CERT 2016 SOUTHEAST CONFERENCE
Marriott Atlanta Gateway Hotel
Atlanta, GA
November 10-11, 2016
Agenda and Speakers

THUR November 10, 2016

- 7:30am – 8:30am Registration and Breakfast
- 8:30am – 9:00am Welcome and Introductions; CERT President Lewis Finkel, FCPE, Professional Construction Services Inc.
- 9:15am – 10:00am “Social Interaction with Clients – How Friendly is Too Friendly?”; Rifka Malik, CPE, CPESC, Sitework Estimating Services Inc.
- 10:15am – 11:30am “Using the Blue Book to your Advantage”; Jason Myers, The Blue Book Network
- 11:30am – 12:30pm Lunch and Networking, courtesy of The Blue Book Network
- 12:45pm – 1:45pm Keynote Speaker: “Cellular Concrete Options in Construction”; Nico Sutmoller, Lightweight Fill Specialist, Aerix Industries
- 2:00pm – 2:45pm “HR 101 for Small Businesses”; Emily S. Borna, Attorney at Law, Jackson Lewis PC, Atlanta, GA
- 3:00pm – 4:00pm “Operating under the Client’s Umbrella”; David Gehringer, LEED AP, Core Construction Services, Inc.

FRI November 11, 2016 (3:00pm hour to be live video streamed for non-attendees)

- 7:30am – 8:30am Registration and Breakfast
- 8:30am – 9:15am “Other Services for Estimating Firms”; David Boyd, Quantify LLC
- 9:30am – 10:15am “Parallel Estimates, an Important Pre-Construction Tool”; David Battle, CPE, Pre Construction Services Inc.
- 10:30am – 11:15am “Marketing in a Changing Industry”; Linda Candels, Candels Estimating LLC
- 11:30am – 12:30pm Lunch and Networking, courtesy of DG Frondorf and Associates LLC
- 12:45pm – 1:45pm Keynote Speaker: “Understanding Professional Liability for Consultants”; Neil L. Wilcove, Attorney at Law, Freeman, Mathis, and Gary LLP, Atlanta, GA
- 2:00pm – 2:45pm “Estimating Specialization, Evolving Estimator’s Roles, and Unreasonable Client Expectations”; Daniel Frondorf, CPE, CDT, DG Frondorf and Associates LLC
- 3:00pm – 4:00pm Live “Best Practices” open forum discussion; to be video live streamed