

2010 AISC ANNUAL MEETING

PLANNING FOR
THE FUTURE
AND MAKING A
DIFFERENCE TODAY

OCTOBER 21–22
FAIRMONT COPLEY PLAZA
BOSTON



www.aisc.org/annualmeeting

2010 Annual Meeting BOSTON

PLANNING FOR THE FUTURE AND MAKING A DIFFERENCE TODAY

From the futuristic world of building information modeling to developing new relationships with your staff to planning the future of your company, this year's AISC Annual Meeting is all about how you can make a difference.

Each year more than 200 of AISC's members get together at our Annual Meeting for two days of education and networking. It's an opportunity to learn from our top-notch speakers as well as from your peers in one of the country's most historic cities.

A Candid Conversation about the Business Ramifications of BIM and IPD

We begin with a presentation by one of the world's leading structural engineers: [Jon Magnusson](#) of Magnusson Klemencic Associates. MKA is responsible for thousands of projects in its 80-plus year history, including some of the most innovative structures built in the past decade, such as the Experience Music Project, Seattle Central Library, Safeco Field, Phoenix Convention Center, Lurie Children's Hospital in Chicago, and the U.S. Courthouse in Seattle.

Magnusson is known as a visionary in the industry and at this year's annual meeting he'll hold a candid conversation about the business ramifications of BIM (Building Information Modeling) and IPD (Integrated Project Delivery). According to Magnusson, steel structural systems have unique advantages in BIM applications compared to most other building materials. However, there are basic business constraints that need to be removed to allow widespread "real-world" adoption of these modeling advantages. Contrary to popular opinion, the issues are not technical interoperability, but are much more basic. If you're simply looking for confirmation that steel has an insurmountable advantage in the new world order of BIM, skip this session. But if you'd like to discuss how to deal with business roadblocks that are keeping the industry from moving forward, this is a must-hear presentation.



Crucial Estate and Succession Planning: How to Keep Your Business and Family Protected from the IRS

Continuing the conference's theme of planning for the future, Magnusson will be followed by **Leon and Terrance Resnick** of Resnick Associates. According to the Resnicks, the biggest challenge a privately owned business faces is survival beyond its original founder. Less than one-third of all family businesses make it to the second generation; less than fifteen percent to the



third generation and beyond. In spite of these daunting statistics, more than 20 million family businesses are thriving in the United States today.

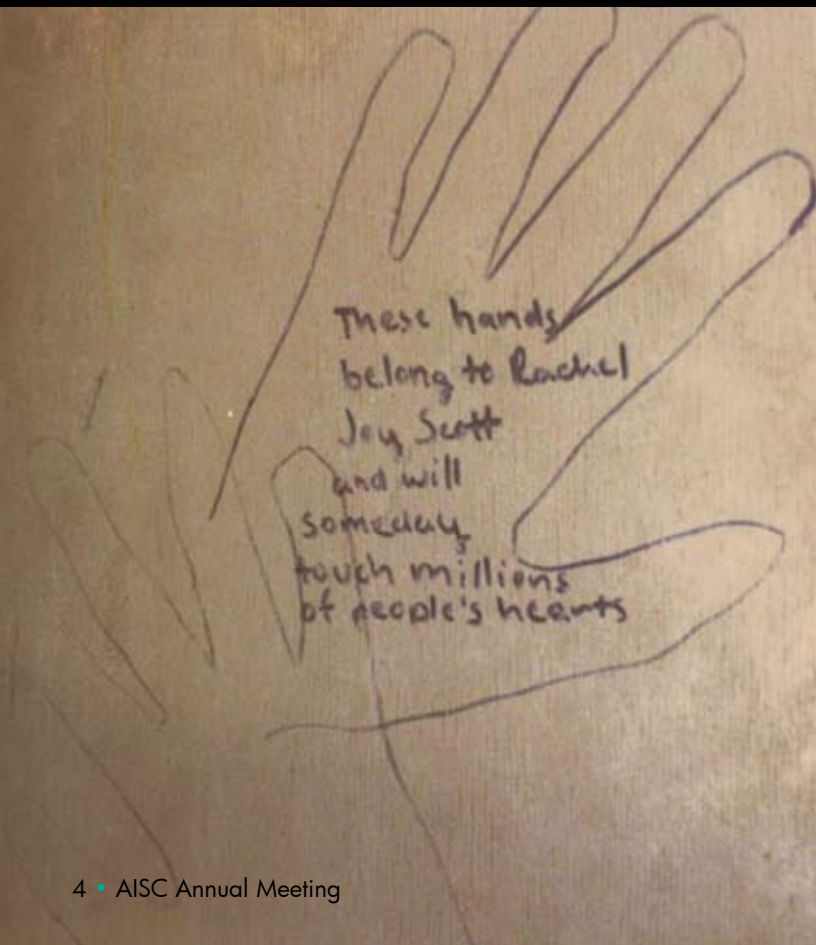
What are their secrets to longevity? Attend this session and learn the financial techniques and tools that steel construction company owners will need to create a proactive succession and estate plan to assure the long-term survival of their business and estate assets.

Lee and Terry Resnick, partners in nationally recognized Resnick Associates, will show you how to avoid "auctioning off" your company to raise capital for Federal Estate Taxes, avoid life insurance problems that could cost millions of dollars, address financial compensation for active and inactive children in the family business, and more. Special emphasis will also be given to the most recent Tax Act and proposed changes that can affect you, your business and family.

In addition to their 75-minute presentation, the Resnicks will be available for 30-minute complimentary individual consultations on Thursday afternoon and Friday morning.



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Start a Chain Reaction

The rest of the day on Thursday is all about how you can make a difference today. **Rachel's Challenge** is a unique program that offers important life lessons for you, your family, and your employees. The program is based on the writings of Rachel Scott, the first student killed in the Columbine tragedy in 1999. Rachel's story of kindness and compassion is one that produces an intensely personal, reflective experience; an unexplainable awakening of the innate desire for human connection; an overwhelming desire for change; and the undeniable urge to take immediate action. People everywhere have seen the immediate application of the message for themselves personally and for their schools, businesses and communities. At the conclusion of the day, you'll learn practical tools to help a company grow both as a collective group and as individuals, and you'll feel empowered to lead a culture shift within the workplace.

The program takes Rachel's inspirational story and combines it with practical tools to help a company grow both as a collective group and as individuals. As Rachel said: "You just may start a chain reaction."

The morning session focuses on the message of Rachel's life and story. Told by Rachel's father, this presentation centers around how small acts of kindness and compassion can start a chain reaction. In the afternoon session, you'll explore Rachel's four challenges with a series of experiential training exercises and discussions. This dialogue helps the presentation move from conceptual ideas to practical application, ensuring a lasting cultural impact in the workplace. Additionally, each participant is given a training guide, which allows you to use the training with your staff when you return home.

To read more about Rachel's Challenge, visit www.rachelschallenge.org/corporateprogram

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After the Storm: Best Practices for Your Business

Everyone in the steel construction community has been impacted by the devastating downturn in the economy. It's a downturn that we have not felt in more than 15 years. Having enjoyed an extended period of economic prosperity, many industry executives find themselves navigating uncharted water. However, there are many sectors that are seeing a glimmer of light and best of class organizations are now looking at their business with a renewed vigor and optimism. Creative selling strategies, flawless execution and a focus on business fundamentals are more imperative.

On Friday morning, **Gregg Schoppman**, a principal with FMI Corporation, will discuss practical information and strategies that can help construction executives, managers and project teams through the difficult times ahead with a focus on shaping the business for the future. The program will examine various best practices associated with organizational strategy, operations, cash management, and business development. The program will also include an excerpt from FMI's famous study, "Why Contractors Fail" as well as the complementary study "Traits of Successful Contractors."



The discussion will focus on:

- Understanding the strategic, organizational and uncontrollable aspects of contractor failure
- Economic forecasts and market realities
- The importance of having a well-developed strategic plan
- Redirecting your business development strategies in response to the new markets and "New Normal"
- Establishing key performance metrics to accurately track organizational activity and results

Preparing Your Safety Program so it Doesn't Matter When OSHA Shows Up

The meeting's final speaker is **Gary Higbee**, a safety expert from Higbee & Associates, Inc. If one of your greatest fears is that OSHA will visit your site or jobsite, then you need to hear this presentation.



According to Higbee, it's simply too late to prepare for an OSHA visit when OSHA is knocking at your door. This session is about what you need to be doing on a day-to-day basis so that when the knock on the door comes you have little to worry about. We'll cover all the critical components of a well run effective safety system. You will be introduced to the "Safety Climate Matrix" and how it keeps your organization compliant with standards

and regulations and will also actually help prevent injuries. We will also briefly cover how your organization should conduct itself during the OSHA visit and what to do after OSHA leaves. The presentation will focus what goes into an excellent safety program as well as what you need to have your facility ready for an inspection.

The end result? An in-place safety program so it doesn't matter if or when OSHA shows up!

Boston is at its most beautiful in the fall. As the leaves turn, Boston's parks put on an unforgettable show, complementing the historic architecture. The [Fairmont Copley Plaza Hotel](#) is a gorgeous example of the rich history and intricate architecture found throughout Boston. No other region of the country displays fall's colors like New England, so don't miss this opportunity to see it in all of its glory.

Accommodations

AISC has negotiated a special discounted room rate of \$259 at the Fairmont Copley Plaza. In order to receive this rate, please mention AISC when booking your rooms. Reservations can be made until Friday, September 27 by calling 800.441.1414 or clicking "hotel reservations" on the Annual Meeting website at www.aisc.org/annualmeeting. Please remember check-in time is 3:00 p.m. and all reservations must be accompanied by a first night room deposit, or guaranteed with a major credit card.

Get Complimentary Internet in Your Guest Room!

Becoming a Fairmont President's Club (FPC) member is fast, easy and free! FPC offers special benefits and privileges designed to reflect your individual travel preferences and offers an enhanced level of service. In addition to complimentary Internet in your guest room, other benefits include free local calls, complimentary health club access, complimentary use of TaylorMade golf clubs, use of Fairmont Fit and so much more. For more information and to enroll today, visit <https://www.fairmont.com/fpc/FPCEnroll.htm>.

Registration

To register online for the Annual Meeting, please visit www.aisc.org/annualmeeting. Please refer to the enclosed registration form to review pricing or to register via mail or email (online registration is encouraged). Registrations must be received no later than October 6; receive a 10 percent discount off registration fees when you register by September 22. Contact the AISC meetings department at 312.670.2400 with any questions.

Networking Events

Networking is crucial in developing business relationships. And at this year's Annual Meeting there is no shortage of networking opportunities. Make sure to indicate in your registration which events you plan to attend.

Gala Dinner: A Black & White Masquerade

Black and white doesn't have to mean black tie—suit and tie is completely acceptable. And to the ladies, this is the time to break out your favorite black and white party attire! Festive masks will be provided! Don't forget your dancing shoes and come prepared to be entertained—it's an event that is not to be missed.

Thursday, October 21, 6:30 p.m. Cocktails, 7:30 p.m. Dinner
Ticket required; see registration form for details

Closing Dinner Party: A New England Clambake!

Celebrate the close of a successful meeting—New England style! Throw on your jeans and roll up your sleeves as you enjoy some of the region's traditional favorites.

Friday, October 22, 7:00 p.m. – 10:00 p.m.
Included in registration fees



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2010 Annual Meeting GUEST TOURS

Tours depart from the Trinity Place entrance at the Fairmont Copley Plaza Hotel. Please gather in the lobby at least ten minutes prior to the scheduled departure. AISC has the right to modify or cancel any of the tours. Advanced registration for the tours is recommended as availability is limited. All of the tours do involve a moderate amount of walking and are outdoors so please dress accordingly. Don't forget your cameras!

Boston City Tour: Boston Old and New

Boston has grown from a narrow peninsula in colonial times to a thriving, cosmopolitan metropolis. As your tour meanders through the wonderful neighborhoods of Boston Old and New, your tour guide will bring 17th, 18th and 19th century Boston alive as you view Boston's countless historical landmarks and architectural monuments of the past, as well as modern day Boston.

On this tour, you'll view the palatial mansions and churches of Victorian Back Bay, the charming Beacon Hill streetscapes and the many colonial landmarks of the Freedom Trail. You'll then proceed on foot through the narrow, winding streets of the North End, where you will relive the events that sparked the Revolution with a visit to the Old North Church. Your final stop will be Faneuil Hall and America's oldest marketplace, Quincy Market, in all of its revitalized splendor. Meander through this vibrant landmark and wind among the shops, outdoor restaurants and bars, vendor carts and street musicians before heading back to the hotel.

Thursday, October 21, 2010

1:30 p.m. – 5:00 p.m.

\$38.00 per person

Private Homes of Beacon Hill

The charming neighborhood of Beacon Hill is best known for its steep cobbled streets, brick townhouses, gaslights and hidden gardens. This is a unique opportunity to visit private homes in one of our country's most venerated neighborhoods of historic homes built after the American Revolution. Knowledgeable guides (who live in the neighborhood) will share the history of "The Hill" and escort the group on a personal tour of three private homes opened exclusively for you. After touring the homes, guests will have time for some antique and boutique shopping on charming, historic Charles Street. This tour is not offered to the public and a large percentage of the cost of this tour is donated to charities benefiting local women and children.

Friday, October 22, 2010

8:45 a.m. – 12:30 p.m.

\$76.00 per person



Fall Foliage and the Historic Villages of Lexington and Concord

Head to the picturesque village of Lexington with its white wooden homes and steepled churches. It was here on the Battle Green where the heroic Minutemen opposed the British in April of 1775. Enjoy a private tour of the antique-filled rooms of the Buckman Tavern. Built in 1690, this inn is where the Minutemen waited for the Redcoats before the first skirmish of the American Revolution.

Following the route of the Redcoats through Concord, you will view the sites that brought this peaceful village to national prominence, not only during the Revolution, but also during the 19th century when Alcott, Emerson, Thoreau and Hawthorne lived there. Proceeding to the banks of the Concord River, pause by the North Bridge where once “the embattled farmer stood and fired the shot heard ‘round the world’”. En route back to Boston you will pass by Walden Pond, made famous by Thoreau.

Friday, October 22, 2010

1:30 p.m. – 5:30 p.m.

\$52.00 per person

Coastal Salem Marblehead and the Peabody Essex Museum

This tour heads north along the Massachusetts coast to the picturesque village of Salem. A drive through the historic district will allow guests to view the magnificent Georgian and Federal period mansions built for Salem’s wealthy merchants and sea captains of yore. A tour through this important seacoast town affords a special view of life in the 17th and 18th centuries, and later after the American Revolution, when Salem was known throughout the world. In addition to the autumn colors, late October in Salem is particularly festive because of Halloween and its dark legacy in connection with the Witch Trials. The tour highlight is a guided tour through the newly renovated Peabody Essex Museum (America’s oldest continuing museum) and its outstanding collections. The group will have time for lunch on your own on Pickering Wharf at one of three or four casual restaurants.

Before returning to Boston, the group will drive through the spectacularly beautiful coast to Marblehead, one of New England’s most charming and historic seaport towns. First settled in the 1620’s, this former fishing village claims to be the “birthplace of the U.S. Navy”.

Saturday, October 23, 2010

9:00 a.m. – 4:30 p.m.

\$78.00 per person



2010 Annual Meeting ACTIVITIES ON YOUR OWN



There is so much Boston has to offer! Below are just a few ideas; see the hotel concierge for more details and for additional information on these activities. Call 866.540.4417 or 617.267.5300.

Shopping!

From high-end boutiques on Newbury Street to respected department stores in Copley Place Mall and the Shops at Prudential Center, there is something for everyone just steps from the front door of the Fairmont Copley Plaza. And if outlet shopping is your thing, you'll find 170 outlet stores in Wrentham Factory Outlet Village just outside of Boston. For a true Boston experience, walk through Faneuil Hall Marketplace.

Follow the Red Brick Road!

The Freedom Trail is a 2.5 mile red brick or red painted line that travels through Beacon Hill, downtown Boston, the North End and Charlestown, and was designed in 1958 by a local journalist as an effort to make Boston's historic sites more accessible to residents and visitors. Follow the trail and find sixteen historic sites between Boston Common and The Bunker Hill Monument in Charlestown.

Museum of Fine Arts Boston

The internationally acclaimed Museum of Fine Arts is one of the best Museums in the United States, considered by most to be in the top three. First opened in 1876, the Museum houses collections of art from antiquity to the present day, including their world renowned collections of Asiatic Art, American Decorative Arts and paintings by early American artists and the Impressionists.

Isabella Stewart Gardner Museum

Isabella Gardner spent her life traveling the Continents discovering rare treasures in all art forms—sculpture, paintings, church artifacts, tapestries, furniture and more. Spanning over thirty centuries, the collection is housed in a recreated Venetian Palace designed by Isabella and built to her exact specifications. Each piece still hangs in the original location where it was placed by Isabella and has never been moved.

Boston Public Library

Founded in 1845 and boasting over 1.2 million rare books and manuscripts, the Library was the first free municipal library in the United States. You'll find several first edition folios by William Shakespeare, original music scores from Mozart to Prokofiev's "Peter and the Wolf;" and, in the rare book collection, the personal library of John Adams. Additionally, the Library's architecture is magnificent, and is home to many outstanding works of famed artists and sculptors.

USS Constitution

The oldest commissioned warship afloat in the world, the USS Constitution was first launched in 1797. The ship's greatest glory came during the war of 1812 when she defeated four British frigates and earned her the nickname "Old Ironsides" because cannon balls glanced off her thick hull. The ship was restored in 1927.

2010 Annual Meeting AGENDA

WEDNESDAY October 20, 2010

7:00 a.m. – 5:00 p.m. AISC Main Registration Desk Open

THURSDAY October 21, 2010

7:00 a.m. – 4:30 p.m. AISC Main Registration Desk Open

8:00 a.m. – 9:30 a.m. **Breakfast & Welcome**
A Candid Conversation about the Business Ramifications of BIM and IPD
Jon Magnusson,
Magnusson Klemencic Associates

9:30 a.m. – 10:45 a.m. **Crucial Estate and Succession Planning: How to Keep Your Business and Family Protected from the IRS**
Leon Resnick and Terrance Resnick,
Resnick Associates

9:30 a.m. – 10:45 a.m. **All Spouse/Guest Brunch**

10:45 a.m. – 11:00 a.m. **AM Break**

11:00 a.m. – noon **Rachel's Challenge**

noon – 1:00 p.m. **Attendee Lunch Buffet**

1:00 p.m. – 5:00 p.m. **Corporate Workshop: Rachel's Challenge**

1:00 p.m. – 5:30 p.m. **Individual Consultations with the Resnicks**
(by appointment; 30 minutes each)

1:30 p.m. – 5:00 p.m. **Guest Tour: Boston City Tour: Boston Old and New**

6:30 p.m. – 7:30 p.m. **Pre-Dinner Cocktail Reception**

7:30 p.m. – 10:30 p.m. **Gala Dinner Dance: A Black and White Masquerade**

Sponsorship

Interested in sponsorship at the Annual Meeting? Contact Katey Preston at 312.670.5438 or preston@aisc.org. View sponsorship opportunities at www.aisc.org/annualmeeting.

FRIDAY October 22, 2010

- 7:30 a.m. – 2:00 p.m. AISC Main Registration Desk Open
- 8:45 a.m. – 12:30 p.m. **Guest Tour:**
Private Homes of Beacon Hill
- 8:00 a.m. – noon Individual Consultations with
the Resnicks
(by appointment; 30 minutes each)
- 8:00 a.m. – 9:30 a.m. **Breakfast & Welcome**
After the Storm:
Best Practices for Your Business
Gregg Schoppman,
FMI Corporation
- 9:30 a.m. – 10:00 a.m. **AISC President's Report**
Roger Ferch, AISC
- 10:00 a.m. – 10:15 a.m. **Industry Awards Presentation**
- 10:15 a.m. – 10:30 a.m. **AM Break**
- 10:30 a.m. – noon **Preparing Your Safety Program**
so it Doesn't Matter When
OSHA Shows Up
Gary Higbee, Higbee & Associates
- 12:15 p.m. – 12:30 p.m. **AISC Annual Meeting**
- 1:30 p.m. – 5:30 p.m. **Attendee/Guest Tour:**
Fall Foliage and the Historic Villages
of Lexington and Concord
- 7:00 p.m. – 10:00 p.m. **Closing Dinner Party:**
A New England Clambake!

SATURDAY October 23, 2010

- 9:00 a.m. – 4:30 p.m. **Attendee/Guest Tour:**
Coastal Salem Marblehead and the
Peabody Essex Museum
- 11:30 a.m. **Open Tee Times**
at Granite Links Golf Course
(transportation departs at 10:15 a.m.)

