

# DAY 1 AGENDA: FRIDAY, MAY 17

PIMA

PAPAGO I

PAPAGO II

7:00 - 8:30

WELCOME BREAKFAST | ACPA UPDATE & WASHINGTON REPORT

8:30 - 10:00

## HOT TOPICS IN LABOR LAW

Are you prepared for the heightened scrutiny you can expect to receive from governmental agencies and litigants regarding your compliance with labor and employment laws? We'll give you practical solutions to best position your company for the future.

SPEAKER: DAVID WHITLOCK

## SALES - BEATING THE PRICE TRAP

This session will look at how customers buy value not price, and show you how you can build more powerful value propositions to help you *Beat the Price Trap*.

SPEAKER: TIM MCMAHON

## EQUIPMENT MANAGEMENT FOR PROFITABILITY - JUST BECAUSE YOU OWN IT, DOESN'T MEAN IT'S FREE

Turn your equipment into a profit center instead of a drain on profits!

SPEAKER: LESLIE SHINER

10:00 - 10:15

BREAK

BREAK

BREAK

10:15 - 11:45

## EXPOSED! MINIMIZING RISK AND CONTROLLING YOUR EXPOSURE

Don't underestimate the value of learning what you can do to limit your exposures - give your company the security it needs to pursue its goals without fear of unexpected setbacks.

SPEAKER: MARK BEVERWYK

## 7 STRATEGIES FOR RE-ENTREPRENEURING YOUR BUSINESS IN THE NEW ECONOMY

Not only has the competitive landscape changed, so have your customers and their expectations. Learn the proven strategies that will prepare you for success in an improving business climate.

SPEAKER: TIM MCMAHON

## LEGAL CONTRACTS - TO BE OR NOT TO BE (A PARTY TO A PUMPING CONTRACT)

Know the legal fundamentals for understanding how to protect your interests, avoid disputes and ensure the success of your contracts and your contractor relations.

SPEAKER: STEVE WHEELLESS

11:45 - 1:00

LUNCH WITH MACK



1:00 - 2:30

## HIRE RIGHT! HOW TO AVOID LUZIRS AND DEAL WITH THE ONES YOU'VE GOT

Def: Lazy, Undisciplined, Zero-Interest, Irresponsible, Rude, Slackers. Adopting best practices in hiring not only makes good sense, but it can save you a fortune and a lot of headache now and on down the road.

SPEAKER: DAVID WHITLOCK

## WOULD YOUR BUSINESS BENEFIT FROM A CRM PROGRAM?

Find out how using a Customer Relationship Management Program can help you better manage your sales personnel and give you more effective control over your sales pipeline.

SPEAKER: TIM MCMAHON

## WHAT IS OVERHEAD AND WHERE IS PROFIT?

Discover how you can make more money by understanding the nature of your costs!

SPEAKER: LESLIE SHINER

2:30 - 2:45

BREAK

BREAK

BREAK

2:45 - 4:15

## WHO'S RESPONSIBLE? Understanding What the Addition of Responsibilities to the ASME B.30.27 Safety Standard for Concrete Pumps and Telebelts Means to You and Your Bottom Line.

Learn exactly what is included in the Standard and how you can maximize its benefits to protect your business - and your profits.

SPEAKER: ROB EDWARDS

## INTEGRATING SOCIAL MEDIA INTO YOUR BUSINESS - REALLY?

Learn how to integrate these programs into your marketing plan to create meaningful interactions that increase customer loyalty while providing a platform for showcasing quality work.

SPEAKER: LESLIE SHINER

## PLANNING YOUR NEXT PURCHASE - WHAT YOU NEED TO KNOW NOW

With so many types of equipment financing options available, picking the best solution for your company can be very difficult. Learn what to expect before you decide to buy.

SPEAKER: GREGORY GAC

# DAY 2 AGENDA: SATURDAY, MAY 18

PIMA

PAPAGO I

PAPAGO II

6:30 - 9:00

FUN RUN/WALK & BREAKFAST

9:00 - 10:30

**FEATURED SESSION: RESULTS OF THE  
2012 FINANCIAL BENCHMARKING SURVEY**

**LOCATION: APACHE I & II**

Hear what the best in the business are doing and what you can do to put your business on the path to a more profitable future.

**SPEAKER: BARBARA NUSS**

10:30 - 10:45

**BREAK**

**BREAK**

**BREAK**

10:45 - 12:00

**ROUND TABLE**

**MANAGING A CRISIS - WHAT TO  
EXPECT AFTER 911**

**ROUND TABLE**

**FOLLOW UP TO FINANCIAL  
BENCHMARKING SURVEY - NOW  
WHAT?**

**ROUND TABLE**

**THE VIEW - PUMPING WITH THE  
PIONEERS**

12:00

**LUNCH**

**WELCOME  
RECEPTION**

**THURSDAY, MAY 16 | 5:00 PM - 7:00 PM**



**WELCOME BREAKFAST | ACPA  
UPDATE & WASHINGTON REPORT**

**FRIDAY, MAY 17 | 7:00 AM - 8:30 AM**



**LUNCH WITH  
MACK**

**FRIDAY, MAY 17 | 11:45 AM - 1:00 PM**



**HAPPY HOUR AT  
THE PUMP**

**FRIDAY, MAY 17 | 4:15 PM**



**FRIDAY NIGHT  
BARBEQUE**

**FRIDAY, MAY 17 | 7:00 PM**



**FUN RUN/WALK &  
BREAKFAST**

**SATURDAY, MAY 18 | 6:30 AM - 9:00 AM**

