



CONSULTING ESTIMATORS
ROUND TABLE

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