



**SURETY
ASSOCIATION
of WISCONSIN**

Why You Need To Get Out of the Construction Business

How To Turn Your Business Around In An Industry in Turmoil

A Program for CEO's, Presidents, Business Owners and Senior Leaders.

ASA of Wisconsin
Construction Financial Management Association
Surety Association of Wisconsin

**Tuesday, February 28, 2012
Radisson Hotel Milwaukee West
2303 N. Mayfair Road
Milwaukee, WI**

12:30 p.m. Registration
1:00 p.m. Program
4:00 p.m. Networking Reception

About the Program

We're not really suggesting that you stop building things. It is, after all, what you do. But it may be time to get out of a "construction" mindset, redefine your value proposition, and reframe your business around that proposition. But where to start? And what direction should you take?

In the best-selling book *Competing for the Future*, the author suggest a critical first step: "If a top management team cannot clearly articulate the five or six fundamental industry trends that most threaten its firm's continued success, it is not in control of the firm's destiny."

This program unravels the trends that are impacting the industry, but more importantly, it introduces nine business principles (Construction 3.0™) that industry managers and executives can implement that will allow their company to not only survive but thrive in today's hyper-competitive marketplace.

- Improve your ability to compete
- Build an organization that attracts top people and clients
- Boost profitability by removing the obstacles to that goal
- Position your company as a problem-solver so you won't have to compete on price

This Program Is Important If You Are....

- Struggling to maintain profitability.
- Scrambling just to get work.
- Having difficulty finding and keeping enough qualified craftspeople and managers.

About the Speaker - Ted Garrison



Ted Garrison, CSP has 25 years of management experience constructing 10 million square feet of commercial buildings. Since 1998 Ted has served the construction industry as a consultant, author, and speaker on construction management topics. In addition to his Civil Engineering degree and BA from Rutgers University, he has practical experience working in framing, trim, and survey crews. Most of his experience has been working with general contractors and developers in project management or senior executive positions in the development and construction of hotels, office buildings and parks, storage facilities, and public buildings. He is author of *Strategic Planning for Contractors* & co-author of five books on marketing, customer service, and leadership as well as numerous construction industry magazine articles. Learn more about Ted Garrison at www.tedgarrison.com.

Registration and Additional Information.

The cost to participate is \$40 for members of ASA-WI, CFMA, and/or SA-WI. The cost to participate is \$50 for non-members. (Note: If you are pre-paid for 2011/2012 meetings, you must still register but you do not need to make a payment.)

SPACE IS LIMITED! REGISTER TODAY!

To register, use the attached form. **There is a limit of 100 attendees for the workshop.** For more information, please contact ASA of Wisconsin at (262) 532-2440 or asa@teamwi.com.

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Registration Form

<u>Name</u>	<u>Company</u>	<u>Association(s) (circle)</u>
_____	_____	ASA CFMA SA-WI
_____	_____	ASA CFMA SA-WI
_____	_____	ASA CFMA SA-WI
_____	_____	ASA CFMA SA-WI

_____ x \$40 member = _____

_____ x \$50 non-member = _____

Total Enclosed = _____

Contact Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Return this form with payment to: ASA of Wisconsin
W175 N11117 Stonewood Drive, Suite 204
Germantown, WI 53022
Fax: 262.532-2430
E-Mail: asa@teamwi.com

Deadline for Registration is Friday, February 24, 2012