

# SUB STRONG

April 5-6



2022

*STRONGER AND BETTER THAN YOU EVER THOUGHT POSSIBLE*

APRIL  
**5-6**



VISIT [SUBSTRONG.COM](https://SUBSTRONG.COM)  
TO REGISTER AND  
LEARN MORE!

## A VIRTUAL EVENT TO BOOST YOUR BUSINESS

SUBStrong is a two-day virtual conference focusing on building the bottom line of the construction subcontractor business.

SUBStrong hosts keynote speaker presentations to kick off each day before diving into hour-long tracks that provide resources and solutions you need to build your bottom line. Topics include:

- Win the Battle Consistency: Unleash the Guide to Full Potential
- Reading Between the Lines, Contract Study
- Workforce Development
- 2022 Hot Topics and Trends in Construction
- Leadership, Listen, Learn, Lead

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# Speaker's Guide

2022 SUBStrong



**Absolute Caulking & Waterproofing, Inc.**

**Nick Williams, Director of Operations**

[nicholas@absolute-caulking.com](mailto:nicholas@absolute-caulking.com)

303.921.0303 cell | 720.981.7390 office

Nick Williams is Director of Operations at Absolute Caulking and Waterproofing Inc. He is serving as the Past President of the Board of the American Subcontractors Association of Colorado, ASAC. Nick is a graduate of CU Boulder with bachelor's degrees in English and Philosophy. In his free time, he is a voracious consumer of all things pop culture.

**2022 Hot Topics & Trends in Construction**

Wednesday, April 6, 2022 | 10:00 a.m.

**Get Me Off This Escalator: Managing Pandemic Cost Escalations & Delays**



**American Institute of Steel Construction**

**Rex Buchanan, Structural Steel Specialist**

[buchanan@aisc.org](mailto:buchanan@aisc.org)

303.598.7764

Rex Buchanan is a Senior Structural Steel Specialist supporting the greater Denver area and surrounding regions as well as the Seattle, San Francisco, and Minneapolis markets. He has undergraduate training at Purdue University in construction management and earned his masters of Business Administration at Drake University. Most recently completed his masters of science in Construction from Purdue University Summer 2018. When not working, he enjoys mountain biking, golfing, and exploring the outdoors.

**KEYNOTE**

Tuesday, April 5, 2022 | 9:00 a.m.

**2022 Construction Overview & Economic Update**



**Anchutz Medical Campus**

**Johnson Depression Center**

**Alex Yannacone**

**Dir Education & Community Programs**

[depression.center@ucdenver.edu](mailto:depression.center@ucdenver.edu)

303.724.3300

As the Director of Education and Community Programs at the CU Johnson Depression Center, I create, manage, and deliver a diverse portfolio of mental health education and prevention programs. I provide evidence based trainings for communities throughout the US with the intent to increase awareness and reduce stigma.

**2022 Hot Topics & Trends in Construction**

Tuesday, April 5, 2022 | 1:00 p.m.

**The Hidden Epidemic: Identifying & Finding Mental Health Solutions in Your Company**



**AGC Colorado, Culture of Care**

**Erika Anderson, Manager**

[erika@agccolorado.org](mailto:erika@agccolorado.org)

303.388.2422

Curating a culture of change and care within the commercial construction industry. Prioritizing Program development in the areas of: Diverse and Inclusive Workplaces + Leadership and Development + Mental Health and Psychological Safety.

**2022 Hot Topics & Trends in Construction**

Tuesday, April 5, 2022 | 1:00 p.m.

**The Hidden Epidemic: Identifying & Finding Mental Health Solutions in Your Company**

# Speaker's Guide

## 2022 SUBStrong



**BBSI**

**Audrey Sevalt, Senior Resource Manager**

[Audrey.sevalt@bbsi.com](mailto:Audrey.sevalt@bbsi.com)

303.929.6314 cell

As an Human Resources (HR) leader, I have in-depth expertise in HR with a passion for facilitating successful business outcomes. I have managed HR Field Operations teams for multi-site organizations throughout the country. A dynamic, results-oriented leader, I thrive in organizations that experience continuous change.

### Workforce Development

Tuesday, April 5, 2022

11:00 a.m. **Navigating the New Talent Landscape**

2:00 p.m. **Making Turnover a Problem of the Past**

Tuesday, April 5, 2022

11:00 a.m.



**BBSI**

**Sarah Jorgensen, HR Consultant**

[Sarah.Jorgensen@bbsi.com](mailto:Sarah.Jorgensen@bbsi.com)

720.938.6204

Sarah has over 15 years of Human Resources and Recruitment experience in both large and small companies. She has built numerous HR departments from the ground up and has worked in a variety of industries including IT, consulting, finance, labor and construction, engineering, and health care, to name a few. A certified Coloradan, Sarah received her bachelor's degree from CU Boulder and her law degree from DU.

### Workforce Development

Wednesday, April 6, 2022

3:00 p.m.

**Creative Recruitment Strategies**



**Colorado Safety Association**

**Trish Ennis, Executive Director**

[Tennis@ColoradoSafety.org](mailto:Tennis@ColoradoSafety.org)

303.373.1937

I continuously seek opportunities to use my knowledge, skills and abilities to advance the occupational safety and health profession, and professionals. I do this through my strategic approach to education, leadership, mentoring, professional development and teaching

### Leadership, listen, learn, lead

Wednesday, April 6, 2022

11:00 a.m.

**Strategic Communication: How to Frame Your Message to Increase Engagement**



**COMPASS | Bespoke Metrics, Inc.**

**Austin Santiagué, Account Manager**

[asantiagué@bespokemetrics.com](mailto:asantiagué@bespokemetrics.com)

Direct: 403.473.0149

I am business oriented with a keen focus on developing and maintaining strong relationships and rapport with people I meet. I am passionate about growing and enhancing my work knowledge and experience and aim to bring positivity and value to all situations in life.

### Leadership, listen, learn, lead

Tuesday, April 5, 2022

2:00 p.m.

**The Great Expiry, Take Control of Your Prequal Process**



**COMPASS | Bespoke Metrics, Inc.**

**Yuhan Zhuang, Partner**

[yzhuang@bespokemetrics.com](mailto:yzhuang@bespokemetrics.com)

1.800.689.6819

Focused on producing tools to provide empirical support for decision making. We are a data management and analytical model development company. Bespoke Metrics blends expertise in data control, model development, and user interface to provide innovative solutions for industries looking to utilize data to its fullest.

### Leadership, listen, learn, lead

Tuesday, April 5, 2022

2:00 p.m.

**The Great Expiry, Take Control of Your Prequal Process**

# Speaker's Guide

2022 SUBStrong



## Galvanize Law Group

**Kate Strauss, Esq/Partner**

[kstrauss@galvanize.law](mailto:kstrauss@galvanize.law)

720.425.0512 cell | 303.704.4585 office

A founding member of Galvanize Law Group LLC, Kate specializes in representing construction and design professionals. She assists them with all of their legal business needs and handles all phases of litigation and appellate work. Kate believes that the bedrock of client relationships is acting as a trusted advisor as well as an effective litigator. She regularly assists her clients in contract negotiation, risk management, mechanics lien, and corporate matters.

## 2022 Hot Topics & Trends in Construction

Wednesday, April 6, 2022 | 10:00 a.m.

**Get Me Off This Escalator:  
Managing Pandemic Cost Escalations & Delays**



## Habit Mastery Consulting

**Sharon Lipinski, Owner**

[sharon@habitmasteryconsulting.com](mailto:sharon@habitmasteryconsulting.com)

970.581.7681 direct

Disappointed by the results of that expensive training? Frustrated that your employees still haven't changed their behavior even though you keep going over it? The most effective way to change how your employees typically think, respond, or act is to transform it from a conscious act to an unconscious act. In other words, make it a habit.

## Leadership, listen, learn, lead

Wednesday, April 6, 2022 | 2:00 p.m.

**Harness the Power of Habit,  
practical positive feedback**



## Health Links

**David Shapiro, Program Manager**

[david.shapiro@healthlinkscertified.org](mailto:david.shapiro@healthlinkscertified.org)

1.833.616.0100

A well-rounded, values-focused leader who sees the world through a wide-angled lens. With a high searchlight intelligence, David develops connections across spheres and recognizes opportunities for cross-pollination. At the Center for Health, Work & Environment at the Colorado School of Public Health, David collaborates with employers to build a culture of health and safety in the workplace through assessment, advising, and recognition

## 2022 Hot Topics & Trends in Construction

Tuesday, April 5, 2022 | 1:00 p.m.

**The Hidden Epidemic: Identifying & Finding  
Mental Health Solutions in Your Company**



## MEMCO

**Larry Williams, President**

[larrywilliams@marekbros.com](mailto:larrywilliams@marekbros.com)

713.683.8996

Larry has been with the Marek Companies, a family-owned group of commercial and residential interior construction companies, for the past 42 years where he has served in various executive capacities including Employee Relations Manager, Risk Manager and Director of Human Resources.

In 1996, he was instrumental in founding MEMCO, a Marek-owned payroll and staffing company where he continues to serve as is President. Under his guidance MEMCO has grown to more than 3000 employees serving the construction industry with 10 offices spanning Texas, Colorado, Georgia and Tennessee.

## KEYNOTE

Wednesday, April 6, 2022 | 9:00 A.m.

**Where Have All The Workers Gone?**

# Speaker's Guide

2022 SUBStrong



**MEMCO**

**Mary DeLeon**

[mary@memcostaffing.com](mailto:mary@memcostaffing.com)

303.501.4151 cell | 720.689.1226 work

*Mary de Leon is the Branch Manager/Account Manager at MEMCO Staffing, a Construction staffing and payroll service. Previously, Mary worked as an account manager as well as Marketing Manager for Aramark. She graduated with a degree in Business Management in Las Vegas and moved to Colorado in 2014.*

**KEYNOTE**

Wednesday, April 6, 2022 | 9:00 A.m.

**Where Have All The Workers Gone?**



**Vincent Atchity, President/CEO**

**Mental Health Colorado**

[vatchity@mentalhealthcolorado.org](mailto:vatchity@mentalhealthcolorado.org)

720.208.2220

Vincent Atchity joined Mental Health Colorado in 2019. Vincent previously served as Executive Director of The Equitas Project, a national initiative to disentangle mental health and criminal justice, which has now become part of Mental Health Colorado. Vincent is an advocate for public health and health equity, a population health management strategist, and a builder of communications bridges connecting communities and community partners with better health outcomes and more efficiently managed costs.

**2022 Hot Topics & Trends in Construction**

Tuesday, April 5, 2022 | 1:00 p.m.

**The Hidden Epidemic: Identifying & Finding Mental Health Solutions in Your Company**



**Mark Olesen Group LLC**

**Mark Olesen, Owner**

[Mark.a.olesen@gmail.com](mailto:Mark.a.olesen@gmail.com)

303.901.23655

Mark has spent over 40 years managing the business of construction, the majority as an owner. His experience includes project management of over 3.5 million square feet of projects, 24 years as Vice President with responsibility for all construction operations, and several years as President and Chairman of the Board of Pinkard Construction. Recently he has been working with numerous general and specialty contractors to grow and improve the success of their construction contracting businesses.

**2022 Hot Topics & Trends in Construction**

Wednesday, April 6, 2022 | 1:00 p.m.

**Battling the Great Resignation: Improve Your Culture, Employee Retention & Productivity**



**Plante Moran**

**Mike Lopez, CPA | IT Infrastructure, IT Strategy**

[mike.lopez@plantemoran.com](mailto:mike.lopez@plantemoran.com)

303.846.3389

I lead the managed IT and IT project groups in the Rocky Mountain region, specializing in outsourced technology support, managed IT services, cloud computing, and technology implementations and migrations. I assist with planning, budgeting, installation, management, configuration, troubleshooting, maintenance, security, and integration of LAN and WAN networks at all levels. I also advise clients on creating and adhering to strategic IT plans.

**2022 Hot Topics & Trends in Construction**

Tuesday, April 5, 2022 | 3:00 p.m.

**Cyber Security & IT Best Practices Retention & Productivity**

# Speaker's Guide

## 2022 SUBStrong



**Plante Moran**  
**Scott Petree, Partner**  
**Cyber Security, Cyber Risk**  
[scott.petree@plantemoran.com](mailto:scott.petree@plantemoran.com)  
303.846.3389

As a leader in the firm's information technology consulting practice, I assist companies with various assessments of security controls including data privacy, PCI compliance, and IT infrastructure. With more than 17 years of experience, I advise clients on information systems audits, forensic technology, and enterprise risk mitigation in the financial institutions, healthcare, automotive, manufacturing, and government sectors.

**2022 Hot Topics & Trends in Construction**  
Tuesday, April 5, 2022 | 3:00 p.m.  
**Cyber Security & IT Best Practices**



**Portocol Business Strategies**  
**Dirk F. Dykson, Partner**  
[DirkD@Portocol.com](mailto:DirkD@Portocol.com)  
303.868.1751

Extensive management and leadership experience in business development, sales, marketing, leadership, communications, strategic alliances, shared services, and organizational development with national, regional, or global scope. 12+ years corporate finance, strategy and business planning with global scope.

**2022 Hot Topics & Trends in Construction**  
Tuesday, April 5, 2022 | 3:00 p.m.  
**Leadership for Success: building a leadership culture**  
Wednesday, April 6, 2022 | 1:00 p.m.  
**Battling the Great Resignation: Improve Your Culture, Employee**



**Portocol Business Strategies**  
**Mike Tafoya, Partner**  
[MikeT@Portocol.com](mailto:MikeT@Portocol.com)  
303.868.1751

At Portocol, we know that you want to be a confident, successful business owner. In order to do that, you need to build a profitable business and a clear growth strategy that works. The problem is the distraction of putting out daily fires, which makes you feel overwhelmed and frustrated.

**2022 Hot Topics & Trends in Construction**  
Wednesday, April 6, 2022 | 1:00 p.m.  
**Battling the Great Resignation: Improve Your Culture, Employee Retention & Productivity**



**Resource Gravity**  
**Grant Lebahn, Owner**  
303-884-8055 (M)  
[grant@resourcegravity.com](mailto:grant@resourcegravity.com)

Grant Lebahn is the owner of Resource Gravity, LLC, a professional business strategy and tactical implementation firm that assists construction companies in customizing their internal company resources and building operational consistency. Grant founded Resource Gravity in 2018 following a 22-year career at Hensel Phelps Construction Co.

**Win the Battle of Consistency**  
Tuesday, April 5, 2022  
10:00 a.m. | **Analyze Lifecycle Curve—Part 1**  
1:00 p.m. | **Realize Strategy—Part 2**  
Wednesday, April 6, 2022  
10:00 a.m. | **Enable Tactics—Part 3**  
1:00 p.m. | **Advance Consistency—Part 4**



# Speaker's Guide

2022 SUBStrong



**Woods | Aitken**  
**Abigail R. Frame, Esq.**  
[aframe@woodsaitken.com](mailto:aframe@woodsaitken.com)  
303.376.3044

Abby Frame joined our Denver office in 2021 and is a member of the firm's construction law and commercial litigation practice groups. Abby advises and represents business owners, contractors, subcontractors, and design professionals on construction and commercial disputes, contract formation, and negotiations.

**Reading Between the Lines  
Contract Study**

Tuesday, April 5, 2022 | 11:00 a.m.  
**What's Not In The Contract**



**Woods | Aitken**  
**Amanda C. Hoberg, Esq.**  
[ahoberg@woodsaitken.com](mailto:ahoberg@woodsaitken.com)  
303.606.6738

Amanda Hoberg joined our Denver office in 2020 and is a member of the firm's construction law and commercial litigation practice groups. Amanda has significant experience preparing and taking cases to trial. She is a proven advocate who can assist and counsel clients through all stages of a dispute.

**Reading Between the Lines  
Contract Study**

Tuesday, April 5, 2022 | 10:00 a.m.  
**What's In The Contract**



**Woods | Aitken**  
**Laura DePetro, Esq.**  
[ldepetro@woodsaitken.com](mailto:ldepetro@woodsaitken.com)  
303.606.6722

Laura DePetro joined Woods Aitken in 2014 and is a partner in the firm's Denver office. She is a member of the firm's litigation group, working in the commercial litigation and construction law practice areas.

**Reading Between the Lines  
Contract Study**

Wednesday, April 6, 2022 | 2:00 p.m.  
**Design Risk: Disclaimers**



**Woods | Aitken**  
**Sarah K. Mielke, Attorney**  
[smielke@woodsaitken.com](mailto:smielke@woodsaitken.com)  
303.539.5337

Sarah Mielke joined Woods Aitken in 2021 after clerking with the firm for two years. She is a member of the firm's litigation group, working with clients in the commercial, construction, and labor and employment practice areas

**Reading Between the Lines  
Contract Study**

Wednesday, April 6, 2022 | 3:00 p.m.  
**Design Risk: Express Delegations**