



2021 THE CONSTRUCTION ASSOCIATION CONVENTION



AGC
THE CONSTRUCTION
ASSOCIATION

The Challenge of the Chase

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Earn CE hours for this Session

Participants must:

1. Sign in using attendance sheet in the back of the room.
2. Attend at least 95% of the session.
3. Complete the session and post-program evaluation.

Additional instructions will be emailed to attendees requesting CE credits. If requesting AIA credits, please provide your AIA number so we can report your attendance. For questions regarding continuing education credits, please contact **Jo-Anne Torres**, Manager of Professional Development and Continuing Education, at jo-anne.torres@agc.org, or (703) 837-5360.



Earn CE hours for this Session



1.0 AIC CPD Credit | AGC of America has been approved to offer Continuing Professional Development (CPD) credits for qualifying programs by the [American Institute of Constructors](#) (AIC).



1.0 AIA Learning Unit (LU) | The Associated General Contractors of America is a registered provider of AIA-approved continuing education under Provider Number G523. All registered AIA CES Providers must comply with the AIA Standards for Continuing Education Programs.



AGC of America is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the [National Registry of CPE Sponsors](#). This session is designated for **1.0 CPE credit** in the field of Communications and Marketing.



Learning Objectives

By the end of this session, participants will be able to:

1. Describe methods for improving proposals to win more business specific to messaging, visuals and what customers need to make decisions.
2. Identify strategies to strengthen a company's interview tactics and secure additional opportunities for new business.
3. Discuss methods to coordinate project management needs with company business development responsibilities.
4. Examine your company's value and unique expertise to help your customers make the decision to hire your firm.



Proposals



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Proposals

Interview Strategies



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Proposals

Interview Strategies

Labor Management



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Proposals

Interview Strategies

Labor Management

General Sales & Marketing



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THANK YOU



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