

PROGRAM OVERVIEW

Attendees will learn how to get organized by:

- Evaluating your processes: the “Bailing Hay” syndrome.
- Building a work plan.
- Setting personal and team goals.
- Organizing your day.
- Using the Daily Call System.
- Tracking projects.

Attendees will take away the five rules of reporting basics.

Rule #1 : The Golden Rule
He Who Has the Gold Rules
What purpose does the Exchange serve?
The owner as a source; information is power; the principle of indispensability; getting to the top of the information chain.

Rule #2: Speak the Language
A primer on basic construction terminology. Including the design, bid process, and contract award process.

Part I. Public vs. private work; the owner decision-making process, financing, selecting an architect and/or engineer, and commissioning the work

Part II. Design process, including feasibility study, conceptual design, preliminary plans, working drawings, and contract documents.

Part III. Bid process, including the estimating process, competitive/open bidding, pre-qualified bidding, invitational bidding, negotiated bidding, reverse auctions/online bidding.

Part IV. Contractor selection, including differences between general contractors and construction managers, prime bidders, subcontractors and suppliers; evaluating apparent lows, and making the contract award.

Part V. Mock bidding exercise.

Rule #3: People are Sources - Not Firms
Establishing networks; forming relationships vs. gathering information; who’s in charge? Calling techniques, i.e. the perils of cold calls; “flipping” the call; the “secretary god”; by-passing technology – the voice mail trap; reading ego styles; peer -to-peer calling strategies/never say “Mr.”; asking the right questions; streamline the calling and data entry process; sources as teachers.

Rule #4: Leads Let You Lead
Reporting on pre-bid. Using your mental powers – killing the “Stepford Wife”; 3 people and a secret; there’s gold in your database; drowning in pre-bid – how to stay afloat. Where are the leads? Managing newspaper clipping and government documents; understanding the base clientele of architects and contractors; industry events, bidders as a resource.

Rule #5: Verify and Defend
Reporters as professionals - gathering news vs. processing data; know the competition; establishing and maintaining standards; responsibility for accuracy; the “notes” field.

Please note that this training is not recommended for new employees. (those with less than 90 days of employment)

REGISTRATION

The registration fee for this training is free to BXNET members. Please fax this form to 860-286-0787 or email info@bx-net.org.

Organization Name: _____
Address: _____
City: _____ State/Province: _____ Zip/Postal Code: _____
PLEASE LIST ATTENDEE NAMES AND EMAILS BELOW
Name: _____ Email: _____
Name: _____ Email: _____
Name: _____ Email: _____
Name: _____ Email: _____
Name: _____ Email: _____

More attendee names and emails can provided on an additional sheet of paper.

LOCATION

Hilton Hotel
O'Hare International Airport
Terminal B
Athens/Berlin Room, Mezzanine Level
Chicago, IL 60666

ROOM RESERVATIONS

A block of rooms has been reserved for attendees at the reduced rate of \$169 plus tax per night.

Room reservations can be made by calling:
877-865-5322

GROUP CODE: BLX

Deadline for room reservations is:
September 30, 2015 (4:00 p.m. ET)
Check-in: 3:00 p.m. Check-out: 12:00 p.m.

SCHEDULE

The two-day training session will begin on Wednesday October 14 - Thursday, October 15, 2015. The training will begin at 8:30 a.m. on each day. Continental breakfast will be available at 8:00 a.m. Lunch will also be provided each day.

Continental Breakfast, Lunch Buffet and Meeting will be held in the Athens/Berlin Room located on the Mezzanine Level of the Hilton Hotel.

Handouts will be provided onsite.

ABOUT THE INSTRUCTOR

Brenda Romano began her career in the construction industry over 35 years ago as a Construction News Reporter for the Construction Association of Michigan (CAM). During her tenure, Romano served in various capacities for the Michigan-based association, culminating as Director of Industry Affairs overseeing four divisions: CAM Training & Education Center (CAMTEC); Construction Project Information Group; Government Affairs and Public Relations.

Romano left CAM in 2001 to form Maverick Communications, LLC an association management firm providing services to non-profit and not-for-profit trade associations. Client associations include the Construction Innovation Forum (CIF), American Society for Civil Engineers (ASCE) and the Builders Exchange Network (BXNET). Maverick Communications merged operations with the Virtual Builders Exchange, LLC in 2008, and Romano assumed a position as minority partner.

Romano is recognized throughout the U.S. and Canada as a professional planning facilitator and guest speaker on construction-related topics. She holds a Bachelor's degree in Labor Relations and Collective Bargaining from Wayne State University in Detroit, Michigan.

brenda@virtualbx.com



REPORTER TRAINING 101

**October 14 - 15, 2015
Chicago, IL**

**Presented by:
Brenda Romano
Virtual Builders Exchange, LLC**

