

West Michigan Construction Alliance

The West Michigan Construction Alliance is a labor-management organization serving approximately 22 counties in West and Southwest Michigan, in and around Battle Creek, Grand Rapids, Kalamazoo and Muskegon.

CONSTRUCTION LABOR-MANAGEMENT CONFERENCE

Wednesday, September 26, 2007

Conference Title

“Think of the Battle as MARKET WARFARE, Because It Is”

FMI, Management Consultants to the Construction Industry

Conference Outline

- 1. Seeing the Battlefield**
 - a. Successful companies attack on multiple fronts; marketing, sales, AND customer service
 - b. Positioning means “controlling” your target’s perceptions
 - c. Position for value, OR low cost delivery
 - d. CHOOSE the right positioning option to leverage your opportunities
 - e. Find the “white space” in your market to create value scenarios
- 2. Develop a Plan to Guide your Efforts**
 - a. Where are you now – Conduct an Assessment of your current state
 - b. Motivate the troops with a succinct Vision
 - c. Visualize a successful outcome with Measurable Goals
 - d. Define how to get there; Strategies direct your efforts
 - e. Action Items detail specifics
 - f. Workshop – Develop the foundation of your Marketing / Business Development Plan
- 3. Align Your Structure to Maximize Results**
 - a. Bridge Strategy to Structure
 - b. What Works, What Does Not
 - c. Driving People to Achieve Your Goals
 - d. Paying for the desired outcomes
 - e. Inspect what you Expect – What Gets Measured Gets Done!

COMFORT INN & CONFERENCE CENTER PLAINWELL, MICHIGAN

622 Allegan St., Plainwell, MI 49080
One block east of U.S. 131, Exit 49
Phone: (269) 685-9891

*Conference sponsored by the West Michigan Construction Alliance,
funded in part with a grant from the Federal Mediation & Conciliation Service.*

A \$50 registration fee is required for this conference.

Conference Clinic Session

The West Michigan Construction Alliance has received a grant from the Federal Mediation & Conciliation Service. The primary purpose of the grant is to increase the knowledge of contractor organizations, signatory contractors, organized labor, owners and affiliate members through intensive education programs in order for our members to better compete in the 21st century. *A series of clinic sessions will be held throughout 2007 seeking to achieve this goal.*

Our objective is to give attendees the opportunity to keep abreast of decisions affecting their workplaces and current trends in the construction business. Our presenters are actively involved in the real application of construction labor-management issues and are able to provide the latest examples of "best practices" effecting market share that serve in the best interest of owners, contractors and union employees. Those in attendance are urged to take advantage of the exceptional personal resources we have been able to secure and are encouraged to ask questions to presenters as they arise.

Conference Clinic Schedule

Wednesday, September 26, 2007

- 9:15 AM **Registration and coffee**
- 9:45 AM **Welcoming Remarks and Introductions**
Bruce Hawley, President, West Michigan Construction Alliance
- 10:00 AM **"Think of the Battle as MARKET WARFARE, Because It Is"**
Presenter: Scott Humrickhouse, Director
FMI, Management Consultants to the Construction Industry
- 12:00 AM **Lunch**
- 12:45 PM **"Think of the Battle as MARKET WARFARE, Because It Is" Continued**
Presenter: Scott Humrickhouse, Director
FMI, Management Consultants to the Construction Industry
- 3:00 PM **Conclusion**

Organizations in support of the conference include:

AGC of Michigan

Michigan Building and Construction Trades Council & Affiliate Members

Bricklayers Local 9	Iron Workers Local 292 & 340	Elevator Constructors Local 85
Boilermakers Local 169	Sheet Metal Workers Local 7 & 20	Roofers Local 23 & 70
Roofers Local 70	Plasterers & Cement Masons Local 16	Glaziers Local 826 & 1165
Electrical Workers Local 131, 153, 275 & 445	UA Locals 174, 190, 333 & 357	Painters Local 845
Asbestos Workers Local 47 & 75	Sprinkler Fitters Local 669	

National Electrical Contractors' Association - Michigan Chapter

Michigan Regional Council of Carpenters and Millwrights

Five Cities Association of Michigan

Laborers Local 355

Operating Engineers Local 324

Sheet Metal & Air Conditioning Contractors' National Association - Michigan Chapter

Master Insulators Association

Michigan Mechanical Contractors Association

West Michigan Mechanical Contractors Association



Scott Humrickhouse

Director

As a Director and Shareholder of FMI, management consultants to the construction industry, Scott provides a wide array of services to contractors and construction materials producers throughout the country. Specifically, he makes significant contributions to his clients' bottom lines by assisting with strategic and business planning, organizational assessments, business development evaluations, market research, and management training.

Scott's significant experience in numerous and multiple geographies, where he frequently leads research assignments that yield extensive knowledge of local markets, often allows Scott to bring a "local" flavor to his strategic engagements. He is well versed in industry trends and market developments, and this invaluable expertise is a leading driver in perpetuating long-term relationships with his contracting and construction materials clients. Scott's clients are industry leaders, generating best-of-class results from renewed focus on commitment, accountability, and execution.

Additionally, Scott often leads management training initiatives to facilitate the execution of strategic objectives. He regularly addresses industry audiences on topics related to improving business performance, including knowledge-based execution of strategy and successful business development approaches. Scott's enthusiasm for these and other business improvement topics makes him a highly effective trainer and speaker.

Scott holds a bachelor of science degree in business administration from the University of North Carolina at Chapel Hill.



Scott Humrickhouse
FMI Corporation
5171 Glenwood Avenue
Suite 200
Raleigh, NC 27612

Tel: 919.785.9287

Fax: 919.785.9320

E-mail: shumrickhouse@fminet.com

Web Sites: www.fminet.com | www.fmisource.com

REGISTRATION FORM

CONSTRUCTION LABOR-MANAGEMENT CONFERENCE

September 26, 2007

“Think of the Battle as MARKET WARFARE, Because It Is”

NAME _____

BUSINESS/ORGANIZATION _____

BUSINESS ADDRESS _____

CITY _____

STATE _____ ZIP CODE _____

BUSINESS TELEPHONE () _____

BUSINESS FAX: () _____

E-MAIL ADDRESS _____

***A \$50 registration fee is being charged for this Conference.
The fee includes attendance at both sessions, lunch
and miscellaneous costs that the grant does not cover.***

Make check or money order payable to the West Michigan Construction Alliance (WMCA). Mail payment and copy of registration to:

Doug Adams, WMCA Treasurer
Sheet Metal Workers Local 7
918 Benjamin NE
Grand Rapids, MI 49503
Ph: 616-458-2313
Fx: 616-458-2319

Space is limited, so early registration is encouraged!

For conference questions, call Ed Haynor at 616-837-8080.

We look forward to seeing you there.