

# Gulf States Region Leadership Conference

June 7–8, 2019

Embassy Suites Hotel

Little Rock, Arkansas





## Welcome to Little Rock

The capital city of Arkansas is also the state's largest municipality, with nearly 200,000 people calling it home. Little Rock is a cultural, economic, government, and transportation center within Arkansas and the South. Several cultural institutions are in Little Rock, such as the Arkansas Arts Center, the Arkansas Repertory Theatre, and the Arkansas Symphony Orchestra, in addition to the hiking, boating, and other outdoor recreational opportunities. Little Rock's history is available through history museums, historic districts or neighborhoods like the Quapaw Quarter, and historic sites such as Little Rock Central High School. The city is the headquarters of Dillard's, Windstream Communications, Acxiom, Stephens Inc., University of Arkansas for Medical Sciences, Heifer International, the Clinton Foundation, the Rose Law Firm, and Arkansas Blue Cross Blue Shield. Other corporations, such as Dassault Falcon Jet, LM Wind Power, Simmons Bank, Euronet Worldwide, and Entergy have large operations in the city. State government is a large employer, with many offices being in downtown Little Rock. Two major Interstate highways, Interstate 30 and Interstate 40, meet in Little Rock, with the Port of Little Rock serving as a shipping hub.



# Notable places:

American Taekwondo Association World Headquarters. The American Taekwondo Association [ATA] is based in Little Rock where it hosts the World Taekwondo Championships each summer. The ATA World Headquarters is also headquarters for all of the Songahm Taekwondo organizations such as the American Taekwondo Association, the Songahm Taekwondo Federation and the World Traditional Taekwondo Union. These combined organizations have millions of members in the US and worldwide.[citation needed]

## Arkansas River Trail



Arkansas State Capitol – a neo-classical structure with many restored interior spaces, constructed from 1899 to 1915.

Big Dam Bridge – The longest pedestrian/bicycle bridge in North America that has never been used by cars or trucks.



Clinton Presidential Library

## Heifer International

## Little Rock Marathon

Little Rock Zoo – Consists of at least 725 animals and over 200 species.

## Pinnacle Mountain State Park

Willow Springs Water Park – one of the first water theme parks in the U.S. built in 1928.



# Special Programs

In order to provide some diversion and information about some issues facing the Construction Industry as well as it's members, we have included some special programs to be presented on Friday. These programs will be opened to the local Construction Industry as well. Registered Members will have automatic seating reservations at all special programs, however, if a guest or significant other would like to attend please let us know so we can get an accurate headcount.

Attached on the next two pages are a description of the program and a short bio about the presenters. We hope as many of you as possible can attend these interesting presentations.



## **Dr. Javier Irizarry, P.E., PhD.**

**BIO:** Dr. Javier Irizarry, P.E. is an associate professor in the School of Building Construction at Georgia Tech. He is the director of the CONECTech Lab which mission is to establish the framework for developing next generation technology enhanced solutions to construction environment problems by incorporating the cognitive processes of the human component of construction operations. Dr. Irizarry's research interests include construction safety, HCI issues in mobile applications for AEC information access, Situation Awareness driven information system design, interactive visualization systems for AEC education, role-based decision support systems, and Unmanned Aerial Systems applications in AEC.

**Facilitator Qualifications:** Dr. Irizarry is an expert in Unmanned Aerial System applications in the Architecture, Engineering, and Construction (AEC) industry. With a Part 107 Unmanned Aircraft Certificate from the Federal Aviation Administration, the instructor has taught UAS related courses at the Georgia Institute of Technology and to industry organizations such as the Associated General Contractors of America, the Associated Building Contractors of America and others. The instructor is also a leading researcher in UAS applications in AEC with a number of publications, invited presentations, and consulting work in the topic.

**Program: Drones 101 – Introduction to Drones in the Construction Environment**

Length: 1.0 Hour / Credits: 1.0 LU Hour

**Program Description:** With the increasing acceptance of Unmanned Aerial Systems (UAS) or drones for commercial applications, will these devices become commonplace in construction sites like surveying tools or tablets are? In this session, participants will learn about practical uses of drones and how to implement the technology within the current regulatory environment. Presently, there are many unanswered questions about the safety, usability, feasibility, privacy and other issues associated with drones on jobsites. These and other issues will be discussed and the outcome of this session will enable participants to assess integration of this technology in their projects.

**Learning Objectives:** After completion of this course, participants will be able to:

1. Describe what constitutes an Unmanned Aerial System (UAS) and its components
2. Identify the various types of UAS
3. Evaluate applicability of UAS to project activities considering benefits and limitations
4. Describe various applications of UAS in construction environments
5. Make decisions regarding the application of UAS to projects



## **Brent Williams, CSI, CDT**

### **Chief Creative Evangelist, Archteva**

**BIO:** Brent began his involvement in CSI in 2004, quickly rising to leadership as President of the Knoxville Chapter in 2006-2007 and then moving on to service at the Region and Institute levels. During his service at the National level, Brent began teaching about deploying Social Media for the design community in 2009 and spoke as a Social Media Educator on behalf of the Construction Specifications Institute from 2009-2014. Speaking engagements have included CSI Chapters across the country, Region Seminars and speaking at Construct itself.

As an entrepreneur with over 38 years of business experience who has built multiple companies in the construction marketplace, Brent is qualified as speaker on the digital marketplace, brand and direct marketing, social media integration and business strategy.

A longtime CSI member, Brent has won awards on communication in the construction environment at the Chapter, Region and National levels.

Based in Knoxville, Tennessee, Brent has an entire career built around design, fabrication and creative problem solving, all while helping empower teams to be successful in the built environment. Electronic education and communication are particular strong suits, as well as Branding and the Connection economy.

**Program:     Personal Branding as a Designer in the Connected Economy: Translating your reputation and connections into the digital environment**

**Length:        1.0 Hour / Credits: 1.0 LU Hour**

#### Description:

In today's ever accelerating digital environment, knowing how both your personal and business reputations translate onto the social platforms is more critical than ever. This discussion by Brent Williams, CSI, CDT, will teach you what a Personal Brand is, how to define your personal brand, how building a personal brand will increase your value to your employer and how moving your reputation into the digital is going to be critical as the economy continues to move increasingly into the digital domain.

#### **Key Learning Points:**

- What is a Personal Brand and why is it important?
- What is the difference between a Logo and a Brand?
- How do you develop your personal brand?
- How much connectivity is "Too Much"?

How your Personal Brand relates to both your individual career and employer relationships. The discussion will run approximately 50 minutes and Brent will be available afterward for extended question and answer time.

# Leadership Kick-Off



**This Year's Kick-Off Program will be provided by the Architectural Woodwork Institute. Margaret Fisher will be the leader of the team making this presentation. It promises to be a great way for this Leadership Conference to get started.**

**Course Title: AWI LEADERSHIP**

**Course Description:**

**Every organization shares a universal challenge: How to cultivate Leaders. They don't grow on trees. Through AWI's many decades of providing resources that help Woodwork Manufacturers increase their knowledge and competitiveness, the pattern of leadership qualities have percolated to the surface. This course will help attendees identify those leadership qualities and characteristics that are proven to foster new leaders and empower those already leading. As an example, attendees will learn how AWI became the leader in developing reference Standards for Architectural Woodwork and about the radical advances that have been made in Custom Architectural Woodwork Standards Development.**

# Schedule

	Begin	End	OPR / Presenter
<b>Friday, June 7, 2019</b>			
Breakfast - At Hotel Bar	7:00 AM	8:00 AM	Hotel
Registration	7:00 AM	3:00 PM	Registration Booth
Nomination Committee	8:30 AM	9:00 AM	Nomination Committee
GSR Board Meeting	9:00 AM	10:00 AM	GSR Board of Directors
Open Vendor Area	10:00 AM	11:30 AM	Open
Use of Drones in AEC	10:00 AM	12:00 PM	Javier Irizarry
Lunch	11:30 AM	12:00 PM	
Key Note Speaker	12:00 PM	1:00 PM	AWI Team
Emerging Professional Team	1:30 PM	2:45 PM	Brent Williams
Opening Session	3:15 PM	5:00 PM	Region Business Meeting
Awards Banquet	6:00 PM	9:00 PM	Region Awards Chair
Hospitality Room	9:00 PM	12:00 AM	
<b>Saturday, June 8, 2019</b>			
Breakfast - At Hotel Bar	7:00 AM	8:00 AM	Hotel
President's Breakfast	7:00 AM	9:00 AM	All Chapter Presidents
Officer Leadership Training	8:00 AM	9:00 AM	Secretary Track
Officer Leadership Training	8:00 AM	9:00 AM	Treasurer Track
Officer Leadership Training	9:00 AM	10:00 AM	President Elect / Vice President Track
Officer Leadership Training	9:00 AM	10:00 AM	Treasurer Track (Con't)
Open Vendor Area	9:00 AM	12:00 PM	Open
Officer Leadership Training	10:00 AM	12:00 PM	Director Track
Committee Chair Leadership Training	10:00 AM	12:00 PM	Committee Chair Track
Lunch	12:00 PM	12:15 PM	Get Lunch
CSI Leadership Presentation / Discussion	12:15 PM	1:45 PM	Board Chair/ Chair Elect Speak
Closing Session / Business Mtg	2:00 PM	5:00 PM	Chapter Reports / Committee Reports
Hospitality Room Open	5:30 PM	12:00 AM	



# Registration

This year we are trying something totally different from what was done in the past. We are asking the Chapters to cover specific amounts for registration which means that each individual member attending will not be required to pony up a registration fee. This presented an interesting challenge in that some Chapters will have more members attending than others so to accommodate this we made the following determinations:

**Large Chapters** Paying \$500 flat registration fee: Mississippi, Memphis, Nashville, Chattanooga, Knoxville, and Little Rock (even though we are hosting we are adding our registration money to the pot).

**Small Chapters** Paying \$100 per member (to a total of \$300 maximum) flat registration fee: Shreveport, Baton Rouge, Acadiana, New Orleans, Gulf Coast, Huntsville, Birmingham, Montgomery, Pensacola and Mobile Bay.

We are hoping that this will stimulate attendance and get more members and leaders to make the trip. Below is the information we need to get you fully registered.

Registration can be made by returning this page or by visiting our Little Rock Chapter Website at <https://csilittlerock.org/gulf-states-region-conference-2019/>. The following Information will be needed:

Name: \_\_\_\_\_

Chapter: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Spouse (or Significant Other) Attending: \_\_\_\_\_

Special Needs: \_\_\_\_\_

Special Dietary Needs: \_\_\_\_\_

Award Banquet Attendance: Yes / No

Spouse / Significant Other Award Banquet Attendance. Yes / No

# HOTEL



**EMBASSY  
SUITES**  
by HILTON™

Out Hotel for the upcoming Leadership Convention will be:

**Embassy Suites by Hilton - Little Rock**

11301 Financial Centre Parkway  
Little Rock, Arkansas 72211  
Direct: 501 537 3310

To make life easier, they have established a link where you can make your reservations online and get the established and agreed price per night. Please use this link:

<https://embassysuites.hilton.com/en/es/groups/personalized/L/LITCPES-GSR-20190606/index.jhtml>

Please make your reservations early. The Hotel has established May 8th as the final day that the \$125.00 per night rate will be available. Also please note that we have contracted for the following perks to be included in the room:

- Free Onsite Parking (not Valet or Covered).
- Free Made to Order Breakfast for each Registered Guest

Please also note that there are plenty of things to do in the local area so if you would like a couple of extra days to enjoy the area, the same room rate will apply to your entire stay.

**Sponsorships Available**

If you so desire to possibly provide some assistance with our Conference Costs, the following Sponsor Opportunities are still available:

We have a second specialized speaker coming to present information very applicable to the current Construction Industry.

Secondary Speaker Sponsor 1A	\$500.00
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Secondary Speaker Sponsor 1B	\$500.00
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There will be a Mini-Trade Show consisting of a maximum of 20 Tables. The first twenty sponsors will be accepted along with a maximum of 5 stand-by sponsors in case someone cannot attend at the last minute.

Trade Show Only	\$450.00
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There is one meal sponsorship still available "Lunch Meals and Snacks served during the day on the 7th and 8th. We can accept a maximum of 5 sponsors for the General Meals.

General Meal Sponsor	\$500.00
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If you would like to participate in more than one sponsorship, below are the total costs for the various combinations. There is a cost difference in combining two versus sponsoring two independently.

Trade Show & Speaker Sponsorship	\$900.00
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Trade Show & Meal Sponsorship	\$900.00
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