



**SURETY
ASSOCIATION
of WISCONSIN**

You, On Your Best Day

A Program for CEO's, Presidents, Business Owners and Senior Leaders.

Presented By

AGC of Wisconsin
ASA of Wisconsin
Construction Financial Management Association
Surety Association of Wisconsin

**Tuesday, February 23, 2010
Radisson Hotel Milwaukee West
2303 N. Mayfair Road
Milwaukee, WI
414.774.1010**

1:00 p.m.	Registration
1:30 p.m.	You, On Your Best Day Workshop
5:00 p.m.	Networking Reception

What does your construction company do to win more business?

Many firms devote significant resources to sales, estimating, marketing and contract negotiation. As the best contractors grow and compete for larger, higher profile jobs, they often develop more sophisticated presentations and sales processes, such as team selling to win over increasingly demanding buyers.

Typically, the sales effort involves company owners, presidents and other senior leaders. In many cases, these individuals take an active role throughout the sales process. In others, they may play a small, but critical part to help "close the deal."

As an owner, president, or leader, are your communication skills and those of your team a competitive advantage? Do they help you win business? If not, or if you would like to improve your skills, this workshop is for you!

This workshop is designed to introduce senior leaders to the communication skills relative to presentations and sales. Attendees will learn how to excel individually and as a team, and will also develop concrete ways to upgrade their selling client interaction to give themselves and their company the advantage.

About the Speaker - Michael Allosso.

Michael Allosso is a communications expert who has received the Members Choice Award for being the most highly-rated resource speaker by Vistage International, the world's largest CEO membership organization (formerly TEC).

Michael has traveled the world bringing his "You, On Your Best Day" workshop to executives, corporations and organizations, plus he works one-on-one as a personal communications coach. Michael's background as an award-winning professional director/choreographer of countless plays, videos, films and live events has given him the tools to augment his talent of instantly pinpointing an individual's communication skills and shortcomings and to help implement motivational methods for improvement.

Mr. Allosso regularly writes shows for special events and coaches executives in their presentations and day-to-day communication. He is a keynote speaker and maintains a large client base of individuals and groups to whom he provides workshops in corporate communication, creativity, risk-taking and presentations.

Registration and Additional Information.

The cost to participate is \$40 for members of AGC-WI, ASA-WI, CFMA, and/or SA-WI. The cost to participate is \$50 for non-members.

To register, use the attached form. Register early, as there is a limit of 100 attendees for the workshop. For more information, please contact ASA of Wisconsin at 414/227-1230 or mail@asa-wi.org.

Program Sponsors

Special thanks to the following for their support of this program, our associations, and the industry!

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Registration Form

Name

Company

_____ x \$40 = _____

_____ x \$50 = _____

Total Enclosed = _____

Contact Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Return this form with payment to:

ASA of Wisconsin
660 East Mason Street
Milwaukee, WI 53202
Fax: 414.227.1290
E-Mail: mail@asa-wi.org

Deadline for Registration is Friday, February 19, 2010