



The CONSTRUCTION EXECUTIVES REPORT

www.ibeeonline.com

A publication of the International Builders Exchange Executives, Inc.

November 2012

2012-2013 IBEE OFFICERS & DIRECTORS

President - Aaron Hilger
Rochester Builders Exchange
Rochester, New York

Vice-President - Jason Anderson
Builders Exchange of Tennessee
Knoxville, TN

Secretary - Roxanne Greenwood
Central California Builders Exchange
Fresno, CA

Treasurer - John DeVries
The Ottawa Construction Association
Ottawa, ON Canada

Directors:
Rita Heldenbrand
Spokane Regional Plan Center
Spokane, WA

Ronald Hambley
Winnipeg Construction Association
Winnipeg, MB Canada

Todd Helfrich
Eastern Contractors Association, Inc.
Albany, NY

Phil D. Davenport
Builders & Contractors Exchange, Inc.
Norfolk, VA

Past President:
Daniel Cowan
Altoona Builders Exchange
Altoona, PA

The Construction Executives' Report is published by the International Builders Exchange Executives as a service to members.

Our website is: IBEEonline.com
Submissions, articles and other information for content is compiled from members of the organization.

Suggestions or submissions can be sent to :
info@IBEEonline.com
1-855-719-0733



Join us in Marco Island, FL for what promises to be a memorable Mid-Year Meeting for the IBEE. Starting Wednesday, February 6, the IBEE Board of Directors will meet at the Hilton Marco Island Beach Resort and Spa. Members of IBEE are welcome to attend. The afternoon will be open for registrants to enjoy a variety of activities on the Island from Golf at Hammock Bay to an excursion through the everglades. The evening will kick off at 6 for a casual reception of members and their guests. Enjoy passed canapés, an open bar and mingling with fellow IBEE members.

Thursday and Friday will be full days of learning, sharing and even a little bragging. Sessions include *Member Retention in the 21st Century* and *Marketing Your Exchange*. Be sure to register early and let us know what topics you want to discuss during the open forum sessions. Current registrants suggest topics pertaining to sales personnel, BIM, regional e-plan room competition and pre-bid.

**We look forward to seeing you
in Marco Island!**

See the full agenda and registration on page 13

Message from the President

I hope you all survived the election cycle and recent bad weather on the east coast. I am happy to report that IBEE members did not experience major storm related issues. We were able to stay open and continue to serve our members during and after the storm. In addition, our members are leading storm recovery efforts. Although thousands of power trucks from around the country have converged upon the storm damaged regions, there are areas that will be without power until Thanksgiving, and possibly longer.

Depending upon your political view, the elections were either a great success or a failure to enact change. Regardless of perspective, the status quo has largely been affirmed. We will now watch the train wreck of legislative compromise while trying to avoid a tax-related financial crisis in January. The state of New York had several competitive House races this year, an unusual occurrence for the state. There was intense and derogatory advertising throughout New York and other battleground and swing states. Aside from the media outlets, I think the only clear winner was Nate Silver, whose predictions were dead on, again!

I am looking forward to our upcoming Mid-Year Meeting. We have a strong program this year that includes sessions on Marketing Your Exchange and Educational Benefits to Employees. This is a great meeting to network with your peers, and I encourage you to attend. You should have received registration materials; they are also available on our website at www.IBEEonline.com/2013myagenda.pdf.

As always, please don't hesitate to contact me directly if you have questions or need support with IBEE programs.

Best regards,



Aaron Hilger



Greetings from Momentum

Momentum Fleet Management Group offers fleet administrative and management solutions to businesses.

Momentum has negotiated with Ford and Dodge/Chrysler/Jeep to bring extra incentives to your members on their vehicle purchases. The Ford program has been enhanced this year - Our fleet program is a constant figure from model year start to model year end.

We now have the ability to reach out and capture any "extra" incentives that Ford will offer as part of our fleet program. Win for your members with Fleet numbers as fleet customers do not pay Ford national advertising (900.00 plus, per vehicle savings).

Momentum also has a Fuel Discount Program that is offered to your members - It is on a Master Card base and has about 40,000 discount stations, best in class card controls, custom reports, a cash rebate potential and no annual fees nor monthly fees. This solution can be opened up for use in your payables department - Call for information on how to turn your payables department into a profit center!!!!

I welcome the opportunity to work with each of you and all of your members.

Kind regards,

Ardene

Momentum Fleet
Tel: 440 386 4086
Fax: 866-523-8039

To participate in the Momentum Program, complete the form on the following page





The International Builders Exchange Executives (IBEE) has recently renewed its contract with Momentum Groups for its Fleet Program. With the new program in place, we'd like to alert all IBEE members of the criteria to be eligible to receive benefits from this Affinity Program.

IBEE Members Using Momentum Fleet Program

- 1) The Exchange must be in good-standing with IBEE to participate.
- 2) The Fleet Program would need to be displayed on the Exchange's website (website ad and/or additional info about this member benefit).
- 3) The Exchange would have at least one employee capable of fielding simple questions about the program.
- 4) The Exchange would survey yearly to find members who are fleet eligible.
- 5) The Exchange would email two quarterly flyers provided by Momentum.
- 6) The Exchange may provide Momentum with an updated mailing list for each of their mailings. Momentum would mail two quarterly fliers. If the Exchange declines to provide the mailing list, IBEE will provide a bulk of fliers to the Exchange to be mailed to their members. Although IBEE encourages the Exchanges to include the flier within a regular mailing, postage charges may be reimbursed if sent separately.

IBEE Members who meet the above criteria and utilize the program would receive a rebate of \$118 per vehicle purchased and \$15 would go to the IBEE.

Exchanges not participating in the Momentum Fleet Program by executing all of the above would not be eligible to receive the commission monies. The monies would be paid to the IBEE for the purpose of promoting the program (new flyers, promo items, etc. to the participating Exchanges).

All advertising from Momentum would be customized for each Exchange. The cost would run approximately \$90-\$100 to drop logo and address info in. Cost to be incurred by Exchange.

All quotes for vehicles should be directed to Ardene Reilly at 866-834-9166 or by email at Ardene@momentumgroups.com.

I have read and agree to the above terms for participating in the Momentum Fleet Program and will promote this benefit to members of my Exchange.

Signature

Date

Print Name

Name of Exchange

Selling Strategy

for Association Executives

How is the line, “Membership is Priceless” working for you these days in recruiting new members? “Not so well,” you say? The heyday of trade associations and professional societies recruiting members under the pretense of nebulous value propositions has gone the way of IBM Selectric typewriters.

Stakeholders in your industry really do want to join your membership organization—even though they don’t realize it. They must however, first understand what’s in it for them. They must see the possibility of a real and honest return on investment (ROI) for their time and treasure.

For association and society executives, the quickest way to selling dominance—actually recruiting the people you talk to about membership is through understanding basic North American buying motives. There are only six basic buying motives into which almost all situations fall. Yet, understanding the buying motives is not enough. You must also offer the translation in explaining how your organization delivers the value to satisfy their primary buying motive.

By Ed Rigsbee, CSP, CAE



Feature Verses Benefit

Before we can get into a substantive discussion of buying motives, you must first be very clear on the difference between features and benefits. As an example, your organization is aggressive in advocacy and affecting legislation in your industry. First, that activity is an industry stakeholder benefit not a member-only benefit. Everyone gets the value regardless of holding membership in your organization.

You also send to your members a legislative update keeping them informed of your progress, results, and how recent legislation affects their business. If you only send this out to members and at the very most, you only offer simple headlines via email blasts and Web Site postings to non-members—you have an awesome member benefit in the legislative update. This is value that one only receives through their paid membership.

The legislative update is not a benefit but rather a feature of membership. The benefit of this feature is how the update makes the lives of your members better. Timely and accurate information about legislation and regulatory issues can save your members time, money, and heartache—if they heed your warnings and information as it applies to their businesses.

This member-only benefit would most likely satisfy the buying motive of *profit and gain*, as well as that of *fear of loss*, and possible *avoidance of pain*.

Profit and Gain Buying Motive

In the above scenario, your member might discover through your legislative update, new regulation that allows them to: sell differently, save money through a new approved manufacturing/service process (more profit), or get a competitive advantage over a non-member who might not have this new knowledge.

Fear of Loss Buying Motive

Continuing with the legislative example, your member (depending on industry) might constantly be operating in fear of failure to follow (ever changing) regulatory policy and procedure. This fear of lost time, temporary shut-down or even permanent closure can weigh heavy on your members. Your legislative update can help members to have the piece of mind that their association is watching out for them on a daily basis.

Avoidance of Pain Buying Motive

Receiving crucial legislative and regulatory update information in a timely manner can very well save a business from potential fines and penalties from unexpected government agency visits. Any business owner or executive would gladly embrace methods for avoiding the pain of regulatory fines or temporary shut-downs.

When association executives speak with potential members, the default position frequently is to talk about providing legislative updates for members but to forget to translate the value of the updates for the potential member based on the person's personal or organizational buying motives.

The remaining three buying motives are a bit softer in perceived value, nevertheless are important to understand as some industry stakeholders will also make their buying decision based on them.

Comfort and Pleasure Buying Motive

The famous WalMart founder, Sam Walton, for years worked at a plywood desk—a sheet of plywood resting on two sawhorses, in the upstairs stockroom of one of his early stores. What kind of a desk do you work at? What kind of an office do you have? My guess is that your work environment is a bit more luxurious than that of Walton's. Do you really need it? Who knows—but what we do know is that you were motivated by the buying motive of comfort and pleasure to have the work environment that you currently enjoy.

What about your members? Does your membership organization offer its members the comfort and pleasure of knowing that they will be kept up to date on the industry's best practices, rules/regulations, and industry news? This saves a member time, mental space, and need for constant industry scan—as your association regularly does this for its members.

Love and Affection Buying Motive

Believe it or not, even business leaders and owners need collegiality. This is one of the great benefits associations and societies offer to their members, the bringing together of the industry through meetings and other methods. People need recognition; I conducted an extensive study on this topic throughout the United States in the mid-1990s. Many industry leaders truly need the adulation of their industry colleagues and associations provide this through leadership opportunities, awards, and credential programs. They join their industry associations and societies to get what they perhaps do not get on the job.

Pride and Prestige Buying Motive

Some North American associations and societies have done a fabulous job of creating the perception within their industry that it is prestigious to belong to the organization. And with this prestige comes pride of membership and belonging. One example is the Los Angeles County Bar Association's Dinosaur Program. This is a special added membership, only available to LACBA paid members. It is for the senior lawyers in their 60s and older—the association provides special programming just for them. They even get a LACBA lapel pin that is a little different, with a dinosaur in the center. The Dinosaur members are very proud to wear their distinguished lapel pin.

The Six Buying Motives

- Profit or Gain
- Fear of Loss
- Avoidance of Pain
- Comfort and Pleasure
- Love and Affection
- Pride and Prestige

Sell to the Primary Buying Motive

Association executives would do well to take the time to ask more questions as to what a perspective member is looking to receive through membership in their organization. Focus on explaining the benefits they will receive from the features of membership. Do this through the window of the prospect's primary, and perhaps secondary buying motive and your sales (membership) presentation should prove to be quite successful.

Extra Icing on the Cake

Understanding the above will also help you to improve the member-perceived value of each member-only benefit your organization offers. Go through the list of “member benefits” that you have listed on your web site. The first thing you will most likely notice is they are not benefits at all but rather the features of membership.

First translate each of the features into member benefits, keeping in mind the above buying motives. Next check to see which ones are actually member-only benefits as you will use only these in your sales (member recruitment) efforts. And to ratchet it up another notch, perhaps you might want to make some of the member only services and products available to non-members—for a price. If you are giving your members products and services at no charge, while that is awesome for the members, there is a challenge in members not appreciating the value. At your Web Site show these products and services at no charge to members and at a charge to non-members. That way your members will see a higher perceived value in what they already get at no charge.

Selling benefit is easy, while selling features is excruciatingly difficult. Why make your life any harder than necessary. Sell member-only benefits with the translation to the prospect’s unique situation, and do so keeping in mind their buying motive and you’ll be amazed with your results.



Adapted from Ed Rigsbee’s forthcoming book titled, *Membership Is a Good Business Decision; Prove the ROI*. Ed Rigsbee, CSP, CAE, is an internationally recognized expert on business partnering and strategic alliances. He has authored three books and over 2,000 articles on organizational collaborations. He travels internationally delivering keynote presenta-

tions and multi-day workshops for corporate and non-profit audiences. Ed has received two coveted designations: Certified Speaking Professional from the National Speakers Association and Certified Association Executive from ASAE and The Center for Association Leadership.

As Chief Member Evangelist at Rigsbee Research Consulting Group, he is frequently engaged by trade associations and professional societies to facilitate board strategic retreats, conduct organic member recruitment campaigns, and help associations to determine their ROI in real-dollar numbers through his proprietary qualitative research methodology, the Member ROI Valuation Process™. Ed also serves as the Executive Director of the Cigar PEG, Inc., (US Internal Revenue Service recognized non-profit public charity).

© Copyright 2012 Ed Rigsbee <http://www.rigsbee.com/>



IBEE is now on

LinkedIn

Join the
Discussion
group today



Join us on LinkedIn

[>>http://www.linkedin.com/groups?home=&gid=4649658&trk=anet_ug_hm](http://www.linkedin.com/groups?home=&gid=4649658&trk=anet_ug_hm)



CUSTOMER ASSOCIATION INCENTIVE PROGRAM



As a qualified Association Member with an active Ford Commercial Fleet Identification Number (FIN), your Builders Exchange members have the opportunity to receive competitive discounts on new vehicle purchases depending on the model selected.

Don't forget the **Commercial Fleet Equalization Program**, which stacks on top of the **Customer Association Incentive Program**, will compare total fleet incentives to currently offered applicable retail incentives and pay the difference if retail money is greater.

Take advantage of both programs today!

Call 866-834-9166 or email Ardene@mementumgroups.com



¹. Customers must have an eligible FIN code and take commercial fleet delivery between 1/4/12 and 1/2/13. Restrictions apply. Contract Mementum for complete details.

Why Strategic Workforce Planning Matters to You



By: Dario Priolo, Chief Marketing Officer of Profiles International

Strategic workforce planning is a process that ensures that your business has the right people in the right jobs at the right time to achieve your expected results. This discipline helps organizations understand their current state, forecast talent gaps and take the necessary steps to close those gaps. It is a core business process that is often handled by the HR department, but it is so important to the success of a business that business leaders should approach it proactively and take ownership of it.

We've all heard the saying that "failing to plan is planning to fail." The traditional strategic planning process often focuses heavily on large capital expenditures, technology and marketing investments. But the traditional process focuses too little on the organization and the human resources necessary for sound execution.

It is almost as if the business takes for granted that it already has people with the necessary capabilities. The truth is that it can take several months, if not years, to get the right people in the right jobs, and this can seriously hinder the execution of even the most well thought out strategy. We polled our experts and asked them to define a simple, straightforward strategic workforce management process.

The steps in the strategic workforce planning process are to establish where your business is going, understand where the labor market is going, understand your future talent demands, assess your current talent inventory, identify your talent gaps and strategies to close them, and to implement your strategies.

The first step in the strategic workforce planning process is to have a clear understanding of your business strategy. At the end of the day, your workforce is there to implement the strategy and achieve the expected business results.

Strategic change fails when the people implementing the change don't know what they need to do differently in order to support the new strategy. These disconnects create confusion, conflict, and stress, and put even the best people in a position to fail. Make sure that you have thought through the operational details of your strategy, and that you have sufficient facts and support to make a good decision.

Know how far and how fast you can reasonably move. It takes time, money and thought to design and build technological infrastructure, production facilities and distribution capability. Similarly, it takes time to source, deploy and train talent. This is even more true when your workforce requires special skills or credentials, or when your jobs are located in a talent-poor or highly competitive region.

The bottom line is that you need to know your business strategy, and the impact of that strategy, before you can create a meaningful workforce plan. Understanding the labor market for the jobs necessary to drive your strategy will help you better understand the length of time it will take to fill a job, the salary you should expect to pay for the job and potential challenges to filling the job. For example, maybe there is a need for a new school in a growing suburb, but the area is expensive and it is difficult to attract teachers. You need to take these factors into account as you build your strategic workforce planning.

Common factors to consider include: macroeconomic forecasts, demographic trends, regulatory changes and talent movement trends within your industry.

Once you have translated your business strategy into operational requirements, you must design the organization and the jobs necessary to implement the strategy. If you contrast this with your organization and jobs as they stand right now, you can identify jobs you will need to create, jobs you will need to phase out, and the optimal timing of your transition.

Critical roles are those jobs that are mission critical to your future business strategy. If you don't have a solid plan for filling these roles with capable people, the business strategy simply won't come to life. For example, a new cardiac ward in a hospital needs cardiologists and acute care nurses in order to function.

Critical employee segments can include mature workers, visible minorities, members of Gen Y, ethnic groups, veterans, aboriginals, and others. They can be strategically important to certain organizations that need to fulfill requirements for certain types of government contracts or grants, or that want to meet the needs of key customer groups. For example, if a retail organization wants to position itself in areas with growing Latino populations, then they need to have Latino employees.



Once you understand future demand, the amount of change needed, and the optimal timing of that change, you should inventory your current talent pool. This will help you determine how to eventually transition people into new roles. It will also give you insight into who won't fit into the new organization and help you create an exit plan.

After you have assessed your internal talent inventory and understand the jobs necessary for executing your new strategy, you can identify your gaps, determine a time frame for closing those gaps, and create specific tactics for closing gaps.

The next step is to run scenarios in order to understand how the availability of these critical roles or segments impacts the rest of your business plan. Then determine how your workforce plan will be impacted. Timing is important, which is why we examined the labor market earlier in the process.

Strategic workforce planning is a process, not a one-time event. Like other business processes such as Total Quality Management (TQM) or 6-Sigma, strategic workforce planning requires a continuous improvement mindset. By standardizing our approach to a very important and challenging business problem, we reduce errors and better understand the factors that drive success. This ultimately reduces costs and increases effectiveness.

Finally, remember these three key lessons that will help your strategic workforce planning efforts succeed. Secure top-level executive sponsorship, don't attempt to swallow the entire elephant at once, and establish and track leading metrics. Inspect what you expect, starting with a few key metrics. Start simple and stay the course. This discipline will help you make informed decisions that maximize benefit to the business.

IBEE Members are welcome to submit articles and announcements from their Exchange to be published in future issues of the CER.

Submit articles to info@ibeeonline.com.



THE SHIPPING COMPANY THAT WORKS FOR YOU.®



IBEE members that wish to participate in this affinity program are entitled to obtain discounted shipping services through UPS and an annual 1% rebate, based on total shipping volume, to increase non-dues revenue stream. Members of IBEE receive 36% off all air shipments and 8% on ground.

Convenience and Time-savings:

- Single point of contact for all your shipping needs, a single website for all shipment tracking, a single invoice for all shipping costs.
- Get freight quotes, book shipments, create waybills, order supplies, track shipments from multiple carriers, view, edit and void shipments from your desktop.
- Store shipping preferences & 90 days of history.
- Print reports, download data, and select billing options that suit your needs.

Individual Solutions Save U Money: Unishippers consultants will assess specific needs for free and create a complete, individualized solution by analyzing your recent shipping trends.

To participate, you must be an active member of the IBEE and have an account set up with Unishippers/UPS. To set up an account, go to: http://www.unishippers.com/shipping-services/IBEE_Form.htm.

IBEE RS Means Affinity Program



We would like to remind our members of our affinity program with RS Means and how the program can benefit your exchange. The following list gives a general breakdown of the terms of the agreement and ordering and shipping process:

- IBEE is the authorized buying/marketing group for member exchanges of IBEE
- IBEE Members have two RSMeans distribution options available: Inventory Stocking or Customer Drop Shipment

Inventory Stocking

IBEE Members who choose to maintain an inventory of RSMeans products will receive a 45% discount on all RS Means publications ordered by your exchange and for your respective members. You will be able to resell the materials to your membership at whatever discount you choose, thereby generating non-dues revenue for your exchange. For example, when you purchase items at 45% discount if you resell at a 25% discount to your members, you are earning a 20% reseller profit.

Inventory may be returned for full credit provided it is in saleable condition and it is received by RSMeans on or before March 31 of the subsequent

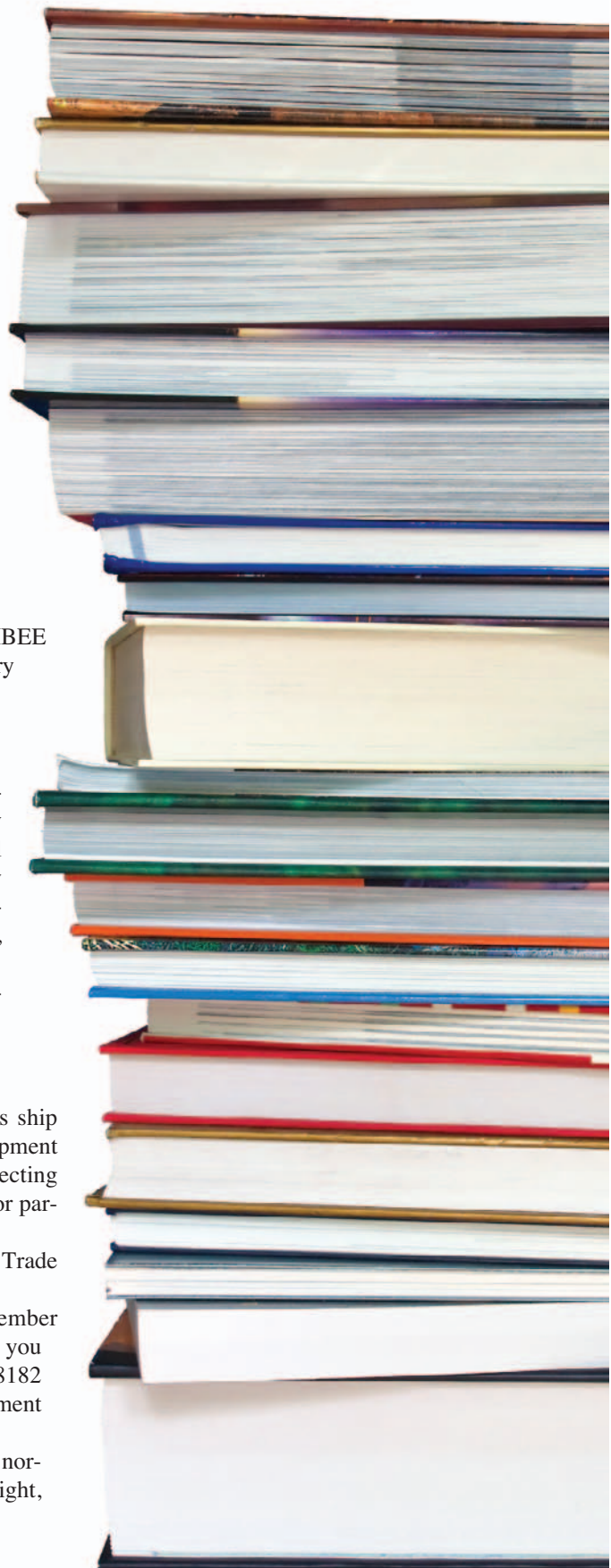
Customer Drop Shipment

IBEE Members who elect not to inventory products may have RSMeans ship products directly to the IBEE Members customer. In the case of drop shipment RSMeans will invoice the IBEE Member who will be responsible for collecting payment from the IBEE customer. IBEE Members receive a 25% discount for participation in the drop shipment program.

Order forms and price lists will be sent annually or upon request from the Trade Sales Department.

This program is for publications and CostWorks CD products only. Member exchanges place orders directly with RS Means Trade Sales Department. If you wish to order, contact the RS Means Trade Sales Department at 1-800-448-8182 and identify yourself as a member of the IBEE, as the Trade Sales Department will maintain a complete list of IBEE Member participants.

RS Means has waived the normal shipping and handling charges that they normally place on all orders not prepaid, but they will include actual UPS freight, IBEE will invoice members annually for a 5% commission on purchases.





The IBEE's Mission, Vision and Strategic Goals

IBEE MISSION

The International Builders Exchange Executives (IBEE) serves as a catalyst for the exchange of ideas and experiences to advance and enhance the role and effectiveness of construction association and plan room executives and their organizations. The IBEE also aims to assist the construction industry in obtaining information, services, and support at the local level.

VISION

The IBEE is a representative organization of Construction Association Executives and their organizations, dedicated to the pursuit of excellence in Construction Association and Plan Room services through cooperation and participatory action.

IBEE STRATEGIC GOALS

- Increase awareness and enhance the image of Builders Exchanges and their services among owners and design firms;
- Provide a forum for managing executives to share information, enhance management skills, develop professional standards and explore new methods;
- Provide tangible services, resources and support that will improve Exchange operations and member service at the local level;
- Identify common problems and seek solutions that benefit IBEE members and the construction industry they serve.



www.ibeeonline.com

info@ibeeonline.com

1-855-719-0733



International Builders Exchange Executives

Mid Year Meeting



February 6-8, 2013
Hilton Marco Island Beach Resort
Marco Island, FL



Hilton Marco Island Beach Resort and Spa

“Wander along the beautiful white sands of the beach while gazing out to the Gulf of Mexico at the Hilton Marco Island Beach Resort and Spa. Situated off the Southwest coast of Florida, enjoy world class golfing, shopping and recreational activities on your doorstep.”

- www.hiltonmarcoisland.com

International Builders Exchange Executives



Join us in Marco Island for what promises to be a memorable Mid Year Meeting. Starting Wednesday morning, the IBEE Board of Directors will meet. Members of IBEE are welcome to attend. The afternoon will be open for registrants to enjoy a variety of activities on the Island from Golf at Hammock Bay to an excursion through the everglades. The evening will kick off at 6 for a casual reception of members and their guests. Enjoy passed canapés, an open bar and mingling with fellow IBEE members.

Thursday and Friday will be full days of learning, sharing and even a little bragging. Be sure to register early and let us know what topics you want to discuss during the open forum sessions. Don't forget to bring an item for the Brag Table to show off your Exchange's "Best Practice."

IBEE Mid-Year Meeting Agenda

Wednesday, February 6, 2013

- 8:00 a.m.—Noon** **IBEE Board of Directors Meeting** (Observers welcome)
Location TBD
- Afternoon Options:** **Golf Outing**
Everglades excursions: www.everglades-excursions.com
Marco Island Ski & Water sports:
www.marcoislandwatersports.com
- 6:00—7:00 p.m.** **Opening IBEE Reception**
Outdoors (or Hebron if poor weather)
All attendees, guests, speakers and sponsors are welcome to attend this reception. An open bar, chocolate fountain, and passed canapés will be provided.

Thursday, February 7, 2013

All activities are located at Seagull unless otherwise noted

- 8:00 a.m.** **Breakfast Buffet**
Scrambled eggs, pancakes, potatoes, bacon, muffins, pastries, fruit, cereal, oatmeal, coffee, tea, and juice.
- 9:00 a.m.** **Welcome and Board Update**
President, Aaron Hilger will welcome attendees to the Mid Year Meeting and provide an update on the recent Board Meeting.
- 9:15 a.m.** **Speed Networking**
Get to know your fellow members! Attendees will be given three minute increments to chat with fellow member around the room. At the sound of the alarm, members will switch to a new partner until the end of this session.
- 10:15 a.m.** **Member Retention in the 21st Century**
In this session we will talk about what works, what's failed, trends in member retention, the effect of the economy, ROI, balancing retention and recruitment, and much more.
- 12 noon** **Florida Lunch Buffet**
Outdoors (or Sandcastles if poor weather)
Chicken breast, Mahi Mahi, NY Steaks, steamed vegetables, brown rice, rolls, fruit, salad, pasta salad, coffee, tea, and iced tea.

IBEE Mid-Year Meeting Agenda

1:00 p.m.

Marketing Your Exchange

How are you marketing your exchange? Bring your best printed or electronic materials to share during this session.

5:30—6:30 p.m.

Networking Reception

All attendees, their families, speakers and sponsors are invited to attend. Enjoy an open bar, cheese and fruit platters, and use this time to mingle with fellow IBEE members.

Friday, February 8, 2013

All activities are located at Seagull unless otherwise noted

8:00 a.m.

Breakfast Buffet

Scrambled eggs, French toast, potatoes, bacon, sausage, muffins, pastries, fruit, yogurt, cereal, oatmeal, coffee, tea, and juice.

9:00 a.m.

Sessions

Plan Room User Feedback: Join a panel of IBEE members as they discuss different platforms

Employee Compensation: Do you allow employees to work from home, buy them lunches, allow cell phone use during work hours? Share your best and worst employee benefit stories.

12 noon

Taste of Italy Lunch Buffet

Outdoors (or Sandcastles if poor weather)

Penne pasta, Chicken Marsala, Swordfish, Sirloin, Caprese Salad, Soup, rolls, coffee, tea, and iced tea.

1:00 p.m.

Educational Benefits to Employees

What educational programs do you offer? What are you paying? Do you receive grants? Come prepared to learn from your fellow members about educational benefits to employees.

2:45 p.m.

Closing Remarks

Hotel Information:

Hilton Marco Island Beach Resort and Spa
560 South Collier Boulevard, Marco Island, Florida, 34145
TEL: 1-239-394-5000

Average temperature in the month of February - 65°
Internet charge for rooms is \$9.95 per day (wireless)

Reservations: \$209 (plus tax)/night

Reserve your room online at: <http://www.hilton.com/en/hi/groups/personalized/M/MRKMHFF-IBE-20130202/index.jhtml>

or call 1-800-445-8667, Group Code: IBE

Room block closes on January 15, 2013

Check in: 4:00 p.m. / Check out: 11:00 a.m.

Directions from the Southwest Florida International Airport:

Distance from Hotel: 52 miles / Drive time: 60 minutes

Take Interstate 75 south to exit 101 (approx 29 miles). Take highway 951 south to Marco Island for 18 miles. Go over Jolly Bridge onto Marco Island. Continue on Collier Boulevard for approximately 3 miles. Go through the San Marco Road intersection and the Hotel is 0.5 miles on the right hand side.

Taxi and Limousine available. Typical minimum charge for a taxi is \$80.00.



MEMBER SPONSORSHIP



In order to keep registration fees as low as possible, it was decided at the Boston Convention (1995) to solicit the Membership for funds to help subsidize the cost of Meetings.

Below are sponsorship opportunities for the upcoming meeting in Marco Island, FL. Your contribution will be greatly appreciated.

Sponsorship includes the following:

- Name/Logo on all event signage
- Name/Logo displayed on distributed meeting materials, including brochures, booklets, invitations, etc.
- Recognition in the *Construction Executive Report*

We wish to sponsor the 2012 Mid-Year Meeting of the International Builders Exchange Executives in Marco Island, FL as indicated below:

- | | | |
|--------------------------|------------------|----------|
| <input type="checkbox"/> | Platinum Sponsor | \$ 1,000 |
| <input type="checkbox"/> | Gold Sponsor | \$ 500 |
| <input type="checkbox"/> | Silver Sponsor | \$ 250 |
| <input type="checkbox"/> | Bronze Sponsor | \$ 100 |

Name: _____

Company: _____

Address: _____

City: _____ Province/State: _____ Postal Code/Zip: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

PAYMENT: Check (remit to "IBEE") or Credit Card (MasterCard, Visa, or American Express)

Amount: \$ _____ USD

Credit card (circle one): Visa / MasterCard / AMEX

□□□□ □□□□ □□□□ □□□□

Expiration Date: □□ / □□

Print Cardholder's name: _____

Cardholder's Signature: _____

Please send this completed form with payment to:

International Builders Exchange Executives
One Regency Drive
P.O. Box 30
Bloomfield, CT 06002

or fax to: 860.286.0787



2013 Mid Year Meeting Registration Form

Mail or fax a completed registration form to:

IBEE • One Regency Drive • P.O. Box 30 • Bloomfield, CT 06002

Phone: 855.719.0733 • Fax: 860.286.0787 • Email: info@ibeeonline.com

Delegate Information:

First Name: _____ Last Name: _____

Organization: _____

Address: _____

City: _____ Province/State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

Dietary restrictions: _____

IBEE Delegate: \$299.00 USD

Spouse/Companion: \$100.00 USD

(includes receptions, breakfasts, lunches, and breaks)

Name(s): _____ Name(s): _____

List topics of interest for discussion during “Open Forum” sessions:

Payment:

Check (in US dollars) - Remit to “IBEE” or

Credit card (circle one): Visa / MasterCard / AMEX

□□□□ □□□□ □□□□ □□□□

Expiration Date: □□ / □□

Print Cardholder's name: _____

Cardholder's Signature: _____

Please send this completed form with payment to:

International Builders Exchange Executives

One Regency Drive

P.O. Box 30

Bloomfield, CT 06002

or fax to: 860.286.0787

Things to do on the Resort

- Relax in the Resort Pool or Whirlpool.
- Pull up a complimentary beach chair or towel and relax on the private beach.
- Unwind at the Spa with a facial, massage, body treatment, nail care, hair care, an outdoor spa garden, or relaxation lounge. The Spa also has a retail boutique and fitness complex.
- Play tennis on one of the Har-Tru Clay tennis courts. You can rent equipment, and even take lessons with certified tennis professional, Susan Evans.
- Exercise 24 hours a day at the resort's state-of-the-art Fitness Center.
- Visit Marco Island Watersports and enjoy its 10,000 Guided Waverunner Eco Tours, the Calusa Spirit Dolphin & Shelling Cruises, parasailing and waverunner rentals.

*We hope to see you in
Marco Island, Florida!*

Save the Date

IBEE Annual Meeting
June 12-14, 2013
Broomfield, Colorado