

# Education Sessions

## Keynote Speaker, Wednesday, April 3

### Winning the Talent War: Creating a culture of loyalty



This research based, entertaining session shows leaders and influencers at all levels how to consistently create a sustainable culture of employee loyalty. This is not the view from 30,000 feet; it's a high-energy, direct connection to the insights, tools and tactics that are dramatically improving employee retention right now for all generations.

Garrison Wynn, CSP, is both a Fortune 500 leader and a professional stand-up comedian. He fuses comic timing and research with actionable ideas for keeping and attracting the people you need to succeed.

In his teens, Garrison helped debut the world's first video console gaming system (Odyssey) and as a young man spent six years as a standup comedy pro touring with the top names in the business. He went on to become the youngest department head in a Fortune 500 company's history. He is also an Amazon #1 bestselling author who has been featured in *Forbes* and *Inc.* magazines.

His presentation will touch on building trust, getting generations working together, recruiting tactics, supporting your people, and improving the employee experience.

## Wednesday, April 3

### Member Benefits Overview and SteelPros Training Portal Demo

Get help with hiring, training, and retaining employees. Learn about SEAA's Craft Training and Apprenticeships and how to use the SteelPros Training Portal. This session takes place during breakfast, and is a must attend to find out how to take full advantage of your membership.

### Project of the Year Panel Discussion

A brief overview of the winning projects in Structural Steel and Miscellaneous Metals categories precedes a discussion of how your colleagues overcame challenges on these projects. We also will dive into issues such as project communication, equipment planning, use of technology, and risk mitigation.

### Automation and the Future of Construction Panel Discussion

The construction industry suffers from a lack of efficiency and flat or declining productivity, exacerbating the labor shortage. Two companies leading digitalization and automation solutions for contractors—Advanced Construction Robotics and Hilti—will discuss the issue and offer implementation ideas for now and the future. Executive management leaders from Hilti will be joined by Danielle Proctor, President & CEO, and Carson Carney, P.E., VP Product Management & Innovation, of Advanced Construction Robotics.

### Detailing Standards and Documenting Non-Conformance

The foundation of a successful project is maintaining consistency with detailing standards. Neil Kaufman, Vice President of Crystal Metalworks, a Division of Crystal Steel Fabricators, will discuss how to document non-conformance and provide tips for giving feedback to the fabricator and detailer.

### How Work in Progress Reporting Can Help with Cash Flow

An accurate and timely Work-in-Progress (WIP) report is an essential tool for optimizing cash flow. It provides insight to determine if jobs are under-billed or over-billed, helping contractors maximize profitability. Learn tips for managing cash flow, producing accurate financial statements and growing profits.

John Meibers is Vice President and General Manager of Deltek Computer Ease. His 35 years in the construction industry includes 10 years working as controller for a large mechanical contractor.

### Suicide Prevention in Construction

Addressing mental health and suicide prevention are part of a best-in-class safety culture. The construction industry has a suicide rate 4 times the national average for adults, and 5 times as many construction workers die by suicide each year than by jobsite fatalities. Learn what puts the construction workforce at risk, how to minimize risks, add learn how to identify warning signs.

Michelle Walker, CCIFP, CRIS, SPHR, is Vice President of Operations for SSC Underground, a trenchless technology company. Some of her responsibilities include human resources, workforce development, risk management, and safety. She is the founding chairman of Construction Industry Alliance for Suicide Prevention.

## Friend or Foe? Putting Public Relations to Work for You

Establishing a media policy can protect your interests while also setting you up to take advantage of PR opportunities. Get suggestions for talking to the press, and social media and website management.

Katy Williams oversees marketing strategy, content, technology and communications for the Williams Family of Companies, a group of 12 subsidiaries engaged in steel erection and fabrication throughout the Southeast. Katy earned a degree in Broadcast & Digital Journalism from Syracuse University's Newhouse School and won three Emmys during her time with the show *MLB Tonight*.

Tracy Bennett is President of Mighty Mo Media Partners, a PR agency serving construction and heavy equipment markets. She honed her skills as a technical writer and editor during a 20-year career in the construction trade press as lead editor at *Crane Hot Line*, *Lift & Access*, *CraneWorks*, and *Lift Equipment* magazines. She is currently Managing Editor of SEAA's *Connector* magazine.

## Thursday, April 4

### Safety & Training Panel Discussion

World Class winners of the Safety & Training Excellence Awards will share best practices for keeping training fresh and how to make continual improvements in safety. Panelists will also identify trends they are watching and what training and safety concerns keep them up at night.

### Engaging and Recruiting Gen Z, Research from the Crane Industry

NCCCO Foundation will share recent research it conducted in conjunction with Tallo, a digital career platform that connects students with industry. Gain insight into the perceptions of young job seekers about the crane industry and how employers can better engage with early talent.

T.J. Cantwell is the Executive Director of NCCCO Foundation, with the mission of serving the crane industry through workforce development, education, and research. Hannah Bullard is Senior Manager of Partnership Development at Tallo.

### Litigation Containment Techniques

Kevin Cunningham, President and CEO of Crane Risk Logic, Inc., will discuss how to minimize cost, time, and hassle with discovery when crane accidents occur on steel erection projects. The session will demonstrate how using work ticket and subcontract controls can protect steel erector and fabricator interests, while certain attributes must be part of a safety culture for continual risk improvement.

## Friday, April 5

**Peer Groups** are designed for small-group interactive discussion. Each peer group session is limited to the first 25 people who sign up.

**Speeding up the Process of Change Orders**, facilitated by Todd Macintosh Executive Vice President of JPW Erectors, Inc., one of three JPW Companies, which provides structural contracting, rigging, and erecting services.

**Retaining and Engaging Field Employees**, facilitated by Ryan Englin, CEO of Core Matters, which provides coaching on getting and keeping rock star employees.