



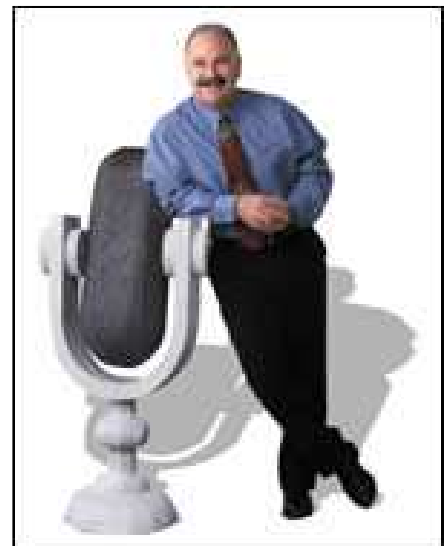
"We bring it all together"
STEEL ERECTORS ASSOCIATION OF AMERICA

New Orleans Is Calling You to the SEAA Convention & Tradeshow

This year's convention will focus on bringing business value to your organization. More educational content. Greater networking opportunities. Make your plans to join us March 21-23, 2013 at the Hyatt Regency Superdome, New Orleans, Louisiana for inspiration to lead and drive long-term success within your company. Register today. Take a look at just three of our outstanding speakers and their topics.

Keynote Speaker Bruce S. Wilkinson will energize attendees with his presentation on "Managing, motivating and leading a multi-generational workforce™."

Maintaining a motivated, quality workforce will be challenging in the future as many organizations look for creative ways to get Baby-Boomers, Gen-Xer's and Gen Y employees to work together as an effective, cooperative and respectful team. This will be an enthusiastic and persuasively presented, fun-filled program that will demonstrate some unique and effective ways to manage, motivate, inspire and lead a diverse and multi-generational workforce through trust, leadership, communication, integrity, personal accountability, teamwork, recognition, open-minded listening, change, co-worker cooperation and having a sense of humor.



Bruce S. Wilkinson, CSP is a leadership/communication/culture implementation specialist, professional motivational keynote speaker, trainer and consultant who reinforces personalized messages with humor, passion, enthusiasm and authenticity. His mission is to help organization's translate their culture into a workplace climate that inspires excellence, service and accountability. Bruce has degrees in both Safety Engineering and Occupational Safety and Health. He was a two-term elected member of the Board of Directors of the National Speakers Association and is one of fewer than 800 people worldwide to earn the prestigious Certified Speaking Professional (CSP) designation.

Besides his personalized keynotes, he has developed and presented programs on effective leadership, teams, multi-generational communication, in-house branding, workplace culture/climate, change, work/life balance, humor at work, world class customer service, sales motivation, safety leadership and personal responsibility.

As President and Chief Leadership Officer of Workplace Consultants, Inc. and Wilkinson Seminars and Presentations, he has presented in all 50 states, delivering enthusiastic keynotes and training programs for over 26 years to clients such as Coca Cola, Office Depot, Honeywell, ADP, Burger King, KFC, Sonic Drive-In, WRIGLEY, Frito-Lay, ExxonMobil, various contractors and hospitals, Kellogg's, the Department of Defense, NASA, LSU, the IRS, Miller Brewing, Anheuser-Busch, Samuel Adams and Jack Daniel's.



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Horizontal Lifelines and Post-Fall Techniques--Within this field presentation you will learn about leading fall protection techniques for the steel erection industry as well as different techniques for post-fall recovery. Travis Weber will lead a discussion on how LPR Construction develops and uses horizontal lifelines and also special techniques for quick and easy rescue solutions in the event that employee does fall. How would you rescue an employee if they fell on an elevated horizontal life line system? Come and out how the pros do it.

Travis Weber serves as Assistant Safety Director of L.P. R. Construction Co. in Loveland, CO

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Building Construction Forecast: Who, What, I Don't Know, Tomorrow and Naturally--

This management session featuring **John Cross** will provide perspective on the current building construction marketplace – how it arrived where it is today, and where it is headed in the future. Economic drivers for construction will be identified, revealing which economic indicators provide the best future guidance for the structural steel industry. Trends impacting different types of construction in various areas of the U.S. will be examined, including a forecast covering the next three years of construction activity. The session will also examine specific business trends that will impact the structural steel industry on a macro level, such as Building Information Modeling and sustainability. Attendees will be challenged to evaluate how their organizations will adapt to those changes.

John Cross, PE, LEED AP, is Vice-President of the American Institute of Steel Construction in Chicago, IL

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Don't miss these informative sessions! [Register today!](#)