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2017 Lone Star Conference Schedule

Thursday

9:30 Registration Begins (come early for additional CPE!)

10:15-11:30 Bonus CPE session **1.5 CPE Hours Construction Financial Analytics – John Killingsworth, Colorado State University and Bruce Orr, Pronovos**

This two-part session includes recent trend analysis of Benchmark data and financial ratio analysis. We explore the relationship between fixed personnel costs and revenue, how to manage overhead costs to be competitive, and when to invest in talent acquisition. Through the use of analytics we consider national trends in the construction industry and how to measure your company's performance.

Prerequisite: Basic knowledge of financial statements and financial ratios

Course Level: Intermediate

Advance Preparation: None

11:30

Box lunches available

(Feel free to eat beforehand or take it with you to the opening session)

12:30-12:45

Opening Session - Welcoming remarks and introductions- featuring remarks from Samantha Hutchison, CFMA National Chairman, and Joe McLaughlin CFMA National Chairman

12:45-2:00

1.5 CPE Hours Performance Based Incentive Compensation – Stephane McShane, Maxim Consulting

84% of organizations offer some form of reward programs to employees. A well-designed compensation plan rewards both individual and group performance, is connected to the performance management system, and incentivizes certain behaviors. Developing internal processes is critical to an effective incentive compensation system.

Learning Objectives:

- Understand the importance of defined standards and processes
- Identify how to utilize the right tools to drive desired outcomes
- Measure performance with objective metrics
- Establish KRA (Key Results Area)-based job descriptions

Prerequisite: Basic working knowledge of performance management

Course Level: Intermediate

Advance Preparation: None

2:15-3:30

1.5 CPE Hours Building a Sustainable Cyber Security Program - Tauseef Ghazi, RSM

Technology advances bring opportunities for efficiency and growth for construction companies; unfortunately, they also expose organizations to more advanced cyber-security threats. This presentation will discuss some of those current challenges and what organizations should consider in order to build sustainable industrial control security.

Prerequisite: None

Course Level: Basic

Advance Preparation: None

3:30-4:00

Afternoon break with refreshments

4:00-5:15

1.5 CPE Hours Alternative Paths in Ownership Transition Planning Including ESOP's – Larry A. Mackowiak, Crowe Horwath LLP

This session will discuss the various alternatives available for transitioning ownership in privately held construction companies including the growing trend to ESOP ownership.

Prerequisite: None
Course Level: Advanced
Advance Preparation: None

5:45 -6:00 Transportation to Billy Bob's – The World's Largest Honky Tonk – Dinner, Drinks & Fun

Friday

7:00 Registration Begins

7:00-8:00 Buffet Breakfast

8:00-10:05 *2.5 CPE Hours* **Making Your Message Memorable: Presentations – Anthony Huey, RMA**

It's not just what you say, it's how you say it. Whether you realize it or not, your communication skills are constantly being judged by others, often subconsciously. How you communicate in everything from casual conversations to formal presentations can be the difference between success and failure. Don't miss what is often your only opportunity to connect and leave a lasting impression. This highly interactive, hands-on session teaches effective ways to communicate your message to a wide variety of audiences you deal with every day, including customers, prospects, internal staff, boards of directors, management, community partners, the news media, elected officials, investors, and many others.

Attendees will leave the session with:

- Jaw-dropping techniques to reduce nervousness
- A revolutionary new approach to creating effective presentations
- Proven techniques to leave a positive, memorable impression on an audience
- Advice on how to speak from PowerPoint...the correct way
- Four specific response techniques to answer any question from the audience
- A training plan to reduce those pesky "umms" and "ahhhhs"
- Tips on how to more effectively use hand and facial gestures to engage the audience
- Guidelines on formatting a speech script or speaker's notes
- New and more effective ways to present as a team
- And much, much more!

Prerequisite: None
Course Level: Basic through Advanced
Advance Preparation: None

10:05-10:30 Morning break with refreshments

10:30-11:45 *1.5 CPE Hours* **Turning Skilled Employees into Leaders – Katie Waller, Vantage HRO**

You've got a great team of employees, but something is missing – LEADERSHIP. Come join us to learn how to transition your best employees into leadership roles and take your company (and your employees) to the next level.

Discussion Topics:

- Leadership Brand Statements
- Transition Leaders Purposefully
- Build Trust
- Mentor Your Investment
- Build Your Leadership Bench

Prerequisite: None
Course Level: Basic through Advanced
Advance Preparation: None

11:45-12:30

Buffet Lunch

12:30-1:45

1.5 CPE Hours **Skilled Workforce Gap and the Impact on the Texas Construction Industry**

- Jane Hanna, Construction Education Foundation, Inc., Ann Hicks, Hicks Resource Consulting, and Panel of Industry Professionals

Session will focus on:

- Current skills gap in our industry
- Impact on our market
- Attracting and training of construction industry workers to meet the demand
- Retaining current team members

Prerequisite: None

Course Level: Intermediate

Advance Preparation: None

1:45

Closing Remarks