

2010 ABC INSTITUTE

For Leadership and Professional Development

NOVEMBER 9-11, 2010
Rancho Las Palmas Resort
Rancho Mirage, Calif.

Performance Matters.
www.abc.org/institute

Advanced Program



The ABC Institute really helps me better understand ABC, its mission, and how to be a better business and volunteer leader. There are excellent networking opportunities as well.

—2009 Attendee

Your job performance matters.

Sharpen your leadership skills at the ABC Institute!

This content-rich program features more than **50** concurrent sessions that include **special training** for chapter volunteer leaders, committee members, chapter staff and ABC contractor members.

- **Engage** in two days of sessions designed specifically to address your day-to-day challenges, responsibilities and opportunities.
- **Hear** from industry experts, policy specialists and professional leaders who will equip you with strategies to become more effective in your leadership and management role.
- **Exchange** ideas with fellow participants and discover new strategies you can implement when you return to the office.
- **Network** during receptions and lunches and in the networking showcase exhibit area, where you can meet face to face with peers from around the country.

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Conference Highlights

Opening Session: High-Performance Organizations in a Changing Economy

Patrick McGaughey, IOM, Activating People

Top organizations across the country are turning today's economic climate into their finest hour by showing their true value. Hear from professional speaker and facilitator Patrick McGaughey about how to challenge your organization's value, vision and mission statements; address members that are considering discontinuing their membership due to the economy; and re-inspire your boards and committee chairs to perform at the highest level.

Construction Economic Update

Anirban Basu, ABC Chief Economist

In this keynote lunch presentation, hear from ABC Chief Economist Anirban Basu about the state of the nonresidential construction industry, what to expect in 2011, and the latest data from ABC's Construction Backlog Indicator and other economic indexes.

New! ABC Membership Awards Program

The Membership Awards program will recognize ABC members and chapter staff who have achieved the membership professionals certification, as well as celebrate the successes of ABC's 2010 Membership Campaign. All participants are encouraged to attend this awards program and honor merit shop membership champions for their dedication to ABC.

New! Putting It All To Work: What You've learned at ABC Institute

This is your chance to take the collection of ideas, tools and resources you've gained from the conference and put them to use! Whether it's a program idea, new skill set or leadership strategy, this session will help you develop two workable goals that you can implement immediately when you get back to your organization. Take this opportunity to share your ideas and strategies with fellow participants and get input on the best approach to implement your new goals.

Networking Showcase Exhibit Area

Exchange ideas, refresh your contacts and meet new construction professionals during networking events throughout the conference, including receptions, lunches and breaks in the Networking Showcase Exhibit Area. Companies from across the nation will showcase the latest construction industry products and services designed to streamline and enhance your company's operations.

Partnership Opportunities

ABC offers different partnership levels to showcase your company at the ABC Institute. A la carte options also are available. For more information, contact Pete Etchells, ABC's manager of exhibits and event sponsorships, at (703) 812-2089 or etchells@abc.org.

Featured Speakers

The ABC Institute includes more than 30 industry experts, policy specialists and professional leaders who will provide you with practical insights and must-use strategies to grow in your leadership role.



Patrick McGaughey is a professional business consultant, speaker and certified professional facilitator. With a background in broadcasting, chamber of commerce management and medical administration, he can address critical issues related

to leadership, management, sales and marketing.

McGaughey has served as a keynote speaker for hundreds of chambers of commerce and association conferences, customizing each presentation to highlight the organization and its volunteers.



Maurice Baskin focuses on all aspects of labor and employment law. As ABC's attorney, Baskin is one of the chief legal advocates for the rights of employers on labor issues throughout the country. He has substantial litigation experience before the NLRB, Department of

Labor, EEOC, and in the federal and state courts. He also has special experience in appellate litigation, including serving as lead counsel before the U.S. Supreme Court.



Laurie Richards has hosted her own television show, managed the fastest growing public relations agency in Philadelphia, launched award-winning public affairs programs, and managed highly effective grassroots lobbying and development programs for a variety

of associations and Fortune 500 companies. For the past 16 years, Richards and her firm have prepared thousands of professionals for media interviews, legislative visits, lobbying efforts and presentations.



Anirban Basu was named chief economist of Associated Builders and Contractors (ABC) in February 2008. He provides ABC with timely, comprehensive analyses of important trends in the U.S. commercial and industrial construction industry.

Basu produces ABC's electronic economic news report, *Construction Economic Update*, writes a monthly column for *Construction Executive* magazine, and produces ABC's Backlog Indicator survey (launched in December 2008). Basu is founder and CEO of Sage Policy Group, Inc., an economic and policy consulting firm in Baltimore.



Doug Jones has provided business development insights to help organizations set records for growth, profit, employee morale and customer satisfaction since 1991. His clients have earned the Malcolm Baldrige National Quality Award (Milliken) and ISO quality

certifications (MedTech), as well as awards for "Best Company to Work For" (Pricewaterhouse Coopers) and "Most Admired Company" (Granite Construction) from *Fortune* magazine, and "Fastest Growing Company" (Pacesetter Steel Services) from *Inc.* magazine.

Registration Discounts—Deadline Is Oct. 4!

Register by Monday, Oct. 4, and save an extra \$50 on each registration.

Plus, encourage your colleagues to attend and save up to \$100 on each additional registrant.

Act now! Simply mail or fax the registration form to ABC, or register online at www.abc.org/institute.

Schedule At-A-Glance*

Tuesday, Nov. 9

8:00 a.m. – 6:00 p.m.	Registration Desk Open
10:00 a.m. – 5:00 p.m.	ABC National Board of Directors Meeting
5:00 p.m. – 7:00 p.m.	Opening Reception in the Networking Showcase Exhibit Area

Wednesday, Nov. 10

7:00 a.m. – 4:00 p.m.	Registration Desk Open
7:30 a.m. – 9:15 a.m.	Breakfast and Opening Session
9:30 a.m. – 11:15 a.m.	Concurrent Education Sessions
11:30 a.m. – 12:30 p.m.	Lunch and Construction Economic Update
12:45 p.m. – 2:15 p.m.	Concurrent Education Sessions
2:15 p.m. – 2:45 p.m.	Refreshment Break in the Networking Showcase Exhibit Area
2:45 p.m. – 4:00 p.m.	Concurrent Education Sessions
4:15 p.m. – 5:30 p.m.	Concurrent Education Sessions
5:30 p.m. – 7:30 p.m.	Reception in the Networking Showcase Exhibit Area

Thursday, Nov. 11

7:00 a.m. – 3:00 p.m.	Registration Desk Open
7:30 a.m. – 9:15 a.m.	Breakfast and ABC Membership Awards Program
9:30 a.m. – 11:15 a.m.	Concurrent Education Sessions
11:30 a.m. – 12:30 p.m.	Lunch in the Networking Showcase Exhibit Area
12:45 p.m. – 2:15 p.m.	Concurrent Education Sessions
2:15 p.m. – 2:45 p.m.	Refreshment Break in the Networking Showcase Exhibit Area
2:45 p.m. – 4:30 p.m.	Concurrent Education Sessions
4:30 p.m.	Conference Adjourns

*Schedule is subject to change.

Who Attends

ABC Volunteer Leaders

- Chapter board members
- National board members
- Chapter committee members
- Future ABC volunteer leaders

ABC Chapter Staff

- Chapter presidents
- Membership directors
- Communications directors
- Marketing directors
- Programs/Events directors
- Office managers
- Finance directors
- Education directors
- Government Affairs directors

Construction Professionals

- Business owners
- Senior executives
- Project managers
- Supervisors
- Business managers

As a new membership director, the interaction with other membership directors at the ABC Institute was invaluable to help give me tried and true ideas for expanding membership.

— 2009 Attendee

Detailed Schedule

Tuesday, Nov. 9

7:00 a.m. - 10:00 a.m.	Chapter Presidents Business Meeting
7:00 a.m. - 5:00 p.m.	Membership Professionals Orientation (Day 1)
8:00 a.m. - 8:30 a.m.	New National Board Member Orientation
8:30 a.m. - 9:45 a.m.	National Board of Directors Financial Briefing
10:00 a.m. - 5:00 p.m.	ABC National Board of Directors Meeting
5:30 p.m. - 7:00 p.m.	Opening Reception in the Networking Showcase Exhibit Area

Wednesday, Nov. 10

	ABC Volunteer Leaders			ABC Contractors	
	2011 Leaders	2012 Leaders	Future Leaders	Construction Executive	Construction Executive
7:30 a.m. - 9:15 a.m.	Breakfast and Opening Session High-Performance Organizations in a Changing Economy				
9:30 a.m. - 11:15 a.m.	2011 and 2012 Chapter Chair Orientation		Stop Managing, Start Facilitating	Your Diversity Plan: A Competitive Advantage for Business Performance	Applying Lean Construction to Your Company
11:30 a.m. - 12:30 p.m.	Lunch and Construction Economic Update				
12:45 p.m. - 2:15 p.m.	ABC Boards: Strategy and Innovation in Uncertain Time	Keys to Chapter Leadership Recruitment and Development	Motivating Across Generational Lines	Crucial Conversations for Effective Teams	Social Media for Contractors
2:15 p.m. - 2:45 p.m.	Refreshment Break in the Networking Showcase Exhibit Area				
2:45 p.m. - 4:00 p.m.	Being Strategic About Diversity			The Business Case for Building Green	Labor Law and PLA Update
	The Partnership of the Chair, Incoming Chair and Past Chairman				
4:15 p.m. - 5:30 p.m.	Federal Affairs Update		How to Be a Successful Committee Leader	Proven Techniques for Improving Construction Productivity	Succession Planning
	Board Best Practices				
5:30 p.m. - 7:30 p.m.	Reception in the Networking Showcase Exhibit Area				

Thursday, Nov. 11

	ABC Volunteer Leaders			ABC Contractors	
	2010 Leaders	2011 Leaders	Future Leaders	Construction Executive	Construction Executive
7:30 a.m. - 9:15 a.m.	Breakfast and ABC Membership Awards Program				
9:30 a.m. - 11:15 a.m.	Stop Boring Me! How to Develop and Deliver Powerful Presentations	Priority Management	Board Leadership Roles and Responsibilities	Priority Management	How to Manage a Multi-Generational Business
11:30 a.m. - 12:30 p.m.	Lunch in the Networking Showcase Exhibit Area				
12:45 p.m. - 2:15 p.m.	Engaging our Members in Membership Development			Accountability and Organizational Performance	Using ABC as a Networking Opportunity to Grow Your Business
	REAL: Relevant, Engaged and Accountable Board Leadership				
2:15 p.m. - 2:45 p.m.	Refreshment Break in the Networking Showcase Exhibit Area				
2:45 p.m. - 4:30 p.m.	Putting it All to Work: What You've Learned at ABC Institute			Finding the Right Fit: Developing Dynamic Teams	
4:30 p.m.	Conference Adjourns				

Chapter Presidents Business Meeting	7:00 a.m. - 10:00 a.m.
Membership Professionals Orientation (Day 1)	7:00 a.m. - 5:00 p.m.
New National Board Member Orientation	8:00 a.m. - 8:30 a.m.
National Board of Directors Financial Briefing	8:30 a.m. - 9:45 a.m.
ABC National Board of Directors Meeting	10:00 a.m. - 5:00 p.m.
Opening Reception in the Networking Showcase Exhibit Area	5:30 p.m. - 7:00 p.m.

Membership Training	Chapter Staff			
	New Membership Professionals	Chapter Operations	Membership Electives	
Breakfast and Opening Session High-Performance Organizations in a Changing Economy				7:30 a.m. - 9:15 a.m.
Membership Professionals Orientation (Day 2)	Technology Update	Secrets to Volunteerism and Active Membership Communities	Delivering True Member Value Today and Tomorrow	9:30 a.m. - 11:15 a.m.
Lunch and Construction Economic Update				11:30 a.m. - 12:30 p.m.
Membership Professionals Orientation (Day 2)	Legal Issues Facing Training Programs in the Obama Administration	Benefits and Limitations of Using Market Data to Understand Your Members	Tips on Selling ABC the Right Way	12:45 p.m. - 2:15 p.m.
Refreshment Break in the Networking Showcase Exhibit Area				2:15 p.m. - 2:45 p.m.
Membership Professionals Orientation (Day 2)	Issue Advocacy Tools for Chapters	Identifying Networking Opportunities	Getting the Most from Your Volunteers Who Have the Least	2:45 p.m. - 4:00 p.m.
Membership Professionals Orientation (Day 2)	Grant Writing Basics: Where Do You Find the Money?	Engaging Members through Social Media	Explaining the Cost of Membership Development	4:15 p.m. - 5:30 p.m.
Reception in the Networking Showcase Exhibit Area				5:30 p.m. - 7:30 p.m.

Construction Executive	Chapter Staff			
	Chapter Operations	Membership Electives	Membership Basics	
Breakfast and ABC Membership Awards Program				7:30 a.m. - 9:15 a.m.
Improving Project Performance	Best Practices for State Government Affairs	Event Planning for Beginners	Hot Topics in Membership Development	9:30 a.m. - 11:15 a.m.
Lunch in the Networking Showcase Exhibit Area				11:30 a.m. - 12:30 p.m.
Developing Your Leadership Pipeline	Chapter Connections: A World of Resources	PAC and FEA: How to Comply with Laws and Engage Volunteers	Proactive Membership Development Strategies	12:45 p.m. - 2:15 p.m.
Refreshment Break in the Networking Showcase Exhibit Area				2:15 p.m. - 2:45 p.m.
Public vs. Private: Managing Employee Compensation Issues	Putting It All to Work: What You've Learned at ABC Institute			2:45 p.m. - 4:30 p.m.
Conference Adjourns				4:30 p.m.

2010 ABC Institute Session Descriptions

Track Key

VL ABC Volunteer Leaders

CE ABC Contractors

CS ABC Chapter Staff

Tuesday, Nov. 9

7:00 a.m. – 10:00 a.m.

Chapter Presidents Business Meeting

Join your colleagues for an update from the Chapter Presidents Executive Committee and other standing committees to discuss the latest association developments and issues.

7:00 a.m. – 5:00 p.m.

Membership Professionals Orientation (Day 1)

This orientation provides peer-based training from the Membership Professionals Council, as well as an opportunity to learn about important resources available

through ABC National. Topics of discussion include recruitment, retention and volunteer management, member benefits and services, the ABC National database and website, and membership development planning. This orientation is open to all membership professionals who have joined ABC since the 2009 ABC Institute.

Wednesday, Nov. 10

7:30 a.m. – 9:15 a.m.

Breakfast and Opening Session: High-Performance Organizations in a Changing Economy **VL CE CS**

Top organizations across the country are turning today's economic climate into their finest hour by showing their true value. Hear from professional speaker and facilitator Patrick McGaughey about how to challenge your organization's value, vision and mission statements; address members that are considering discontinuing their membership due to the economy; and re-inspire your boards and committee chairs to perform at the highest level.

9:30 a.m. – 11:15 a.m.

2011 and 2012 Chapter Chair Orientation **VL**

The keys to effective chapter leadership are teamwork, focus and execution. This interactive orientation program will allow chapter presidents and their volunteer leaders to explore and agree upon the practices that best foster communication, trust and collaboration, and contribute real value to members. Participants will be briefed on goals for session participation throughout the conference, as well as receive resources from ABC National.

Stop Managing, Start Facilitating **VL**

Find out how to manage problems and facilitate solutions with a successful process for executives facing roadblocks in chapter

management. Learn four steps to address and overcome problems; face issues with confidence instead of procrastination; and build better relationships with volunteers and staff using techniques that earn their respect.

Your Diversity Plan: A Competitive Advantage for Business Performance **CE**

Get a firsthand look from Tim Steigerwald of Messer Construction Co. about how to successfully incorporate diversity and inclusion in the workplace and use the *ABC Employer Guide for Diversity and Inclusion* to better serve customers. You will learn strategies for developing or strengthening your corporate diversity plan to gain a competitive advantage in the construction industry, as well learn ways to articulate the value of diversity and inclusion to business partners.



Applying Lean Construction to Your Company **CE**

This session will explain how lean principles are applied in the construction industry and why lean is the future of self-performed construction. Explore tools and strategies that will help transition your company to lean, including how the delivery method increases productivity, reduces waste and plays a role in green building.

Membership Professionals Orientation (Day 2)

On day two of this orientation, new membership professionals will continue to learn about important resources available through ABC National and participate in discussions about membership recruitment, retention and planning.

Technology Update **CS**

Get an update on ABC technology initiatives in this informative session.

Secrets to Volunteerism and Active Membership Communities **CS**

Get ready to challenge your beliefs about volunteerism. Discuss, debate and deliberate the elements necessary to build a volunteer program; learn strategies that attract, train and retain members as constructive volunteers; and assess the strengths and weaknesses of your current volunteer management program.

Delivering True Member Value Today and Tomorrow **CS**

The key to a strong membership is providing value. Come prepared to share, listen and learn about how other chapters are providing true member value; responding to members' changing needs; and enhancing programs and services to deliver value for members now and in the future.

11:30 a.m. – 12:30 p.m.

Lunch and Construction Economic Update **VL CE CS**

In this keynote lunch presentation, hear from ABC Chief Economist Anirban Basu about the state of the nonresidential construction industry, what to expect in 2011, and the latest data from ABC's Construction Backlog Indicator and other economic indexes.

12:45 p.m. – 2:15 p.m.

ABC Boards: Strategy and Innovation in Uncertain Times **VL**

Find out how to rise above today's economic challenges by sharing strategic best practices—both in the planning and execution phases. Also, explore how innovation is a vital part of keeping chapters both viable and relevant to member needs.

Keys to Chapter Leadership Recruitment and Development **VL**

Good to Great author Jim Collins wrote how critical it is to have "the right people on the bus," and this couldn't be more applicable to ABC chapters. This session will set a new standard for chapter leadership recruitment and development. Identify ways to recruit formerly unapproachable members to serve as effective leaders; establish an orientation process that begins during recruitment; and learn how to dismiss ineffective board members while preserving their membership.

Motivating Across Generational Lines **VL**

Determining what motivates today's multi-generational staff can be challenging. While the younger generation may be looking for

flexibility and camaraderie, veterans might care more about the security of a regular schedule and retirement benefits. Find out why responding to these differences will keep your staff productive and satisfied, especially when times are tough.

Crucial Conversations for Effective Teams **CE**

The ability to maximize the knowledge, experience and wisdom of team members is critical to an organization's success. Learn how to positively influence the quality of teamwork, results and morale through the proven principles and skills of dialogue based on The New York Times bestselling book, *Crucial Conversations: Tools for Talking When Stakes Are High*.

Social Media for Contractors **CE**

The Internet revolution involving Web 2.0, social media, blogging and location-based services offers a perfect tool set for the contractor community. Learn about the prerequisites to using social media, and find out how these new media tools can help you facilitate business growth, improve operational efficiency, leverage employees' knowledge and foster client loyalty.

Legal Issues Facing Training Programs in the Obama Administration **CS**

Protect against legal exposure with updates on the laws governing apprenticeship standards, fiduciary duties, IRS and ERISA issues, accounting and recordkeeping that affect the training activities of ABC chapters and their affiliates. This session also will review human resources issues, such as instructor training, contractor/employee status, union salting and harassment claims.

2010 ABC Institute Session Descriptions

Track Key

VL ABC Volunteer Leaders

CE ABC Contractors

CS ABC Chapter Staff

Wednesday, Nov. 10

12:45 p.m. – 2:15 p.m.

Benefits and Limitations of Using Market Data to Understand Your Members **CS**

Data is essential to decision-making, but it can be misleading when used alone. This session will help you evaluate the effectiveness of how you collect, compile and share market data with volunteer and staff leaders, as well as discover how to expand beyond traditional marketing strategies to address the underlying issues that keep members awake at night.

Getting the Most from Your Volunteers Who Have the Least to Give **CS**

Discuss and share successful strategies on how members can best serve the association in these challenging economic times. Learn how to identify committees and councils that may be ineffective, understaffed or unnecessary; learn how to utilize short-term projects and teams to accomplish long-term goals; and identify ways to assign short-term tasks to enthusiastic volunteers.

2:45 p.m. - 4:00 p.m.

Being Strategic About Diversity **VL**

Hear firsthand how the ABC Baltimore Chapter has diversified to become an influential player in politics and help build minority and women-owned enterprises. Find out how to strengthen your chapter's ties to the minority community, enhance its political influence and become a more diverse organization.

The Partnership of the Chair, Incoming Chair and Past Chairman **VL**

Creating a seamless transition from one chairperson to the next requires the involvement of past, present and incoming leaders. Explore how to maintain successful traditions while encouraging the new visions and practices of incoming leadership.

The Business Case for Building Green **CE**

If you're not in the green building business, you're missing out on valuable experience your competitors are gaining. Hear from a developer, architect and fellow ABC contractors to understand how sustainable building practices are a necessity for staying relevant and competitive.

Labor Law and PLA Update **CE**

Get important updates on the labor law challenges facing merit shop contractors in the Obama administration. Hear about the ongoing fight against federally mandated project labor agreements, along with new developments at the National Labor Relations Board and the U.S. Department of Labor. Also, learn about recent successful challenges to state and local interference with merit shop construction.

Issue Advocacy Tools for Chapters **CS**

In recent months, ABC chapters and members have engaged the public, defended free enterprise and open competition, and chalked up high-profile victories for the merit shop.

Find out how to replicate these advocacy efforts, learn about resources and tools available to help you advance the merit shop agenda, and hear from ABC leaders who have executed successful issue advocacy campaigns in the last 18 months.

Identifying Networking Opportunities **CS**

Learn ways to build successful networking events for your members and use simple strategies to help them make the most of these business opportunities. Gain insights on how to quickly make new members feel comfortable networking, and find out how to leverage the networking success of established ABC members.

Tips on Selling ABC the Right Way **CS**

Selling the benefits of membership to new prospects and existing members requires an investment of resources. Ensure you're spending your time and energy wisely with an effective sales process, and understand what it means to be a sales professional. Learn specific strategies and techniques to ensure you're selling ABC the right way and find out how to establish and manage effective schedules and metrics for sales activity.

4:15 p.m. – 5:30 p.m.

Federal Affairs Update **VL**

Do you know the impact policymakers in Washington, D.C., have on your business? Learn what regulatory actions the Obama administration has taken during the past

year and how these regulations already are affecting your business. Additionally, get an update on the mid-term elections—including who won, who lost and what that means for the merit shop—and hear about what might occur in the upcoming “lame duck” Congress, as well as what legislative agenda might be put forward during the 112th Congress.

Board Best Practices **VL**

Hear best practices followed by successful association boards around the country—including meeting procedures, committees, monitoring practices and planning job descriptions—and find out how to apply these best practices to your board.

How to Be a Successful Committee Leader **VL**

Committee leadership is an important component of chapter, department and corporate leadership. To lead volunteers, you must set goals, organize the group, create a plan and motivate team members to accomplish targeted goals. Learn the nuances of leading a committee to help your organization reach its ultimate goals, including identifying committee strengths and weaknesses, ensuring full participation by all members, and running effective, efficient meetings—all while staying dedicated, focused and energized as a leader.

Proven Techniques for Improving Construction Productivity **CE**

Gain proven techniques to enhance the performance of your operations management team and make sure they are being as productive as possible. Topics include understanding leadership’s role in implementing the changes; using measurement to drive consistency; leveraging earned value as a best practice for measuring productivity; using job cost and production feedback processes to support productivity improvement; and understanding measurement dashboards.

Succession Planning **CE**

Whether it’s to the next generation, a third-party buyer or your own employees, transferring ownership can be extremely challenging. Hear about how other companies are planning successful ownership transitions and learn the steps your company should take in the succession planning process.

Grant Writing Basics: Where Do You Find the Money? **CS**

In this session, grant writing professionals will show beginners some universal rules to follow. Find out the definition of a grant, the difference between an RFP and RFA, which option is better for you, the preliminary work

needed to start a grant and common elements of a grant proposal.

Engaging Members through Social Media **CS**

Social media is a strong platform for your members to connect before, during and after a networking event, workshop or reception. Gain insights on how your chapter can use email, blogs and social networking sites to engage your members and develop a winning, multifaceted marketing strategy.

Explaining the Cost of Membership Development **CS**

Examine a series of formulas and strategies to determine the value of current and potential members. Use these values to develop innovative ways to target new members, adjust your sales pitch, and determine your chapter’s recruitment-related strengths and weaknesses. Once you find the true cost of your membership development efforts, learn how to adjust your programs to provide greater value to members.



“The ABC Institute gives excellent insight and tools for leading my chapter and offers some valuable one-on-one time with chapter presidents and other leaders.

—2009 Attendee

2010 ABC Institute Session Descriptions

Track Key

VL ABC Volunteer Leaders

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CS ABC Chapter Staff

Thursday, Nov. 11

7:30 a.m. – 9:15 a.m.

Breakfast and ABC Membership Awards Program **VL CE CS**

Join us in recognizing ABC chapter staff who have achieved the membership professionals certification, as well as celebrate the successes of our 2010 Membership Campaign.

9:30 a.m. – 11:15 a.m.

Stop Boring Me! How to Develop and Deliver Powerful Presentations **VL**

In this interactive session, you will learn the keys to developing and delivering dynamic presentations and speeches. This hands-on approach will give you the confidence and ability to deliver memorable presentations in the future.

Priority Management **VL CE**

Because few have previously experienced the dramatic changes occurring in business today, there's no proven method for responding successfully. How do we prioritize? Learn how to create a strong vision, actionable plans, focused goals and clear-cut priorities.

Board Leadership Roles and Responsibilities **VL**

Boards tend to underperform when members aren't clear on their specific roles as leaders and visionaries. In this session, you will explore the critical roles and responsibilities

you have in both your chapter and your company, and learn about exciting additional roles you can undertake to solidify your impact as a leader.

How to Manage a Multi-Generational Business **CE**

Managing the challenges of a multi-generational business demands powerful tools to keep operations on track. In this session, learn how to prevent unnecessary conflicts and work through unavoidable conflicts associated with running a family business; identify and understand the differences between generations for better teamwork and productivity; and consider succession planning to ensure your business will continue for generations to come.

Improving Project Performance **CE**

Contrary to popular belief, productivity is not a field problem, but rather an important management and leadership issue. Whether it is your people, your systems or a combination of both that needs improvement, the change has to come from the top in order to have a significant and sustainable impact. Find out how current changes in the industry, as well as controllable variables, impact productivity—and how you can improve your company's project performance.

Best Practices for State Government Affairs **CS**

Hear the new and innovative ways that chapter government affairs specialists are

influencing their lawmakers. Learn best practices from other state government affairs efforts and apply similar strategies to help your chapter advance the merit shop agenda.

Event Planning for Beginners **CS**

In order to be a successful and efficient event planner, you must learn some planning basics. This session will provide you with the tips, tools and strategies necessary to excel in event management, including the characteristics of an event planner, logistics, financial management, and charts, tools and formulas.

Hot Topics in Membership Development **CS**

Form new relationships and reinforce existing ones with membership development peers from around the country. Gain insights into the concerns you share and help others discover solutions to the challenges they face.

12:45 p.m. – 2:15 p.m.

Engaging Members in Membership Development **VL**

Explore a variety of ways that ABC members and chapter staff can partner to create dynamic membership development programs, resulting in greater benefits and services for the entire membership. Identify ways you can be an active participant in membership development for your chapter, and learn how to build a pathway for other members to



partner with ABC staff for the ongoing success of your chapter.

REAL: Relevant, Engaged and Accountable Board Leadership VL

Hear how the ABC Central Florida Chapter Board of Directors' new organization model and board agenda format paved the way for a successful, modern and proactive chapter leadership plan. The model—Relevant, Engaged and Accountable Leadership (REAL)—helped engage every board member to play a role in every aspect of the organization. Learn how you can follow the same process to identify a successful leadership plan that delivers internal services, member value, community outreach, and involvement with state and national organizations.

Accountability and Organizational Performance CE

Individual and chapter accountability is more important than ever. Using two proven models from “The Oz Principle,” which demonstrates the vital role of accountability in the achievement of business results and the improvement of both individual and organizational performance, you will learn how to focus members, volunteers, leaders and chapter staff on achieving results through individual and joint accountability.

Using ABC as a Networking Opportunity to Grow Your Business CE

Are you getting the most out of ABC networking opportunities? Take your efforts to the next level by taking advantage of nontraditional networking opportunities at every ABC function. Get ideas on how to expand your business relationships and transition new contacts into long-term business partners.

Developing Your Leadership Pipeline CE

Rapid changes in technology, globalization and workforce demographics profoundly affect your ability to recruit and retain quality people, as well as develop future leaders. In this session, examine the critical issues facing internal leadership candidates and gain insights into how to consistently groom and develop leaders at every level. By understanding how to attract and retain star talent, you will ensure your leadership pipeline stays full and your organization continues to succeed.

Chapter Connections: A World of Resources CS

Explore ABC's new online resource library, which houses a wealth of information from the past 60 years and provides examples submitted by chapters on reports and forms, awards of excellence submissions and governance best practices. In this session, find out how to apply these valuable resources to streamline your operations.

PAC and FEA: How to Comply with Laws and Engage Volunteers CS

Learn how to comply with ABC PAC and Free Enterprise Alliance (FEA) laws and regulations. Hear about new fundraising tactics that you can implement in your chapter to keep your PAC and FEA programs successful, as well as ideas for motivating your volunteer leadership to get engaged and stay involved.

Proactive Membership Development Strategies CS

In this session, learn how to use data to drive your recruitment and retention efforts. Learn which members are most likely to be lifelong members and how to improve retention numbers. Identify market segments the chapter is servicing effectively, as well as where you

can introduce new services to dramatically impact membership growth numbers.

2:45 p.m. – 4:30 p.m.

Finding the Right Fit: Developing Dynamic Teams CE

Until a team is created, an organization is just a collection of individuals. In this session, learn techniques to transform a group into a team so that each member recognizes how their different styles can mesh to bring out the best in the group. Learn how to find the right individual to fit with your team and gain easy-to-use principles for developing dynamic teams in your organization.

Public vs. Private: Managing Employee Compensation Issues CE

Get a firsthand look at how compensation differs on public versus private projects, and in turn how it affects your employees. With today's high volume of government contracting, learn ways to manage take-home pay on public projects that minimize the transition back to private wages in a few years. Review ways to stay competitive on public projects through a better understanding of what is allowed under the prevailing wage regulations, and learn strategies for communicating with your employees and setting realistic compensation expectations.

Putting It All to Work: What You've Learned at ABC Institute VL CS

Take this opportunity to develop two workable goals based on strategies you've learned at the 2010 ABC Institute. Identify the best ideas you've collected and get input from other members on how to implement your new goals.

Hotel, Travel and Conference Information



Hotel Information

Rancho Las Palmas Resort

41-000 Bob Hope Drive
Rancho Mirage, CA 92270
(760) 568-2727
www.rancholaspalmas.com

Hotel Reservations

The \$185 discounted hotel room rate is available through Monday, Oct. 4, or until the room block is full. Mention the group name, "Associated Builders and Contractors," when making your reservations at (866) 423-1195. There is a resort fee of \$15 per night.

Additional Taxes & Fees

The Rancho Las Palmas Resort room rate incurs a 12.5 percent sales and resort tax.

Check-in and Check-out

Check-in is at 4 p.m. and check-out is at 12 p.m.

Complimentary Hotel Services and Special Features

- Complimentary wireless and high-speed Internet access in rooms
- Complimentary fitness center
- Concierge available from 10 a.m. - 5:30 p.m.
- 27-hole Ted Robinson-designed golf course

- 20,000 square-foot European spa
- Splashtopia, the resort's water park
- 25 state-of-the-art tennis courts
- 240 acres of tranquil lakes, gardens and fountains

Parking

Self-parking and valet are complimentary.

Hotel Cancellation Policy

Your room is held by credit card guarantee. You may cancel within seven days of arrival; after that, one night's room rate plus tax will be charged.

Travel Information

Area Airports

Palm Springs Airport (PSP): Approximately 20 minutes to the hotel.

Ontario Airport (ONT): Approximately one hour to the hotel.

Long Beach Airport LGB): Approximately two hours to the hotel.

Airline Partners

American Airlines: To receive the 5 percent discounted rate, book online at www.aa.com or by phone at (800) 433-1790. Refer to the promo code 12N0AA when making your reservation.

JetBlue: To receive the 5 percent discounted rate to Long Beach International Airport, book online at www.jetblueairways.com. Refer to the promo code ABCINST10 when making your reservation.

Car Rental Partners

Enterprise: To receive discounted rates on Enterprise car rentals, call (800) 736-8222 or reserve online at www.enterprise.com/car_rental/home.do, and refer to the corporate account 16KT752 and pin # ABC.

Avis: To receive discounted rates on car rentals, call AVIS directly at (888) 754-8878 and refer to meeting ID number A784199.

Conference Information

Registration Hours

Tuesday, Nov. 9
8 a.m. – 6 p.m.

Wednesday, Nov. 10
7 a.m. – 4 p.m.

Thursday, Nov. 11
7 a.m. – 3 p.m.

2010 ABC INSTITUTE

For Leadership and Professional Development



NOVEMBER 9-11, RANCHO MIRAGE, CA RESERVATIONS (866) 423-1195



Weather and Attire

In November, the average high in Rancho Mirage is about 78 degrees and the average low is 50 degrees. Meeting spaces are often chilly, so please dress accordingly. The dress code for this meeting is business casual.

Find Out More

For more information about the 2010 ABC Institute, email your questions to the ABC Meetings Department at meetings@abc.org or visit the ABC Institute website at www.abc.org/institute.

“Attending the ABC Institute allows us to come together and share best practices, as well as obstacles we encounter in our markets. Plus, it is always nice to meet our peers face to face.”
—2009 Attendee

REGISTRATION FORM

1. Registrant Information (Only one registrant per form, please.)

Name: _____

Preferred Name for Badge (if different from above): _____

Title: _____

Company: _____

Address: _____

City, State, ZIP: _____

Phone: _____ Fax: _____

Email: _____

ABC Chapter Name: _____

Emergency Contact and Phone Number: _____

Specify Disabilities or Special Requirements: _____

2. Registration Fees

	By Oct. 4	After Oct. 4	Total
ABC Member Company			
First Registration from Company	\$549	\$599	_____
Second Registration from Same Company	\$449	\$499	_____
Third and Additional Registrations from Same Company	\$349	\$399	_____
ABC Chapter Staff			
First Registration from Chapter Office	\$449	\$499	_____
Second Registration from Same Chapter Office	\$349	\$399	_____
Third and Additional Registrations from Same Chapter Office	\$249	\$299	_____

Total Payment Amount: _____

3. Payment Information

____ Check Enclosed (payable to ABC)

____ Credit Card: Visa MasterCard American Express

Card Number: _____ Exp. Date: _____

Print Name on Card: _____

Authorized Signature: _____

Registration Policies
Full payment must accompany this registration form. Registration confirmation and detailed information about the ABC Institute will be mailed upon receipt of the completed registration form and full payment. ABC cannot invoice attendees for fees and registration cannot be accepted by telephone.

Cancellation Policies
All cancellations must be submitted in writing. Cancellation requests received on or before Oct. 4 will receive a full refund. Cancellation requests received between Oct. 4 and Oct. 18th will receive a refund less a \$100 administrative fee per registrant. No refunds will be given to cancellation requests received after Oct. 18 or for no-shows.

Travel and Hotel Reservations
Attendees are responsible for making their own travel and hotel reservations.

OLREG

4. Three ways to register!

Mail this form
with check or credit card info to:
ABC Meetings Dept.
4250 North Fairfax Dr.
Arlington, VA 22203

Fax this form
to ABC's secure fax line
with credit card info:
(703) 812-8235

Go online
to register using ABC's
secure website:
www.abc.org/institute

Register Online and Get More Information: www.abc.org/institute



4250 North Fairfax Drive
Arlington, VA 22203
(703) 812-2000
www.abc.org

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2010 ABC INSTITUTE

For Leadership and Professional Development

NOVEMBER 9-11, 2010
Rancho Las Palmas Resort
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Performance Matters.

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