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**PBX**  
Pennsylvania Builders Exchange

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**PA**RTNERS

# HALF-DAY CONSTRUCTION SYMPOSIUM



A **ONE**-stop, **HALF**-day information-packed event for PA's Commercial Construction Industry! **SIX** topics, **NINE** presenters, **THREE & 1/2** hours of education followed by **ONE** hour of networking, drinks and hors d'oeuvres.

**THURSDAY, APRIL 7, 2022**

**12:30 P.M. - 5:30 P.M.**

**PENN HARRIS HOTEL**

**1150 CAMP HILL BYPASS, CAMP HILL, PA**

12:30 p.m.	Registration Opens
1:00 p.m. - 4:30 p.m.	Educational Sessions
4:30 - 5:30 p.m.	Networking Cocktail Hour

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## EDUCATION SCHEDULE

Time	Topic/Presentation	Speaker(s)
12:55 p.m.	Welcome & Opening Remarks	<ul style="list-style-type: none"> <li>Loni Warholic, ASA of Central PA</li> <li>John Alexander, PBX</li> </ul>
1:00 p.m. - 1:30 p.m.	Cyber Insurance Coverage	Scott Wengrenovich, Murray
1:30 p.m. - 2:00 p.m.	"Navigating Medical Marijuana's Impact on Contractors Under Pennsylvania's MMA & OSHA Regulations"	Cohen Seglias
2:00 p.m. - 2:30 p.m.	"Effectively Marketing Your Company to Attract & Retain the Right Talent"	<ul style="list-style-type: none"> <li>Hope Graby, Sheffey Marketing &amp; Communications</li> <li>Char Domin, Sheffey Marketing &amp; Communications</li> </ul>
2:30 p.m. - 3:00 p.m.	"The Supply Chain Crisis: How to Protect Your Business from Material Shortages & Price Escalations"	Michael Metz-Topodas, Esq., Cohen Seglias
3:00 p.m. - 4:00 p.m.	General Contractor Discussion Panel: "Economic Outlook from a GC Perspective"	<ul style="list-style-type: none"> <li>Kyle Goodyear, Warfel Construction</li> <li>John Murphy, Poole Anderson Construction</li> <li>RLS Construction</li> </ul>
4:00 p.m. - 4:30 p.m.	"Building the Pipeline for Careers in Construction: Why Career Advocacy in Schools is More Important Than Ever"	Lynda Morris, Partnership for Career Development

## REGISTRATION

<b>ASA and/or PBX Member</b>	<b>\$60</b>
<b>Non-Member</b>	<b>\$80</b>

## SPONSORSHIP OPPORTUNITIES

<b>Event Sponsor</b>	\$500	<ul style="list-style-type: none"> <li>Predominant signage throughout event</li> <li>Four event registrations</li> <li>Recognition on all marketing</li> <li>Display table at registration and reception</li> </ul>
<b>Networking Reception Sponsor</b>	\$300	<ul style="list-style-type: none"> <li>Signage at reception</li> <li>Two event registrations</li> <li>Recognition on all marketing</li> <li>Display table at reception</li> </ul>
<b>Education Sponsor (6 Available)</b>	\$200	<ul style="list-style-type: none"> <li>Recognition during one educational session</li> <li>Two event registrations</li> <li>Recognition on all marketing</li> </ul>

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## ABOUT THE SPEAKERS



### JOHN MURPHY

John M. Murphy is the Regional Vice President of Operations with Poole Anderson in our Harrisburg, PA office. He has more than 30 years of industry experience on GC/CM, Design Build, and self-perform projects, including pre-construction, and construction operations. John's management expertise throughout all phases of construction keep the emphasis on budget management, project controls, and coordination of owner operations with construction activities. His strong background and talent for analyzing design challenges and finding innovative, cost effective solutions, allow him to skillfully perform cost and constructability analysis, value engineering, subcontractor qualifications, and scope of work development. John's depth and breadth of design and construction understanding make him a vital member of the Poole Anderson leadership team.



### HOPE GRABY

As a Strategic Marketing Director, Hope leads the strategic marketing plans and client relationships for a group of Scheffey's clients. Throughout her career which started as a producer and news manager at WGAL TV, Hope has honed her skills of communicating, distilling information, creating compelling stories, and making strategic decisions. In addition to leading strategic marketing plans, Hope also leads public relations initiatives for the agency and is skilled at producing broadcast and promotional commercials and corporate videos for our clients. In all of these capacities, Hope's greatest strength is in storytelling, where she is able to instinctively ask the right questions to develop compelling messages. Hope is active in the community, currently serving as Vice Chair on the Board of Directors for Discover Lancaster, a Lancaster County destination marketing organization. Hope is a former board member of Big Brothers, Big Sisters of Lancaster, and committee member of the YMCA. She loves to take long power walks (surprise!), work on DIY projects with her husband, and relax on weekend trips to the beach. Her guilty pleasure: Swedish Fish.



### CHAR DOMIN

Bringing decades of marketing expertise and relentless enthusiasm to our clients' projects, Char dives deep to embrace client culture, identify market differentiators, craft impactful messages and rally the troops to deliver creative, comprehensive strategies for optimal success and support. Char is inquisitive and respectfully begins each client relationship with research and discovery to fully understand each client's business, industry, and target markets. A master of brand development and storytelling, Char creates a dialogue that is both authentic and powerful – revealing the "true jewels" that make our clients shine. In her "off time" Char enjoys early morning runs, hanging out with her sweet granddaughters, and shopping (she's a style maven with a shameless shoe collection).



### SCOTT WENGRENOVICH, AU, AINS

Scott is an Account Executive, Commercial Solutions at Murray. Building new relationships and strengthening existing ones is where Scott excels. His competitive personality coupled with his extensive network and expertise of insurance is beneficial to his clients. Scott attends Reality Church in Lancaster and serves on the Board of Directors of American Subcontractors Association. He is a member of Workforce Development Committee and Young Professionals Committee at ABC Keystone. Scott is an avid hunter who also enjoys golfing and spending time at their family cabin and Delaware beach house with his wife Emily and daughters, Blake and Elle. They live in Centerville.

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## ABOUT THE SPEAKERS



### **KYLE GOODYEAR, LEED AP**

A strong background in project management and estimating gives Kyle an edge in understanding project details, coordination requirements, schedule, and all associated cost implications, enabling him to be a very effective preconstruction manager. His chosen career path provided exposure to a wide variety of project types and delivery systems, and has instilled a confidence and ability to develop and skillfully oversee the budgeting process. Extremely detail oriented, Kyle's teams appreciate his ability to drill down into project particulars, ensuring all elements of the project are accounted for. Role. Kyle works with and coordinates the efforts of the Warfel preconstruction team, design professionals, consultants, engineers, local authorities and other constituents to guide the project team through the preconstruction process and to fully prepare for construction. He provides direction and support to the estimating team for budget validation, value management, MEP coordination, and cost analysis.



### **MICHAEL METZ-TOPODAS, ESQ.**

Michael Metz-Topodas is a partner at Cohen Seglias Pallas Greenhall & Furman PC. As a construction litigator, Michael represents general contractors, subcontractors, owners, designers, and suppliers through all stages of private, public, and federal projects. He helps clients navigate construction project disputes, including delay and inefficiency claims, design and construction defects, unforeseen site conditions, project scope disputes, and payment claims. Michael also pursues mechanics liens, bond claims, and Miller Act claims. Clients rely on him for real-time counseling on business matters on ongoing projects, including contract disputes, compliance issues, and Occupational Safety and Health Administration (OSHA) enforcement and investigations. Michael also drafts, reviews, and negotiates a range of construction and commercial contracts, including general contractor and subcontractor agreements, master service agreements, and supplier/vendor purchase orders. Michael's practice includes all phases of litigation in both federal and state court, from pre-litigation counseling and case assessment to mediations and settlements, trials and arbitrations, and appeals. He has tried or arbitrated multiple cases as both first and second chair. Michael also has substantial experience in briefing and oral argument for substantive and procedural motions and in advising clients on eDiscovery issues.

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# PRESENTATION DESCRIPTIONS

## **EFFECTIVELY MARKETING YOUR COMPANY TO ATTRACT AND RETAIN THE RIGHT TALENT**

Recruitment marketing is nothing new but given the current job market, strategies behind recruiting new talent have intensified. Companies need to go beyond simply listing open positions on traditional job sites like Indeed, Monster, and Zip Recruiter to be competitive in attracting talent. As expectations among job seekers shift post-pandemic, companies need to adjust their “sell” to standout. Culture, values, transparency, flexibility, and recognition all top the list along with the traditional desires of good pay and benefits. So how do you effectively market your company to attract the right talent? In this webinar, Hope Graby and Char Domin from Scheffey Marketing and Communications, will share strategies on how to elevate your brand and get your message in front of your target talent.

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