

# 2023 SUBSTRONG

**Circling the Wagons**  
*solutions to building a better business*

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**September 26, 2023**  
**Business Solutions**  
*Keynote Economic Forecast & Trends*

## AGENDA

- 7:30am Registration**
- 8:00 Keynote | Economic Forecast & Trends**  
Erin Conaway | Senior Director of Market Development for AISC | American Institute of Steel Construction
- 9:00 Positioning Your Company for Success**  
Josh Billiard, CCIFP, CPA | Partner | Plante Moran  
Daulton Schmitt, CPA | Manager | Plante Moran
- 10:00 Construction Technology, Winning in the 21<sup>st</sup> Century**  
Kimberly Pierce, Technology & Process Consultant | Plante Moran  
Jilson Rodgers, Senior Manager | Plante Moran
- 11:00 Business Solutions Panel Discussion**  
**FACILITATORS**  
Daulton Schmitt | Plante Moran  
Shane Brown | Plante Moran
- PANELISTS**  
Erin Conaway | Senior Director of Market Development for AISC | American Institute of Steel Construction  
Kimberly Pierce, Technology & Process Consultant | Plante Moran  
Jilson Rodgers, Business Analytics Manager | Plante Moran  
Paul Wareham, Vice President | Zimkor LLC  
Melissa Ogburn, Attorney | Hall Booth Smith P.C.
- 12:00pm Conference concludes**

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SEPTEMBER 26 | OCTOBER 17 | NOVEMBER 7

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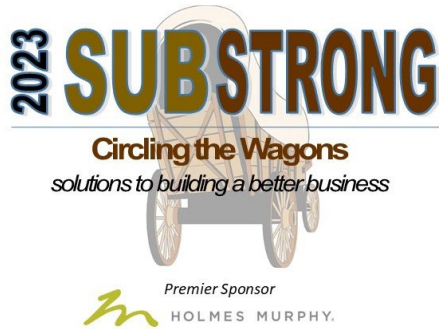
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## **ABOUT THE SPEAKERS**

### **Keynote | Economic Forecast & Trends**

**Erin Conaway | Senior Director of Market Development for AISC | American Institute of Steel Construction | [conaway@aisc.org](mailto:conaway@aisc.org)**

Erin leads a national team of Structural Steel Specialists focused on helping building project stakeholders achieve better outcomes by leveraging the structural steel industry's expertise to employ innovative and curated structural steel solutions that are domestically produced and fabricated.

Erin has worked for over 20 years in the building design and construction industry for various companies in the eastern and western US as both a Structural Design Engineer and Technical Sales Engineer

**KEYNOTE DESCRIPTION** - Essential to any successful business strategy is knowledge of the economic drivers and industry trends. Information presented at this keynote reflects factors that may be out of your control. Take control back! This session is a MUST for all businesses that take a strategic approach to annual and strategic planning for success.

### **Positioning Your Company for Success**

**Josh Billiard, CCIFP, CPA | Partner | Plante Moran | [josh.billiard@plantemoran.com](mailto:josh.billiard@plantemoran.com)**

Josh Billiard is a partner at Plante Moran in the construction industry. Josh's specialties include auditing, succession planning, strategic planning, and ESOP advisory in the construction industry.

**Daulton Schmitt, CPA | Manager | Plante Moran | [daulton.schmitt@plantemoran.com](mailto:daulton.schmitt@plantemoran.com)**

Daulton Schmitt is focused on serving the accounting needs of construction companies along with identifying and providing the right people to deliver strategic technological and tax help.

**DESCRIPTION** - The keynote delivered a picture of the construction industry landscape, now what? Daulton and Shane do a deep dive and deliver solutions. They will cover how construction companies must be smart, plan with purpose, and use lessons learned to create a roadmap for the way forward. Contractors who look ahead today and proactively think ahead will be far forward of those who don't. Solutions discussed include strategic planning, reinvention, diversification, targeted work and responding to opportunity.

### **Construction Technology, Winning in the 21st Century**

**Kimberly Pierce, Technology & Process Consultant | Plante Moran | [kimberly.pierce@plantemoran.com](mailto:kimberly.pierce@plantemoran.com)**

Kimberly Pierce has more than 15 years of experience in information technology and operations improvement for construction and manufacturing companies. Kim is a leader in assisting clients with evaluation, optimization, selection and implementation of enterprise solutions. Kim has a bachelor's degree from Michigan State University.

**Jilson Rodgers, Senior Manager | Plante Moran | [jilson.rodgers@plantemoran.com](mailto:jilson.rodgers@plantemoran.com)**

Jilson Rodgers is a manager in the business intelligence and analytics practice area of Plante Moran. She is focused on serving heavy civil and general contractor construction clients. Jilson enjoys helping individuals reclaim their time and re-focus their energy on those activities where they can bring the most value and are most deserving of their attention. Jilson has a bachelor's degree in business information analytics from the University of Denver.

**DESCRIPTION** - Technology is a moving target, it is expensive requiring an investment of cash and time. This discussion provides solutions to business challenges with an ROI of cash, time, increased production and customer satisfaction. Understanding and utilizing technology goes directly to your bottom line and is a must for success. Let's talk about what you need to solve your challenges.

**Business Solutions Panel Discussion**

**Paul Wareham, Vice President | Zimkor LLC | [pwareham@zimkor.com](mailto:pwareham@zimkor.com)**

**Melissa Ogburn, Attorney | Hall Booth Smith P.C. | [mogburn@hallboothsmith.com](mailto:mogburn@hallboothsmith.com)**

Melissa A. Ogburn is a Partner in the Denver office of Hall Booth Smith, PC, and she has two decades of legal experience with a concentration on construction, insurance, and liability. Melissa represents construction companies in a wide range of disputes, including construction defect litigation, nonpayment and mechanic's lien claims, contract drafting and negotiations, and business formation issues. She works closely with her clients to make sure her legal strategy aligns with broader business goals to resolve cases effectively and efficiently. She also counsels clients on best practices and risk mitigation to reduce the likelihood of litigation in the first place.