conference thinking I would be bored!
I was very wrong. This is a great experience."

—Steve Hughes,
L J Kruse Co.