

Wednesday, February 24, 2021

# DAILY SCHEDULE *(mountain standard time)*

[www.SUBStrong.com](http://www.SUBStrong.com)

## SCHEDULE

full course description and participants

## EXPO

daily 8:30 a.m.—4:30 p.m.

TIME	SESSION TITLE	SESSION DESCRIPTION
8:00 a.m.	<a href="#">Business Tip EMAIL</a>	<b>Presented by Autodesk</b>   Daily business tip, attend the daily Lunch & Learn at noon. <b>Sponsored by Nixon Shefrin Ogburn Drew</b>
8:30 a.m.	<a href="#">Main Stage Opening Session</a>	<b>Welcome to 2021 SUBStrong</b> Conference Sessions, highlights and features of the conference and EXPO.
9-10 a.m.	<a href="#">EXPO OPEN</a>	<b>SUBStrong EXPO</b> Open with live vendors. Visit vendor booths to meet the vendors and discover resources and solutions
10:00 a.m.	<a href="#">KEYNOTE Building Your Bottom Line Decisions . . . Decisions . . . Decisions</a>	<b>Bob Tinglestad, Construction Technology Principal   Plante Moran</b> <i>A lot of what happens in the construction process is decision making. Think about how many choices are made each day by your superintendents, project managers, and people in the office. Decision making is made up of two things: experience and data. The more you have of both, the better your decisions.</i> <b>Sponsored by The Blue Book of Building &amp; Construction</b>
11:00 a.m.	<a href="#">Roundtable Discussion Business Development</a>	<b>Facilitator: Meghan Sweder, Marketing Director   JHL</b> At the table are construction industry professionals responsible for business development as well as those who are on the receiving end of business development efforts. This roundtable discussion features the objectives and checklist of how to promote your company to a general contractor. What do GC's look for when looking for a sub? What does the 'courtship' look like and what should and should not be part of the process? <b>Sponsored by Colorado Cleanup Corporation</b>
11:00 a.m.	<a href="#">Total Control of Your Bottom Line</a>	<b>Presented by Ken Miller, Strategic Account Manager   United Rentals</b> Learn how to avoid the pitfalls that lead to needless waste and spending on a jobsite
Noon	<a href="#">Lunch &amp; Learn</a>	<b>Presented by Dena Wyatt, President Marketing Evolutions</b>   Mastering the Virtual Meeting
12:30-1:30 p.m.	<a href="#">EXPO OPEN</a>	<b>SUBStrong EXPO</b> Open with live vendors. Visit vendor booths to meet the vendors and discover resources and solutions
1:30 p.m.	<a href="#">Workshop   Business Development</a>	<b>Facilitator: Dena Wyatt, Owner Evolution Marketing, Inc.</b> Business Development Workshop delivers the 'doingness' of business development for new business and maintaining current business relationships. Attendees can expect deliverables to include a list of business development activities and the tools and resources to put into action the business development goals and objectives of your company. <b>Sponsored by CRS Insurance Brokerage</b>
1:30 p.m.	<a href="#">Workshop   Solutions Toolbox</a>	<b>Presented by Mark Hudcovic &amp; Bianca Huggins, Regional Product Development Managers   United Rentals</b> Power & HVAC and Tool Solutions—all about being prepared for everything, even the unplanned when it comes to power supply & climate control solutions. Being prepared means adding to your bottom line by achieving project goals & maintaining profitability.
2:30 p.m.	<a href="#">Safety and Wellness: Cultural Legitimacy, a top down approach</a>	<b>Presented by: Nick Williams, Director of Operations   Absolute Caulking &amp; Waterproofing, Inc.</b> It ALWAYS starts with the budget— does your company take safety and wellness seriously enough to commit dollars each year to implementing, training and educating? You do it with everything else. If your owner understands safety as a black and red issue, then the financial piece of the puzzle actually helps...not hurts.
2:30 p.m.	<a href="#">Understanding Risk Allocation in Contracts and Contracting to Protect your Status as a Project Creditor</a>	<b>Presented by M. Kate Strauss, Esq. Kate Strauss is a founding partner at Galvanize Law</b> and the Chair of the ASAC Women of Construction Committee. She is regularly recognized as a Colorado Super Lawyer for litigation and she specializes in counseling and educating her construction clients on contract negotiation, risk management, defect defense, mechanic's liens, and insurance coverage. <b>Sponsored by FONN Construction</b>
3:30 p.m.	<a href="#">Main Stage Wrap-up</a>	<b>Wrap Up and Peek into the Final Day</b> of 2021 SUBStrong, Building Your Bottom Line— DAY ONE ATTENDANCE PRIZE AWARDED (must be present to win)

Thursday, February 25, 2021

# DAILY SCHEDULE *(mountain standard time)*

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SCHEDULE

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EXPO

daily 8:30 a.m.—4:30 p.m.

TIME	SESSION TITLE	SESSION DESCRIPTION
8:00 a.m.	<a href="#">Business Tip EMAIL</a>	<b>Presented by Autodesk</b>   Daily business tip, attend the daily Lunch & Learn at noon. <b>Sponsored by Nixon Shefrin Ogburn Drew</b>
8:30 a.m.	<a href="#">Main Stage Opening Session</a>	<b>Day 2   2021 SUBStrong</b> Conference Sessions, highlights and features of the conference and EXPO.
9-10 a.m.	<a href="#">EXPO OPEN</a>	<b>SUBStrong EXPO</b> Open with live vendors. Visit vendor booths to meet the vendors and discover resources and solutions
10:00 a.m.	<a href="#">KEYNOTE Building Your Bottom Line Budgeting . . Budgeting . . Budgeting</a>	<b>Bob Tinglestad, Construction Technology Principal   Plante Moran &amp; Chris Porter, Manager   Construction Prophix Software</b> A budget gives you an action plan and clear picture of where your money is ending up each month and the goals you're working toward. Plante Moran presents the types of budgets and how to incorporate forecasting with company history. Benchmarking and consensus gathering, how do you accomplish this? What is corporate performance management and how does that work? <b>Sponsored by Absolute Caulking &amp; Waterproofing, Inc.</b>
11:00 a.m.	<a href="#">Roundtable Discussion Leadership</a>	<b>Facilitator, Don Appleby, Surety Director   Holmes Murphy Associates</b> Focus on how leadership builds your bottom line. Participants share their stories of leadership; how they have developed their leadership skills, what opportunities has leadership brought their way and how leadership has provided them opportunity to build their bottom line and support their business, community and their industry. <b>Sponsored by Colorado Cleanup Corporation</b>
11:00 a.m.	<a href="#">Total Control of Your Bottom Line</a>	<b>Presented by Ken Miller, Strategic Account Manager   United Rentals</b> Learn how to avoid the pitfalls that lead to needless waste and spending on a jobsite
Noon	<a href="#">Lunch &amp; Learn</a>	<b>Sponsored by Autodesk   A discussion of the daily business tip</b>
12:30-1:30 p.m.	<a href="#">EXPO OPEN</a>	<b>SUBStrong EXPO</b> Open with live vendors. Visit vendor booths to meet the vendors and discover resources and solutions
1:30 p.m.	<a href="#">Workshop   Leadership</a>	<b>Facilitator: Tony Seidling, VP Front Range Operations   FCI Constructors</b> The Leadership Workshop delivers the skill set needed in becoming a leader. As skills increase and are refined, leaders discover opportunities at work, home and community. In this workshop attendees will discover what type of leader they are, how to influence and support up and coming leaders and discuss the virtues and characteristics of leadership <b>Sponsored by CRS Insurance Brokerage</b>
1:30 p.m.	<a href="#">Workshop   Solutions Toolbox Safety Training &amp; Operator Training Construction's Fatal 4</a>	<b>Presented by Matt Cook, Division Safety Director &amp; Michael Klenz, Division Operations Manager   United Rentals</b> <b>Safety Training and Operator Training Options   What are Construction's Fatal Four</b> and how do you avoid these deadly jobsite falls, falling objects, electrocution and caught-in/between. Part 2 dives into how to keep your equipment safe and running to maximize project productivity.
2:30 p.m.	<a href="#">How to Reduce Uncertainty in the Coming Years When It Comes To Insurance and Bonding</a>	<b>Presented by: Don Appleby, Surety Director   Holmes Murphy &amp; Nathan Fonseca, Partner   CRS Insurance Brokerage &amp; Nathan Fonseca, Partner, CRS Insurance Brokerage</b> Observations from the surety bond markets & strategies and what is the role of your surety team, they are your biggest fans. How to surround yourself with the right strategic partners, proactive versus reactive resources at your fingertips and safety culture is not an accident. <b>Sponsored by Diamond Excavating, Inc.</b>
2:30 p.m.	<a href="#">The Sword and the Shield – Understanding the Colorado Contractor Trust Fund and Mechanic's Lien Statutes</a>	<b>Presented by Danielle H. Maya, Esq. Danielle Maya is a founding partner at Galvanize Law</b> a 20 year plus track record for outstanding service and advocacy to construction clients. Her practice encompasses all areas of construction law including construction defect litigation, lien law, bond law, building code violation defense, OSHA defense, construction license issues, and contract review and drafting. Ms. Maya is licensed in CO, TX, OR, and AR. <b>Sponsored by FONN Construction</b>
4:00 p.m.	<a href="#">2021 SUBStrong Happy Hour &amp;</a>	<b>Attendance Prizes</b> (must be present to win) <b>2021 SUBStrong Mixologist</b> makes us the SUBStrong Signature Drink and more!

# Friday, February 26, 2021 | Session Giveaway Day

each Friday session will award a gift card to an attendee to the session

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8:30 a.m.	<b>Main Stage Opening Session</b>	<b>Final Day   2021 SUBStrong Conference</b> Sessions, highlights and features of the conference and EXPO.
9-10 a.m.	<b>EXPO OPEN</b>	<b>SUBStrong EXPO</b> Open with live vendors. Visit vendor booths to meet the vendors and discover resources and solutions
10:00 a.m.	<b>Workshop   Solutions Toolbox Trench &amp; Fluid Solutions</b>	<b>Presented by Shelby Hone, Trench Safety Specialist   United Rentals</b> Choose wisely when it comes to trench safety. Training and trench experience is the best risk management tool. Learn the local, state and federal regulatory issues that affect your job site. What are your training needs and how do you access them online or at a location. Part 2 dives into fluid solutions to include non-residential construction, infrastructure, oil and gas and the product and service the job requires. A budget buster or a profitable solution is the focus of this discussion.
10:00 a.m.	<b>Health and Safety Roundtable Discussion</b>	<b>Facilitated by David Ruddy, Safety Director   Pinkard Construction</b> At the table are general contractor health and safety directors, risk managers and field operation supervisors. The discussion focuses on jobsite safety featuring the objectives and expectations of how to prepare your company and your employees to work on the jobsite. What does a general contractor look for in working with subs? What are the deal breakers as well as absolutely 'must do' and 'must not do' objectives? What characterizes a subcontractor who demonstrates jobsite safety at the onset of the job through closeout? <b>Sponsored by Colorado Cleanup Corporation</b>
11:00 a.m.	<b>KEYNOTE Building Your Bottom Line Valuation . . . Valuation . . . Valuation</b>	<b>Presented by Adams Price, Managing Director, P&amp;M Corporate Finance</b> What is your company worth? Not just a balance sheet discussion. How are decisions made, what is your budgeting process, employee retention, culture, communication? What is the relationship between operations and qualitative, intangible assets. Know the value of your company to grow, manage and maintain the value! <b>Sponsored by The Blue Book of Building &amp; Construction</b>
Noon	<b>Lunch &amp; Learn</b>	<b>Presented by Cindy Novak, Regional Manager, The Blue Book of Building &amp; Construction</b> Building YOUR Business! Be a part of this informative session without the pressure of being sold to learn more on how to grow your company. We promise you that you will be surprised, excited and amazed!
12:30-1:30 p.m.	<b>EXPO OPEN</b>	<b>SUBStrong EXPO</b> Open with live vendors. Visit vendor booths to meet the vendors and discover resources and solutions
1:30 p.m.	<b>Workshop   Health &amp; Safety</b>	<b>Facilitator: Kristin White, Attorney   Partner, Fisher Phillips</b> The Health & Safety Workshop reviews a self-health and safety assessment to be used by a company for self-evaluation of their health and safety program, policies/procedures and performance <b>Sponsored by CRS Insurance Brokerage</b>
1:30 p.m.	<b>Total Control of Your Bottom Line</b>	<b>Presented by Ken Miller, Strategic Account Manager   United Rentals</b> Learn how to avoid the pitfalls that lead to needless waste and spending on a jobsite
2:30 p.m.	<b>Colorado Employers BEWARE!</b>	<b>Presented by Kathleen Craigmile, Esq., Nixon Shefrin Ogburn Drew</b> Colorado Employers Beware: Major Wage Law Changes for 2021 and Beyond
2:30 p.m.	<b>Protecting your Assets: Understanding the Role of Insurance and Bonding in Construction Projects</b>	<b>Presented by Jennifer Knight-Lang, Attorney   Galvanize Law</b> Esq. Attorney Jennifer Knight Lang represents a variety of construction and developer clients, representing them in litigation ranging from non-payment actions, commercial litigation of contract rights and remedies, and defending against construction defects. The breadth of her litigation practice makes her an effective counselor to anticipate and plan for potential negative outcomes when she assists her clients in transactional work, including contract negotiation and real estate transactions. <b>Sponsored by FONN Construction</b>
3:30 p.m.	<b>SUBStrong Main Stage, It is a WRAP!</b>	<b>Daily Attendance Prize Awarded</b> (must be present to win) & Announcement of Session Prize Winners parting comments and what is next!