

Do You Hold the Key to Success?

ASA of Baltimore Proudly Presents

“Coach”

William F. Harrison

of the

Phoenix Leadership Institute, Inc

Three Dynamic

Seminars:

Systems for Success

October 15th

Managing in the

Downturn

January 14th

The Five Dumb Things

March 11th





ASA OF BALTIMORE

ASA members and friends

We all are managing through difficult times.

As Chair of the ASA's Education Committee, I can say we took to heart what we felt was most needed by our members this year – some fresh tools and perspective on managing through this diversity of issues both economic and emotional. We had two rules – treat our members' time with respect and bring them what they need.

We are excited to offer a three part series from a widely acclaimed speaker, nationally recognized and a frequent guest of national building organizations. We hope you and your executive team choose to share three mornings with us to learn more about ways to manage more effectively, avoid common pitfalls, and push your organization through these challenging times. Our promise to you will be that it will be worth your time.

We're here for you at ASA Education Committee and welcome your thoughts.

Stephen Mainello

Senior Vice President

RCM&D

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Phoenix Leadership Institute, Inc.

Coaching that leads to the next level of performance



Bio: William F. Harrison
The Coach

Bill Harrison is a highly sought after speaker and corporate coach located in the Washington, DC area. He works successfully with local, national, and international building industry firms and associations in North America.

Bill has been achieving significant results for clients for three decades.

Bill's sharp insights are delivered with a terrific sense of humor. The many requests for return engagements indicate his powerful presentations. Bill's evaluations from workshop participants are always the highest. They regularly say "This was the best workshop in the convention". Bill works equally well with an audience of senior executives or field supervisors.

Bill has no "canned" or "one size fits all" presentations, but designs each presentation to meet the audience's needs and expectations. Bill does not lecture! Rather, he dialogues with the audience to create a solid understanding of the principles and creates an atmosphere where participants know they can put the material into practice.

Bill believes in dealing with real world issues, and has an uncanny ability to picture that environment in crystal clear terms. His "tough love" approach earns him extended business relationships with his clients. Bill's clients recognize and acknowledge his value in their goal achievement.

Most participants get the feeling Bill has spied on their operation before making his presentation or working with a client. He has a keen sense for what is happening in the real world and offers real world solutions.

Bill works on a results oriented basis. He guarantees success and builds his client base primarily from referrals. Bill will tell you what you need to hear, not what you want to hear.

Bill holds a bachelor's degree in marketing and advanced degrees in both management and human behavior. He served for many years in the U. S. Air Force, with three and a half tours in Southeast Asia. He ranked third in a national sales training organization with thousands of peers. He is also community oriented with a national award from the Association for Retarded Citizens.

His work has been recognized in Inc. magazine and he has appeared on national cable television.

**P. O. Box 1403
Centreville, VA 20122
Phone: 703-909-8230 Fax:703-743-1644
wiharrison@comcast.net**

Discounted Series Registration Form

Attend all THREE and Save!

If you attend these seminars separately, they cost \$75 each (\$90 for non-members)

Who Should Attend:

Owners, Service Managers, Sales Staff, Installation Managers, and Office Managers;
In short, anyone in your organization that deals with your customers.

Please note each seminar is at a different location

Company Name: _____

Phone: _____

Attendee Name(s) _____

Email Address _____

ASA members @ \$180: _____ # Non-Members @ \$225 _____

Total Purchase: \$ _____

**For your convenience, we accept the American Express® Card
and other major credit cards.**

Please fill in the information below.

Account Number _____ Mo. _____ Yr. _____
Expiration Date

X _____ \$ _____ Date _____
Cardmember Signature Amount



I am paying by check
Check # _____ enclosed

Bill Me _____

Please make your reservations by
October 9, 2009

Return this form with payment to:
ASA of Baltimore, inc.
2025 Inverness Avenue, Suite 270
Baltimore, MD 21230
or fax to (410) 368-5872

Systems for Success

October 15, 2009

8:30 a.m. - 11:15 a.m.

ASA of Baltimore Office

2025 Inverness Avenue

Baltimore, MD 21230

Price: \$75

In this seminar you will learn about:

Generating Business

- How to get everyone in the business acquisition game
- Examples will be provided for both service and new construction companies

Getting Work Done Right the First Time

- How to develop consistency in the delivery of your product/service
- How to follow-up to guarantee getting it done right the first time
- How to motivate and lead your supervisors to make this happen

Systems for Getting Excellent Production

- Once we get it right the first time, we want to do lots of it

- Simple systems that motivate a team to high production

Training for Excellence

- Learning why most training is not successful
- Developing a powerful training delivery system that guarantees results
- Training for bottom line results

Delivering Excellent Customer Service

- Understanding the many levels of “customer” in our industry
- Systems for communicating appropriately with all levels of customers
- Systems to measure our customer satisfaction

Reservation Required

Please refer to Reservation Form on the reverse side

Registration Form

Systems for Success

October 15, 2009

Company Name: _____

Phone: _____

Attendee Name(s) _____

Email Address _____

ASA members @ \$75: _____ # Non-Members @ \$90 _____

Total Purchase: \$ _____

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Baltimore, MD 21230
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Managing in the Downturn

January 14, 2010

8:30 a.m. - 11:15 a.m.

Offices of RCM&D

555 Fairmount Avenue

Baltimore, MD 21286

Price: \$75

In this seminar you will learn about:

Facing the Tough Decisions

- Define what you believe are the tough decisions and why
- Examine why we delay facing the tough decisions
- What are the costs of putting our heads in the sand

Making the Tough Decisions

- The major reasons we resist doing what needs to be done
- How to make them without destroying morale
- How to pay attention after they are made

Getting Work in Tough Times

- What are you using now in the tough time
- Why what most folks are using does not work
- Why face-to-face and relationship building is key

Team Building in the Tough Times

- Why its all about the team stupid - you can't do it alone
- How to overcome the fear in the leadership and the team
- What you need to do right now to come out of this with a powerful team

Communication is Critical

- What does silence communicate to the team and customers
- How much communication is enough to both team members and customers
- Why listening is very important

Eye on Cash Flow

- Why micro-management can be effective in tough time
- Why profit may not save you in tough times
- How to get your money sooner rather than later - a key to cash flow

Reservation Required

Please refer to Reservation Form on the reverse side

Registration Form

Managing in the Downturn

January 14, 2010

Company Name: _____

Phone: _____

Attendee Name(s) _____

Email Address _____

ASA members @ \$75: _____ # Non-Members @ \$90 _____

Total Purchase: \$ _____

**For your convenience, we accept the American Express® Card
and other major credit cards.**

Please fill in the information below.

Account Number _____ Mo. Yr. _____
Expiration Date

X _____ \$ _____
Cardmember Signature Amount Date



I am paying by check
Check # _____ enclosed

Bill Me _____

Please make your reservations by
January 8, 2010

Return this form with payment to:
ASA of Baltimore, inc.
2025 Inverness Avenue, Suite 270
Baltimore, MD 21230
or fax to (410) 368-5872

The Five Dumb Things

March 11, 2010

8:30 a.m. - 11:15 a.m.

Key Systems

10839-A Philadelphia Road

White Marsh, MD 21162

Price: \$75

In this seminar you will learn about:

Talking Ain't Doing

- How we fool ourselves into thinking we are doing something
- How to turn talking into doing
- Why good follow-up is critical

Talking About: Not To

- How do you know this is happening
- What prevents us from talking to
- What to do to make this easy

Permit Fuzzy Communication

- The examples that will cause you pain
- How to stop it - today
- How to stop it - forever

Assuming

- The role fuzzy communication plays
- The disasters caused when we permit this to happen
- How to get it changed - right now

Not Understanding Profit

- Why cash flow is not the same as profit
- How productivity ties to profit
- Why observation is not management

Reservation Required
Please refer to Reservation Form on the
reverse side

Registration Form

The Five Dumb Things

March 11, 2010

Company Name: _____

Phone: _____

Attendee Name(s) _____

Email Address _____

ASA members @ \$75: _____ # Non-Members @ \$90 _____

Total Purchase: \$ _____

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Please fill in the information below.

Account Number _____ Mo. _____ Yr. _____
Expiration Date

X _____ \$ _____ Date _____
Cardmember Signature Amount



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Bill Me _____

Please make your reservations by
March 5, 2010

Return this form with payment to:
ASA of Baltimore, inc.
2025 Inverness Avenue, Suite 270
Baltimore, MD 21230
or fax to (410) 368-5872

**ASA of Baltimore
Board of Directors
2009-2010**

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Chapter Accountant ~ Art Little, CPA ~ Grandizo, Wilkens, Little & Matthews

Executive Director ~ Robert Bertazon
Executive Assistant ~ Denise Lindross

ASA of Baltimore Calendar of Events 2009-2010

AUGUST 2009

L & S Networking Event
August 11 - 5-8 pm
Nick's Seafood Restaurant

JANUARY 2010

Joint ASA/ASA Dinner
January 22 ~ 6-9 pm
Speaker & Venue TBD

SEPTEMBER 2009

Breakfast Meeting ~ September 24
Hilton Garden Inn, White Marsh
7:30-9:30 am
"Doing Business with the NSA"

FEBRUARY 2010

"Past Presidents Reception"
Ruth's Cris Steakhouse, Water Street
6-9 pm

OCTOBER 2009

ASA vs AGC Charity Softball
Ripken Stadium
October 4, 2009
3 - 7 pm

MARCH 2010

Cross Street Market
March 26 ~ 6-9 pm

OCTOBER 2009

Networking/Seminar Meeting
October 29 5-8 pm
Network/5-6
Seminar "What to do When Your Employee
Leaves for a Competitor" 6-8 Seminar

APRIL 2010

Joint Association Meeting
Museum of Industry
Date TBD

NOVEMBER 2009

2nd Annual Bull & Oyster Roast
Town & Country Caterers
1-6 pm

MAY 2010

Membership Lunch Meeting
Michaels Cafe, Timonium
11:30 am - 1:30 pm
Speaker TBD

DECEMBER 2009

ASA Holiday Party
December 1 ~ 6-9 pm
Rolling Road Country Club

JUNE 2010

Membership Dinner Meeting
5-8 pm
Libertore's Ristorante, Timonium
Steve Mutscheller ~ "Additionally Insured"

2025 Inverness Avenue, Suite 270 ~ Baltimore, MD 21230
410-368-5870 ~ FAX: 410-368-5872 ~ info@asa-baltimore.com

ASA of Baltimore Invites you to join us at our monthly meetings. If you would like information on joining ASA of Baltimore, please call us at 410-368-5870.