

CONFERENCE SCHEDULE

Look for AIA track courses accredited
by the American Institute of Architects.



WEDNESDAY, OCTOBER 4, 2017

8:00 am – 4:30 p.m.

All-Day Leadership Boot Camp – Leaders on a Mission 2017

Brad Humphrey, Pinnacle Development Group

Jump at this one-day leadership experience guaranteed to impact your life, your professional growth, and your company's future success. Construction veteran and coach, Brad Humphrey of the Pinnacle Development Group, has specially designed this Boot Camp for leaders attending CP&S in Pittsburgh.

The focus this year? Leaders on a Mission 2017. You will learn how to move yourself and your other leaders, to acquire more work and retain those clients. Brad also will unveil the "No Bad Job" techniques, those critical pre-start and post-job insights that will raise both your efficiencies and profits. You will finish this day strong with how to empower your company to become the "preferred contractor of choice."

THURSDAY, OCTOBER 5, 2017

8:00 am – 9:30 am

B01 – Selling More Than Price...and Winning Repeat Customers

Brad Humphrey, Pinnacle Development Group

Most contractors, including the polishing concrete “specialist,” realize that many customers look for the lowest price ... UNTIL they see a contractor who gives them an excuse to consider the best! So, make more of your customers consider the best from you. In this workshop, Brad Humphrey will take you through getting sales by selling more than only your price. Drop the traditional and excuse-laden selling tactics that lose all but the lowest bid and often wins a high-maintenance customer.

WORKSHOP HIGHLIGHTS

- How to Change Your Customers' Expectations About What they Want
- Presenting Your Company's "Unique Selling Advantages" (USA)
- Identifying, Addressing & Overcoming Common Customer Objections
- Three Closing Approaches that Will Add to Your Revenue This Year!

8:00 am – 9:30 am

S01 – Becoming a Polished Concrete MacGyver

David Padgett, Concrete Polishing Solutions

Since 1996, David Padgett has worked in the development and marketing of the craft of polished concrete. Gaining hands-on experience polishing and grinding thousands of floors across the U.S., David recognized the need for better machines, tools, and chemicals for the field. In this session, you will learn tips, tricks and techniques to keep trouble at bay when performing polished concrete work.

8:00 am – 9:30 am

S02 – Polished Concrete Fundamentals

Concrete Polishing Council



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EDUCATION CREDITS

As the fastest growing segment of the concrete industry, polishing is an opportunity for many to find a profitable niche. The entry cost in equipment and tooling requires that a contractor be educated about the market before simply feeling their way around. This course will cover the basic education needed to understand the vast choices that will need to be made and the pitfalls to avoid when getting started. This course will be targeted at the new polished concrete professional or those considering entering into polishing.

LEARNING OBJECTIVES:

1. Evaluate the equipment and tooling choices that will be right sized for your target audience.
2. Understand the terminology and basic tests that are critical to speaking the industry language.
3. Be able to communicate the limitations and benefits of polished concrete to the design build community.
4. Understand the processes necessary to complete maximum refinement on a polished concrete floor.

9:45 am – 11:15 am

B02 – Making Your Polished Concrete a Quality Piece of Art!

Brad Humphrey, Pinnacle Development Group

In the end, if our crews cannot produce quality results ... we lose! This workshop is exactly what you need to develop a solid and thorough quality and "Lean Construction" process. Brad Humphrey has worked with thousands of contractors over the past 25 years and has assisted the development of strict quality policies and Standard Operating Procedures.

WORKSHOP HIGHLIGHTS:

1. What is Poor Productivity Costing You? (And it's a lot!)
2. Making Quality Cost Effective: Doing Things Right ... the first Time!
3. How to Organize, Plan and Schedule for Quality Results
4. Secrets to Maintaining Quality Improvements for the Long-Term

9:45 am – 11:15 am

S03 – Introduction to UV Light-Cured Protective Coatings for Concrete

Scott Thome, Niagara Machine

The goal of this presentation is to provide attendees an understanding of UV technology and how it can impact their everyday business. It will cover the beginning uses of UV-cured resins and how today's contractors can protect concrete floors, but VCT and wood, as well. UV-cured floors will add a new phase to their existing business in the industrial sector. Specifiers and general contractors will be introduced to systems that will keep their projects on schedule by eliminating long cure times associated with traditional, chemically cured flooring resins.

9:45 am – 11:15 am

S04 – How to Properly Perform Joint Filling and Concrete Repairs on Decorative/Polished Concrete Floors

Scott Metzger, Metzger/McGuire

In this session, you'll learn how to perform joint filling and concrete repairs. The course will highlight surface preparation and installation methods to successfully tackle the repair at hand. Learn how to identify material selection and repair methods for different types of cracks. Gain knowledge about the proper sequencing of repair and/or joint filling operations on stained/polished concrete floor projects and how to handle these operations after the floor has been placed.

FRIDAY, OCTOBER 6, 2017

8:00 am – 9:30 am

B03 – Gotcha! Attitude Is Everything in Sales

Guy Gruenberg, Contractor Business Coach

Come catch the motivation from this high-energy seminar that will get you focused on how Attitude is Everything® and then show you how to apply this Attitude Is Everything® concept to the 12 steps of Sales Genius. Innovative in its own right, this updated seminar incorporates fresh motivational concepts from everyday life and sales applications. Plus, you'll learn how you can create concise one-page sales and marketing action plans to help keep you on track. Packed with new ideas and reminders to help ensure your sales success for 2017.

8:00 am – 9:30 am

S05 – Improving the Performance of Finished Concrete Flooring

Kevin Sigourney, Prosoco

This overview of concrete floor basics shows participants how to get the most from finished concrete floors. Along the way it discusses levels of finish, hardening-densifying and other aspects of finished concrete flooring not commonly known. The program also shows how to protect and maintain finished concrete flooring. It includes tips for protecting finished floors from damage during building construction.

LEARNING OBJECTIVES:

1. List two ways finished concrete floors “perform” that contribute to sustainability.
2. Compare the waste-generation characteristics of lithium-silicate hardener/densifiers to older potassium- and sodium-silicate hardener/densifiers.
3. Explain how regular maintenance contributes to sustainability of polished concrete floors.
4. Estimate the expected service life of a finished concrete floor and rate it for sustainability on a scale of “good-fair-poor.” (PRO016, IHSW unit, GBCI approved 0920003819)



8:00 am – 9:30 am

**S06 – Decorative Concrete Sealers
& Densifiers for Polishing Concrete**

Mike Lemark, SpecChem

SpecChem's Michael LeMark will be covering compatible concrete cures, liquid densifiers and stain resistant concrete sealers, along with treatments for new and existing polished concrete surfaces. Learn key features of polishable overlays, and how to incorporate color in both existing and retrofitted/old concrete floors. (AIA#: 40107425-2, USGBC#: 0920012504)



9:45 am – 11:15 am

**B04 – Secrets of Successful Job Costing:
Running Your Business by the Numbers**

Guy Gruenberg, Contractor Business Coach

Winning is not counting how much is in your checkbook at the end of the year; it's planning how much you want to have in your checkbook and knowing how to get there. This "by the numbers" session will give perspective and improve your understanding on sales and expense budgets so you can forecast results accurately over time. A national expert in construction job costing will help you develop better estimates and create budgets based on actual costs so you can make sure you are making a profit on your projects. You'll explore different spread sheet options for calculating direct costs, understanding overhead, and adding a fair profit. Make sure you make a profit on each job you do by taking home the Secrets of Successful Job Costing. This session relates sales dollars to actual costs – it's a "must attend" topic that can benefit every contractor!



9:45 am – 11:15 am

B05 – Setting Expectations Right (Away)

Chad Gill and Ryan Lakebrink, Concrete Polishing Council

Providing a premium product brings on premium expectations. Managing client expectations right up front will reduce perceived problems that become major issues.

Communicating the benefits and limitations of polished concrete – and helping everyone understand the process – will mitigate the majority of issues that typically arise. Let the owner know how the product works to make them understand what to expect.

LEARNING OBJECTIVES:

1. Identify specifications that direct processes or set outcomes that are un-realistic.
2. Emphasize the need for pre-construction communication between the owner, GC, concrete contractor, and the polisher.
3. Educate the team how the concrete finish will dictate the maximum potential for the polished floor.
4. Evaluate testing equipment that the polisher can use to help predict the floor outcome.

9:45 am – 11:15 am

**S07 – Polished Concrete Overlayments:
Concrete Floors that Provide Durability,
Beauty, and Minimal Maintenance**

Joe Zingale, CTS Rapid Set



Few building surfaces are subject to more wear and tear than floors. In the quest to create durable, long-lasting and appealing floor surfaces, concrete is often used as the base material. Recent advances in the technology of cement-based concrete overlayments have led to increased demand. This course reviews key aspects of designing, specifying and installing beautiful, resilient, polished concrete floors.

LEARNING OBJECTIVES:

- Recognize the characteristics of low moisture, fast curing self-leveling overlayments that can be polished to create a final finish.
- Explore opportunities in design and innovation when using polished concrete overlayments in commercial, industrial, and residential buildings.
- Assess the contributions of polished concrete overlayments to green and sustainable building design.
- Specify polished concrete overlayments with a variety of properties and formulate appropriate selections related to specific applications.

SATURDAY, OCTOBER 7, 2017

8:00 am – 9:30 am

S08 – Understanding Polished Concrete Specifications

Brad Burns, Concrete Polishing Council



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The unmet expectation level of a polished floor is often mistakenly set in specifications that don't clearly define the end result or the methods of achieving it. This course will cover Concrete 101 basics along with specification reading to avoid the pitfalls that exist prior to the job starting. Contractors will be walked through the choices an architect makes and how they can proactively reduce the risk of taking on vaguely defined projects.

LEARNING OBJECTIVES:

1. Understand the choices an architect makes when specifying concrete to be polished, and the polishing process.
2. Clearly understand the terms that will be used in specifications.
3. Analyze specifications that differ from your normal processes and communicate the need for change to the architect, or your team.
4. Understand when change orders are appropriate and necessary.

8:00 am – 9:30 am

B06 – Bidding for Profit: How to Price a Polished Concrete Job

David Padgett, Concrete Polishing Solutions

Profits are generated before a diamond ever touches a floor. Understand ALL the variables that must be accounted for to ensure a profitable project before you unload your equipment. Making it up as you go along is no way to run a successful business.

TOPICS INCLUDE:

- What should I be looking for when I walk a job for the first time?
- Do you have a COMPLETE checklist for each job?
- How do I price edging?
- What do I tell a client when they ask me how long a project will take?
- What are some best practices for pricing a job with a coating?
- What is the going rate for a particular type of job?
- Can I afford to do this job?
- Should I do a sample?
- How can I get the job when other contractors aren't bidding the same process?
- How do I upsell?
- Collecting data and documentation for future pricing (time permitting)

8:00 am – 9:30 am

S09 – Polishing with a Power Trowel

Jeff Snyder, Wagman Metal Products

Learn how you can grow your business using the latest in technology and equipment to finish your next floor. This session will go over what to expect from using walk-behind and ride-on power trowels for processing concrete. From 24" edgers to 96" dual fuel riders, power trowels provide more options to polishers. Faster processing opens new opportunities and markets.

9:45 am – 11:15 am

S10 - Tooling Myths: A discussion behind diamond technology

Michael Orzechowski, PE - DITEQ

This session will guide attendees through a full understanding of the appropriate grit and type of diamond tooling needed to achieve the polished look you want, such as coarse aggregate exposure, a sand finish or a cream finish. Learn how to get the most productivity from your diamond tooling and how to achieve the best results.



9:45 am – 11:15 am

S11 - Critical Steps to Maintaining Polished Concrete and Increasing Your Customer's Satisfaction

Peter Wagner, Curecrete

Polished concrete, once mistakenly portrayed as being a maintenance-free and bulletproof floor; our experiences and failures have shown that densified and polished concrete floors do require minimal ongoing maintenance. Without a proven and focused maintenance program in place and without proper knowledge and understanding of concrete, your customer's floor will never deliver the performance, functionality and appearance that you sold them. Establishing the maintenance plans, unique to each facilities usage and personnel is critical to the long-term success of the flooring choice. Communicating the benefits of a properly maintained floor to the owner, which includes budgeting, equipment choices and cleaner options, will not only help the owner to appreciate the flooring solution that you delivered to them, but will turn them into your cheerleader. In addition, we will touch base on techniques and methods for restoring slightly worn areas, and even nasty wine spills and vinegar etching.

LEARNING OBJECTIVES:

1. Understand polished concrete and the floor that you have delivered, and why it is maintained differently than other coatings and hard surface flooring options.
2. Evaluate the methods of refurbishing floors that have not been maintained properly or at all.
3. Analyze the equipment and chemical choices necessary for maintaining a polished concrete floor.
4. Learn how to create Standard Operating Procedures (SOP) and maintenance plans for polished concrete; identifying individual floor environments and how that affects the direction you recommend.
5. Analyze whether maintenance supplies and/or services should be a part of your company's offerings.



OCTOBER 5-7, 2017

DAVID L. LAWRENCE CONVENTION CENTER

PITTSBURGH, PA

CPSCONFERENCE.COM

9:45 am – 11:15 am

S12 - Demystifying Ra

Tommy Clay, Silex

Attendees will learn the scientific way to evaluate the refinement of polished concrete in order to reassure architects, engineers and building owners that they are getting the floor they want and expect. This will align with the specification ST-115, "Measuring Concrete Micro Surface Texture," which sets standard detail methods and parameters for measuring the microscopic average roughness (Ra) of the concrete surface throughout the process of refining the substrate.

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