



SEAA 2014--Bigger & Brighter

You and your business will benefit from this SEAA Convention and Trade Show! Here are some highlights. Details are available in the [convention brochure](#).

Opening Keynote: Commit To GROW Your Business!

Your steel & construction business won't grow without focusing and doing what it takes to build a profitable company. Learn why company owners get stuck and stop growing, and what you can do to take your company to the next level. George Hedley will show you steps every successful business must take to grow.

Closing Keynote: Commit To Build Loyal Customer Relationships!

Deepening your existing customer relationships will grow your business and generate lots of referrals. Learn how to focus your marketing and sales efforts on building loyal customers and giving them what they want. Learn the 'nuts and bolts' about how to stay in touch with customers, get customers to call you, earn referrals, set yourself apart from the competition, track customer contacts and become a trusted partner.

George Hedley, keynote speaker for SEAA's 2014 convention, works with contractors to build profitable growing companies. www.HardhatBizSchool.com • GH@HardhatPresentations.com

MANAGEMENT TRACK

LABOR, EMPLOYMENT AND OSHA LAW: LESSONS OF THE PAST 80 YEARS

Frank discusses the most common employer mistakes of the past 80 years and how to avoid them.

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CONSTRUCTION CLAIMS AND OTHER LEGAL HOTSPOTS

Learn how to be proactive and optimize their company's opportunity for success in prosecuting or defending construction claims.

The SEAA ENews Newsletter



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INNOVATION –THE WORLD OF CONSTRUCTION 2.0

Innovative concepts give way to organizational best practices daily through powerful individuals, projects teams and business units

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FIELD TRACK

WHAT TO EXPECT WHEN PREPARING A SITE-SPECIFIC ERECTION PLAN

2D erection plans can be effective enough, but knowing when to take the extra step and develop a 3D erection plan can be the key to a successful project.

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OSHA ROUNDTABLE: FALL PROTECTION, CRANE OPERATOR CERTIFICATION, SAFETY TRAINING, AND MORE

OSHA's Directorate of Construction will address questions and concerns from the Steel Erection industry. Please send in your specific questions to SEAA to be answered during this meeting.

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TRANSITIONING AISC CERTIFICATION FROM A CHECK LIST TO A STANDARD

In 2014, AISC will begin a transition from a checklist-based program to a Standard-based program for AISC-Certified Erectors, based on quality management principles. The presentation also will share insights and lessons learned by program participants and developers.

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