



Seminar

**Thursday,
July 29, 2010
8:00 - 10:30 a.m.**

8:00 - 8:30 a.m.
Registration &
Continental Breakfast

8:30 - 10:30 am
Seminar

Location:

The Grand Conference Center
4101 E. Willow Street
Long Beach, CA
Directions: 562-426-0555

Cost:

Register by 5pm - Friday, July 23
\$60/person CMAA Members
\$100/person Non-Members
Register after July 23
\$75/person CMAA Members
\$125/person Non-Members

Includes:

- Complimentary parking
- Continental breakfast
- Comprehensive handout

www.cmaasc.org

Community Relations

It's easy for construction projects to get off on the wrong foot. Goodwill gained during a project's approval process can evaporate quickly once the nuisances of construction set in. If community frustrations are not addressed promptly, complaints from residents and businesses will filter up to elected officials or the media, creating a negative perception of the owner and project. Furthermore, these complaints can delay your project, escalating the project costs. Everyone knows that projects are awarded to those with a solid and stellar reputation. It is imperative to ensure your contractors and owners maintain good project track records and an inclusive, creative and hands-on construction relations plan can help ensure your project is completed on time and within budget.

Attendees will learn how to:

- Incorporate community relations into your proposals
- Draft your own construction relations plan
- Look at the entire work schedule to identify and anticipate potential community impacts to avoid project delays and associated costs
- Develop strategies to build cordial relationships early in the project and sustain them
- Establish an efficient communication response process when community issues arise
- Work with the community and get feedback and input from them before construction begins, during construction and when the project is complete
- Maintain positive perceptions of the owner, construction management team, contractor and the project

The bottom line goal of any construction relations effort is to prevent community issues from impacting the project's schedule and cost. To achieve this, learn how a structured, hands-on and detailed community relations plan can ensure your project's success.

Seminar Instructors:

Sara Katz, *President* - Katz & Associates
Stacey Jones, *Director* - Halcrow
Christina Byrne, *Community Relations Officer* - OCTA
Ron Wildermuth, *Mgr. of Public & Government Affairs* - West Basin MWD
Shaun Shahrestani, *Chief Harbor Engineer / Construction* - Port of Los Angeles

Registration Form

July 29

Community Relations

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY, STATE, ZIP _____

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TELEPHONE _____

E-MAIL ADDRESS _____

CMAA Member \$60/\$75 Non-Member \$100/\$125

Check Enclosed AMEX MasterCard Visa

Amount to Charge \$ _____

Card Number _____

Name on Card _____

Exp. Date _____ / _____ / _____ Security Code: _____

Please make checks payable to: CMAA S. Ca. Chapter
Mail to: PO Box 41202, Long Beach, CA 90853

To Register Register on-line: www.cmaasc.org

Registration Policy

- ✓ Payment must accompany registration.
- ✓ The Chapter does not invoice.

Mail CMAA S. Ca. Chapter
PO Box 41202, Long Beach, CA 90853
FAX 562-296-9708

- ✓ Cancellations must be made 48 hours prior to each event.
- ✓ No-shows and cancellations made after this deadline will not be refunded.
- ✓ Registration is non-transferable to another event, please send a substitute if you are unable to attend.

Questions: 562-434-8409 or sccmaa@cmaasc.org