



Competing in the Single Story Market

In today's market we all need every edge and marketing trick we can find and as we all know, **Steel** is not always the building material selected. We are always being called upon to justify our framing systems in new design, provide "Value Engineering" for existing designs or work with engineers & architects to address connection design, construction details, material availability, etc.

Join us for the CFA meeting September 13th at the Chicago Union League Club for a half day presentation by three construction professionals as they offer their perspectives and successes. We are pleased to welcome Larry Jeffords of Jeffords Steel (Plattsburgh, NY), Tim Lack of Martin/Martin (Lakewood, CO) and Craig Weisensel of Flad Architects (Madison, WI) to share their perspectives with an excellent Slide & Sound Presentation.

Each of these construction professionals from three different sections of the country will offer their individual perspectives on building design. Design suggestions will be given to help make your shop or your design team more competitive. Participation from the audience is encouraged.

Every member of your team will benefit from this presentation & there will be plenty of discussion.

We have slightly changed the format the September meeting. Tuesday morning's breakfast will be held in a large single room with the presentation in the same room. The breakfast breakout sessions will not be held at this meeting. There is no cost for your Tuesday breakfast.

Monday Evening, September 13th

Cocktails & Reception: 6:00 pm to 7:30 pm - Crystal Room 3rd Floor

Mill Dinner: 7:30 pm to 9:30 pm - Crystal Room 3rd Floor

Tuesday Morning, September 14th

Breakfast: 7:30 am to 8:30 am - Main Lounge 2nd Floor

**Competing in the
Single Story Market 8:30 am to 11:30 am - Main Lounge 2nd Floor**

Questions? Call the CFA office at 616-301-3570



Central Fabricators Association
September 13th & 14th, 2010
The Union League Club
Chicago, IL

REGISTRATION FORM

- Please complete one form per attendee.
- Union League Rooms are limited—RSVP no later than **August 26th** in order to be guaranteed a room.
- **Please complete this ENTIRE form.**

Name _____	Company _____
Phone _____	Cell Phone _____
Fax _____	Email _____

ROOM RESERVATION

Do you need a room at the Union League Club? Yes No

There are limited number of rooms available. You must reserve by August 27th in order to be assured a room!

Arrival Date _____ Departure Date _____ # in room _____

Names _____

Monday—MILL DINNER at Union League Club

Will you attend the Mill Dinner? Yes No

Dinner Choice: Beef: Chicken: Fish:

Special Dietary Needs? _____

Tuesday—Breakfast & Competing in the Single Story Market.

Breakfast and Morning Program: Yes No

Special Dietary Needs? _____

Return completed form to CFA
FAX: 888.776.7457 or to CFA; PO Box 68518; Grand Rapids, MI 49516
Questions? Call 616.301.3570 or email info@centralfabricators.org
Updated information will be on our website at www.centralfabricators.org