



Social Events



INTEX Show

CISCA
CONVENTION
+ **INTEX** EXPO 11

Las Vegas
April 4-7, 2011

Paris Las Vegas Hotel
Bally's Las Vegas Hotel & Casino



Seminars

CISCA CONVENTION

Program at a Glance

Mon. April 4

CISCA Welcome Reception 6:00p.m. - 7:30p.m.
Sponsored by *Chicago Metallic*

Optional Event —
The Beatles LOVE by Cirque du Soleil 9:30p.m.

Tue. April 5

Taking the Mystery Out of Working Effectively with Architects 9:00a.m. - 5:00p.m.

Keeping Loyalty Alive in Tough Times
Ethics in Construction: A Business Case for Acting with Integrity

Mfg / Rep Sales Meetings 8:00a.m. - 5:00p.m.

Emerging Leaders Reception
Sponsored by CertainTeed 5:00p.m. - 6:30p.m.

CISCA/AWCI Joint Reception
Sponsored by *Armstrong* 6:30p.m. - 7:30p.m.

Optional Event —
VIVA Elvis by Cirque du Soleil 9:30p.m.

Wed. April 6

Annual Distributors Meeting 8:00 a.m. - 9:00a.m.
CISCA Awards & Keynote Breakfast 9:00 a.m. - 12:00p.m.

Sponsored by *Armstrong*
Keynote Speaker Sponsored by *USG*

INTEX Trade Show 12:30p.m. - 5:00p.m.

Optional Event —
The Price is Right 2:30p.m.

Sponsors Reception 5:00p.m. - 6:00p.m.

CISCA President's Reception and Dinner - 6:30p.m.- 10:00p.m.
Sponsored by *Rulon Company*

Thu. April 7

2011 Economic Forecast 9:00a.m. - 10:00a.m.

Sponsored by *USG*

INTEX Trade Show 10:00a.m. - 1:00p.m.

Keynote Speaker — Jeanne Robertson

Sponsored by USG

And just who is Jeanne Robertson?

Jeanne Robertson is a professional speaker who specializes in hilarious humor based on her life experiences. Speaking to thousands of people annually, she utilizes her positively funny style to illustrate that a sense of humor is much more than a laughing matter. It is a strategy for success.

Other speakers might be as witty as Jeanne. Some might even be as tall. (Barefooted with her hair "mashed" down, she's 6' 2" in her size 11B stocking feet.)

But nowhere will you find a speaker so adept at turning personal experiences into funny material that does more than elicit laughter. This Miss Congeniality winner in the Miss America Pageant, "Yeaaaaaaah," quoting Jeanne, uses her down-home Southern drawl to leave her audiences laughing . . . and thinking about her message.

Jeanne's success as a humorous speaker has not gone unnoticed by her peers. She has been awarded every top honor in her profession. They like her back home too. The NC Press Association named Jeanne 2001 North Carolinian of the Year.

You may have seen this Hall of Fame speaker being interviewed by CBS correspondent Morley Safer on "60 Minutes" . . . or watched one of the six humor DVDs she has produced in the last eleven years . . . or heard her daily on Sirius/XM Radio's Family Comedy Channels . . . or seen her Youtube clips that have had millions of hits. But only if you've seen Jeanne in person at one of the thousands of speeches she has given over the past 45 years can you really appreciate why she stands at the top of her profession.

Jeanne Robertson is funny. Oh my, yes. She also knows that her job is far more than being funny. Her message is that a sense of humor is an attitude, an approach toward working with people. She believes that this humorous attitude can be developed and improved, and she outlines how to do so while captivating audiences with funny, original stories.



Jeanne Robertson

Construction

Excellence Awards

The presentation of the Construction Excellence Awards is always a highlight of the Convention. These prestigious awards recognize CISCA members who produced the year's finest examples of interior commercial construction.

Construction Excellence Award winners will be showcased throughout the year. The awards will be presented at the Awards and Keynote Breakfast on Wednesday, April 6.

The Construction Excellence Awards Program is sponsored by *Armstrong*.



President's Dinner — Faux Elton John & Billy Joel

Sponsored by Rulon Company

Come join us for a night of singing, dancing and laughing at the CISCA President's Reception and Dinner! This evening will take you back through the decades with the music of two of the greatest entertainers of the last 40 years — Sir Elton John and Billy Joel.



Hotel/Shuttle information

CISCA Convention attendees are extended a special group room rate at the Paris Las Vegas of \$169 single or double per night from April 2-8, 2011, based on room availability. No rooms can be guaranteed at the group rate after the cut-off date of March 12, 2011, or once the block is sold out. Please make your reservation early to ensure a room.

Hotel Cancellation Policy: Please note that upon reservation, your credit card will be charged a deposit equal to one night's room and tax. Please ensure cancellations are made at least 72 hours prior to scheduled arrival date to receive deposit in full.

Paris Las Vegas
3655 Las Vegas Blvd. South
Las Vegas, NV 89109-4343
(702) 946-7000



To reserve your room:

1. Call 1-877-603-4389.
Group code is SPCIS1
2. Reserve your room on line at:
<http://www.harrahs.com/CheckGroupAvailability.do?propCode=PLV&groupCode=SPCIS1>
3. Call CISCA, at 630-584-1919. Or email CISCA at cisca@cisca.org. You will need your arrival and departure dates and a credit card.

Airport Transportation

There are several airport shuttles that service the hotel and they are all about the same price. To select a shuttle and make a reservation. go to:
<http://www.vegas.com/transportaion/shuttles.html>.

Optional Events

**Discounted Group Tickets for
The Beatles™ LOVE™ by Cirque du Soleil® at
The Mirage
Monday, April 4
9:30 p.m.
\$150 per person**



With LOVE, Cirque du Soleil celebrates the musical legacy of The Beatles through enhanced versions of their timeless, original recordings. The exuberance of The Beatles is channeled through the youthful, urban energy of a cast of 60 international artists. With panoramic sound and visuals, audiences experience The Beatles™ as never before. Children must be 5 years of age to attend.

**Discounted Group Tickets for
Viva ELVIS™ Cirque du Soleil® at the Aria
Resort & Casino
Tuesday, April 5
9:30 p.m.
\$140 per person**



Viva ELVIS, a harmonious fusion of dance, acrobatics and live music, is a tribute to the life and music of Elvis Presley. Nostalgia, modernity and raw emotion provide the backdrop for his immortal voice and the exhilaration and beauty of his music. Created in the image of the King of Rock 'n Roll—powerful, sexy, whimsical, truly unique and larger than life — the show highlights an American icon who transformed popular music and whose image embodies the freedom, excitement and turbulence of his era.

**Spouse/Guest Event —
Discounted Group Tickets for The Price is
Right Live! at Bally's Las Vegas
Wednesday, April 6
2:30 p.m.
\$47 per person**



Audience members can play and win in every show at the stage adaptation of America's favorite gameshow, The Price is Right™ - Live.

Hosted by E!
Entertainment Television personality Todd Newton, this interactive show gives the audience chances to win appliances, vacations and even new cars by playing classic games from this television institution. Following Newton's latest turn at the hosting helm,

Featured Speaker—

Jason Baumgarten is a Principal with FMI, management consultants to the construction industry. He specializes in organizational development, teambuilding, productivity improvement consulting and strategic planning.

Jason has worked with a variety of homebuilders, developers, general contractors, subcontractors and engineers. He has developed numerous long-term relationships and has a proven track record of improving client profitability and operational efficiency.

In addition, Jason is an experienced instructor for FMI's productivity and field management-related education programs such as the Construction Manager Academy, Improving Construction Productivity, The Job Profits Program and Tight Job Control.

Jason earned a bachelor of science degree and a master of business administration degree from the University of Florida.



Jason Baumgarten

Ethics in Construction: A Business Case for Acting with Integrity

by Jason Baumgarten

Session Overview

Is your company ethical? Are your vendors, suppliers and other business partners ethical? How about your competitors? Have you seen the ethical line blur during this economic downturn? Statistics show that good ethics is good business and there is a growing body of evidence that suggests ethics will be the next hot industry issue. This session will discuss why ethics and integrity are not only the right thing to do, but also critical to your company's financial success.



Main Learning Objectives

- Understand the clear link between ethical behavior and long-term profitability
- How does ethical behavior reinforce our commitment to corporate values?
- Interrogate ethical dilemmas that we face in the everyday management of projects.
- Reinforce the practical applications of these theories through case study review and open discussions.
- Results from FMI's 2010 Construction Industry Ethics in the Construction Industry Survey



Keeping Loyalty Alive in Tough Times: Engaging Your Employees & Customers for Long-Term Results

by Jason Baumgarten

Session Summary

As we emerge from the recession and look to the future, how do you have all of your employees working together to reposition your firm as the only logical choice for your customers? Earning this level of loyalty is challenging to achieve and even more difficult to maintain when the market is so competitive and customers have so many alternatives for their business. Research has proven that employees who feel a deep personal connection with the company do more, higher-value work. This translates into a greater commitment to customer satisfaction and creates loyalty from clients that will keep them engaged in spite of the temptations of lower short-term pricing or incentives to switch allegiance.

Main Learning Objectives

- Set clear direction that inspires employee trust and confidence
- Give open, honest two-way communication
- Focus on career growth, organizational learning and development
- Learn to recognize and reward all contributions
- Provide a strong commitment to employee well-being
- Instill a commitment to your brand among your employees
- Communicate a consistent message to your customers



Taking the Mystery out of Working Effectively with Architects – a CISCA Member Panel Discussion

Sponsored by Armstrong



A core belief at CISCA is that we can all learn from each other and improve our Industry as a whole. This year, our panel discussion is related to improving our value and communications with the architectural community. The panel will be comprised of members of the architectural community as well as a broad spectrum of CISCA's membership. Bring your questions or ideas and be prepared to discuss:

- What forms of communication and technology are most powerful and useful in dealing with architectural firms?
- What are some tips for us to learn in getting materials specified, design suggestions approved or requesting information?
- What are the considerations for approval of materials other than cost?
- What are the foreseeable changes relative to design and buying trends?

Attend this fast-paced panel discussion and be in front of the trends that will shape our future.

Economic Forecast by Bob Treadway

Sponsored by USG

The true measure of a business forecaster is the combination of a depth of knowledge, keen foresight, and breadth of perspective. Bob Treadway possesses those attributes after nearly two decades of working with exceptional clients in a wide cross-section of industries and a personal regimen of staying broadly informed, deeply knowledgeable, and highly practiced in the fields of strategy and forecasting.

Treadway has been asked to reprise his performance from last year's Convention. High praise indeed. This is a meeting that no one will want to miss.



CISCA Convention + INTEX 11 Registration Form

INSTRUCTIONS: • Please photocopy for each additional registrant, or register online at www.cisca.org
Attendee Information

First _____ Last _____ Badge Name _____
Company _____
Address _____
City, St., Province _____ Zip _____ Country _____
Phone _____ Fax _____
Email _____

Spouse/Guest (An additional company employee is not considered a companion)

First _____ Last _____ Badge Name _____
Home Address _____

Full Registration (includes entrance into all individual events and exhibit hall for attendee.)

Fees & Payments (payable in U.S. Dollars)

CISCA MEMBER	Early - On or Before February 15, 2011	Regular - After February 15, 2011	Amount
Full Convention 1st person (FULL)	<input type="checkbox"/> \$650	<input type="checkbox"/> \$850	_____
Full Convention 2nd or same firm (FULL)	<input type="checkbox"/> \$500	<input type="checkbox"/> \$650	_____
Full Convention (FULL) includes one night deposit	<input type="checkbox"/> \$819	<input type="checkbox"/> \$1019	_____
Industry Guest of a CISCA member (FULL)	<input type="checkbox"/> \$325	<input type="checkbox"/> \$400	_____

Non-Member

Full Convention 1st person (FULL)	<input type="checkbox"/> \$800	<input type="checkbox"/> \$950	_____
Spouse/Guest			
Spouse/Guest Registration (SG01)	<input type="checkbox"/> \$145	<input type="checkbox"/> \$195	_____

Individual Events (Included in Full and Spouse/Guest registration)

CISCA Welcome Reception (WELCOME)	How many? _____	\$75 per person	_____
CISCA/AWCI Joint President's Reception (PR)	How many? _____	\$100 per person	_____
CISCA Awards & Keynote Breakfast (AWARDS)	How many? _____	\$100 per person	_____
CISCA President's Reception & Dinner (DINNER)	How many? _____	\$150 per person	_____

INTEX Expo Trade Show Pass Only

\$40 Wednesday (TSWED) \$40 Thursday (TSTHU) \$75 Both Days

Optional Shows—

The Beatles™ LOVE™ by Cirque du Soleil® at The Mirage	How many? _____	\$150 per person	_____
Viva ELVIS™ Cirque du Soleil® at the Aria Resort & Casino	How many? _____	\$140 per person	_____
The Price is Right Live! at Bally's Las Vegas	How many? _____	\$47 per person	_____

Method of Payment Check Visa MasterCard American Express

Card No. _____ Exp. Date _____

Signature _____

Name on Card _____

Registration will not be processed without payment. Return this form with a check or credit card information to CISCA Convention + INTEX Expo 11, 11208 Waples Mill Road, Suite 112, Fairfax VA, 22030; Phone (703) 449-6418. If you pay by credit card, you may fax your registration to (703) 631-7258. DO NOT mail a duplicate copy if you fax. We will email, fax or mail you a confirmation of your registration. If you are bringing additional registrants, ordering additional tickets for meal functions or seminars, or registering others in your company, please photocopy and complete a separate registration form for each individual. Do not register more than one person (except spouse/guest) per form.

Cancellation Policy
If you must cancel, your registration fees will be refunded in full, less a \$75 processing fee, if we receive your cancellation in writing by March 5, 2011. Tradeshow passes will be refunded in full prior to March 5, 2011. No refunds will be issued after March 5, 2011, or for no-shows. Individual tickets and optional activities and tours are not refundable.

Questions?
Call CISCA Registration at (703) 449-6418 or email ciscaregistration@jspargo.com.

Hotel Arrival _____ Departure _____

Please answer the following questions

What is your Business?
(Please check all that apply)

- Contractor
- Manufacturer
- Supplier/Distributor
- Architect/Specifier
- Independent Manufacturers Rep
- Service Associate
- Other (Please Specify) _____

What is your Primary Business?

(Please check all that apply)

- Access Floors
- Ceilings/Acoustics
- Drywall
- EIFS
- Fireproofing
- GRG
- Insulation
- Lath/Metal Framinf
- Lighting
- Spray Textures/Paint
- Stucco
- Windows/Doors/Trim
- Other (Please Specify) _____

What is your Title/Function?

(Please check one)

- Owner/Partner
- President
- Vice President
- General Manager
- Superintendent/Foreman
- Project Manager
- Estimator
- Field Personnel;
- Other (Please Specify) _____

What is your Firm's Annual Dollar Volume?

(Please check one)

- Under \$1 million
- \$1 - 4.99 Million
- \$5 - 9.99 Million
- \$10 - 19.99 Million
- \$20 - 49.99 Million
- \$50 - 99.99 Million
- Over \$100 Million
- I don't know
- Confidential

How did you hear about the INTEX Expo?

(Please check all that apply)

- INTEX Expo Website
- CISCA Website
- AWCI Website
- CISCA's Interior Construction magazine
- AWCI's Construction Dimensions
- Direct Mail
- Email
- Fax
- Referral
- Other (Please Specify) _____

Is this your first CISCA Convention?

_____ Yes _____ No