



# The Professional Construction Estimators Association of America, Inc.

36th Annual PCEA  
National Convention  
April 28 - May 2, 2010  
Jacksonville, Florida



Located amidst the hip and trendy San Marco Historic District of downtown Jacksonville—renowned for its boutique shops, eclectic dining, and chic nightlife, the Crowne Plaza Jacksonville Riverfront offers guest rooms with walk-out balconies and stunning views – many overlooking Downtown Jacksonville and the alluring St. John's River. It is ideally situated 15 miles south of the Jacksonville International Airport and located just off of I-95. While staying at Crowne Plaza Jacksonville, you'll find several dining options, including the famous Ruth's Chris Steak House and Riverfront Lounge. Additionally, the American Grill serves up a lavish breakfast buffet along with an expansive lunch and dinner menu featuring regional selections with southern inspiration.

## Welcome from the National President



It's that time of year again - time to get fired up about our National Convention! I hope everyone is planning to attend our annual PCEA convention from April 28th, 2010 thru May 2nd, 2010. We always have a good time and the seminars, networking, tours and parties are outstanding. The host chapter/committee for convention will be our Orlando Chapter and they promise to make it a great one! They are hard at work setting up seminars, kick-off party, tours, past president reception and ball, awards dinner and the ever so amusing hospitality suite. Mike McGhinnis and the Catawba Valley Chapter are hard at work organizing the golf tournament. The Crowne Plaza hotel is a very nice facility (located right on the river) and there are plenty of restaurants and bars within walking distance. There are also beaches a short drive away and St. Augustine is close by. It is a lot of work to put on a convention and I want to thank the Orlando Chapter in advance for all of their hard work to make it a success. Please thank them in person when you arrive. Also please be sure to check out our sponsorship opportunities available. It has been my pleasure to serve as your National President this past year - I have learned a lot and I have had a great time. I hope to see all of your smiling faces in April!

Gail Chapman, PCEA National President

## Schedule of Events

### Wednesday, April 28

4:00 pm - 5:00 pm Host Chapter Work Session  
5:00 pm - 7:00 pm Convention Registration  
6:00 pm - Midnight Hospitality Suite Open

### Thursday, April 29

8:00 am - 11:00 am Convention Registration  
9:00 am - 11:00 am National Board Meeting  
9:30 am - 11:00 am SEMINAR: Team Building:  
Three Armed Race  
Ted G. Wilson Scholarship Foundation  
11:00 am - 11:15 am Rudy Barnes Award Committee  
11:15 am - 11:30 am Order of Isosceles Meeting  
11:30 am - 11:45 am Jacksonville City Tour  
12:00 pm - 3:00 pm Gates Architectural Precast Plant Tour  
12:00 pm - 3:00 pm Chapter Officer Orientation  
1:00 pm - 3:00 pm Convention Registration  
2:00 pm - 5:00 pm Hospitality Suite Open  
3:00 pm - 5:00 pm Convention Kick Off Party  
5:30 pm - 10:00 pm Baseball Grounds of Jacksonville  
Hospitality Suite Open  
9:30 pm - 12:00 am Hospitality Suite Open

### Friday, April 30

8:00 am - 11:00 am Convention Registration  
8:30 am - 9:45 am SEMINAR: Panel Discussion:  
"How Does A Company Weather the Storm?"

*Moderated By Tim Reichardt  
Hardin Construction*

10:00 am - 11:00 am SEMINAR: Government Contracting  
Opportunities  
*Presented By Lou Martinez  
Martinez Engineering & Management  
Martinez*

11:30 am - 5:30 pm Golf Tournament  
Deercreek Golf Club

12:00 pm - 3:00 pm The Cummer Museum of Art & Gardens  
2:00 pm - 4:30 pm Anheuser-Busch Beermaster Tour  
5:00 pm - 7:00 pm Hospitality Suite Open  
7:00 pm - 8:30 pm Past Presidents Reception

8:00 pm - Midnight The Peninsula at St. Johns  
National President's Ball  
The Peninsula at St. Johns  
*Casual Dress*  
Hospitality Suite Open

### Saturday, May 1

8:30 am - 11:30 am Breakfast Business Meeting  
11:30 am - 4:45 pm St. Augustine Historic Tour  
3:00 pm - 5:00 pm Hospitality Suite Open  
5:00 pm - 7:00 pm Incoming National Officer's Reception  
7:00 pm - 10:30 pm Awards Dinner & Passing of the Gavel  
*Featuring Keynote Speaker  
Bob Chmiel*

*Semi-Formal :  
Men Coat & Tie  
Women: Dress or Pantsuit*

10:30 pm - Midnight Hospitality Suite Open

### Sunday, May 2

9:00 am - 9:30 am Post Convention  
9:00 am - 11:30 am National Board Meeting  
Host Chapter Clean Up

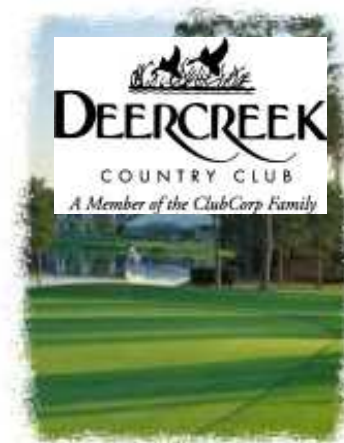
## Message from the National President-Elect



It is my pleasure and privilege to invite all members and guests of the Professional Construction Estimators Association to our annual 2010 National Convention to be held in Jacksonville, FL from Wednesday, April 28 thru Sunday, May 1, 2010. Chuck Sauls our Convention Chairman along with his committee members have been hard at work setting up seminars, excursions, kick-off reception, Past President reception and President's ball, business breakfast meeting, awards dinner, and of course the ever popular Hospitality Suite where many a story is made and told. Mike McGhinnis and his committee from the Catawba Valley have been hard at work setting up the details of the Ted G. Wilson Scholarship Golf Tournament. We hope to have a very successful tournament to raise money for the scholarship fund. I would like to thank Chuck Sauls, Mike McGhinnis and their committee members and the Orlando Chapter for hosting our 2010 National Convention. Be sure to check out the great Sponsorship Opportunities available as well! I would like to thank Gail Chapman for her leadership and guiding us through a successful, yet challenging, year as National President. May God bless you and your family and have a safe trip to Jacksonville.

Randall Williams, PCEA National President-Elect

## Ted G. Wilson Scholarship Golf Tournament



Deercreek's Robert Miller designed layout brings out the competitive golfer in all who play the course with it's challenging carries, demanding doglegs, and sentinel pines lining the fairways. Great shots are applauded not only by your playing partners but by the wing-beat of snowy egrets, ducks and great blue herons. Fast and true the greens at Deercreek rise like emerald isles guarded by bunkers and gentle mounding. Deercreek has hosted prestige events including US Amateur and USGA Senior Amateur qualifiers. For more course information, visit [www.clubcorp.com](http://www.clubcorp.com).

**Golf Sponsorship Opportunities Listed on Last Page**

## Accommodations



Crowne Plaza  
Jacksonville Riverfront  
1201 Riverplace Blvd.  
Jacksonville, FL 32207  
April 28 - May 2, 2010  
904.398.8800

### Costs:

Riverfront Rooms \$109 (Single or Double)  
\$10.00 for each additional adult over two adults per room  
Rate available 3 days prior and post convention  
(Rates shown do not include local and state tax)

Check In Time: 4:00 PM  
Check Out Time: 11:00 AM

### Parking:

Self Parking \$10 Per Day  
Valet Parking \$14 Per Day

\*\*\*RESERVATION DEADLINE IS MARCH 29, 2010\*\*\*

**A limited number of rooms have been blocked.** When all blocked rooms have been reserved, reservations will be accepted on a space available basis at the hotel's prevailing rate only. **Notice of cancellations must be received NO LATER THAN 72 HOURS prior to arrival date for refund.**

### FOR RESERVATIONS, CALL:

800.227.6963

**Be sure to mention that you are with Professional Construction Estimators Association to get the above rate**



## Convention Kick-Off Party

Let's get this convention started!! Come join us on Thursday evening as we taxi across the St. Johns River to the Baseball Grounds of Jacksonville, home of the Jacksonville Suns where we will gather for food, drinks and

fellowship then head inside the stadium to catch some great double A baseball action where we will see the Jacksonville Suns take on the Mississippi Braves!

## The PCEA Hospitality Suite

Anyone that has ever been to an Orlando Chapter hosted hospitality suite, well you know they are gracious host and full of hospitality! If you have never been, then you will definitely want to stop in for a visit! Rob Bauer and Scott Coleman will have the room stocked and ready to offer you a cold beverage of your choice as well as several snack options. The hospitality suite will be located in the Desoto Room.

## Past Presidents Reception & National President's Ball



Just a short stroll down the riverwalk, the roof top club at The Peninsula, Jacksonville's tallest residential condominium and premier new waterfront address, will be the venue for the Past President's Reception and National President's Ball. The Peninsula personifies city living at its best with world-class amenities and panoramic river and skyline views. Come join us as we recognize our Past National Presidents, enjoy hors d'oeuvres, drinks, music, dancing and beautiful views of Jacksonville.

## Incoming National Officers Reception and National Awards Banquet



Join us Saturday evening for the grand finale of the PCEA convention as we come to honor those deserving individuals and Chapters that have gone above and beyond the call of duty for our association. We are putting a fresh new twist on this traditional convention event! During the reception we will sip Mint Juleps and keep track of the latest Derby results as we greet and socialize with those that will be leading our association during the 2010-2011 year. *Ladies and Gentlemen, come dressed in your finest Derby Attire!*



## Keynote Speaker

Bob Chmiel, Director of Football Operations and Educational Speaker, brings more than 20 years of experience in recruiting, coaching and personnel development under famed coaches Lou Holtz, Bo Schembechler and Lee Corso. Coach Chmiel's years of experience recruiting for National Universities and

the NFL gives him great perspective on recruiting and market awareness in the business world. Chmiel delivers a hard hitting analytical parallel between recruiting the top 1% of all college bound athletes who make it to the University level and successful development of a company's associates. Chmiel discusses the need to constantly analyze your own teams' needs along with the ever changing environment of the game and the business world. These decisions are apparent now more than ever as we all shift our business markets to survive. He currently writes for Blue and Gold Publications and hosts "Sports Talk" on WSBT Radio in South Bend, Indiana. He was named one of the "Top 11 Recruiting Coordinators of All-Time" in Tom Lemming's book Football's Second Season: Scouting High School Game Breakers.

# Convention Registration and Information

## REGISTER & PAY ONLINE

[www.regonline.com/pcea-convention](http://www.regonline.com/pcea-convention)

Or complete form and mail original, along with payment to: PCEA, PO Box 680336, Charlotte, NC 28216  
 Registration fees for members and guests include admission to all seminars, receptions, National President's Ball, business meetings and Association dinner. Convention registration fees, tickets and badges are not transferable. Requests for refunds must be submitted to the Convention Committee in writing and postmarked no later than April 25, 2010. Refunds will be assessed a \$100 cancellation fee.

**Members & Non-Members:** \$475 postmarked on or before April 15, 2010

(Each PCEA member shall register independently. The only exception is married couples. Each paying member is entitled to one guest.)

### Member Registration

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

Awards Dinner \_\_\_\_\_ Awards Dinner \_\_\_\_\_

Meal Selection:  New York Strip  Chicken Oscar Meal Selection:  New York Strip  Chicken Oscar

Chapter: \_\_\_\_\_ First Time Attendee?  Yes  No

Company: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Company Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

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

Cell Telephone: \_\_\_\_\_ Home Phone: \_\_\_\_\_

### Registration & Activity Fees

A. Registration Fees _____	@ \$475 each	_____ TOTAL A
B. Golf _____	@ \$100 each	_____ TOTAL B _____ Handicap
D. Gates Architectural Precast Tour _____	@ \$10 each	_____ TOTAL C
E. Jacksonville City Tour _____	@ \$50 each	_____ TOTAL D
F. Cummer Museum of Art Tour _____	@ \$50 each	_____ TOTAL E
G. Anheuser-Busch Beermaster Tour _____	@ \$50 each	_____ TOTAL F
H. St. Augustine Historic Tour _____	@ \$75 each	_____ TOTAL G
		_____ <b>TOTAL A-G</b>

### Sponsorship Opportunities

Convention Event Sponsor	\$1,500	_____ Convention Event Sponsor
Awards Dinner Sponsor	\$ 750	_____ Awards Dinner Sponsor
Past Presidents Reception Sponsor	\$ 750	_____ Past Presidents Reception Sponsor
Convention Kick-Off Party Sponsor	\$ 500	_____ Convention Kick-Off Party Sponsor
Education Seminar Sponsor	\$ 500	_____ Education Seminar Sponsor
Hospitality Suite Sponsor	\$ 500	_____ Hospitality Suite Sponsor
Gold Golf Sponsor	\$3,000	_____ Gold Golf Sponsor
Silver Golf Sponsor	\$1,500	_____ Silver Golf Sponsor
Bronze Golf Sponsor	\$ 750	_____ Bronze Golf Sponsor
Patron Golf Sponsor	\$ 500	_____ Patron Golf Sponsor
Golf Beverage Sponsor	\$ 500	_____ Golf Beverage Sponsor
Exclusive Golf Hole Sponsor	\$ 200	_____ Exclusive Golf Hole Sponsor
Standard Golf Hole Sponsor	\$ 100	_____ Standard Golf Hole Sponsor
		_____ <b>TOTAL SPONSORSHIPS</b>
		_____ <b>GRAND TOTAL- NOW DUE</b>

### Events (Included in Registration Fee)

**Please Indicate the Number of People Attending Each Event:**

\_\_\_\_\_ National Board Meeting \_\_\_\_\_ Convention Kick-Off Party \_\_\_\_\_ Breakfast Business Meeting  
 \_\_\_\_\_ Past President's Reception \_\_\_\_\_ National President's Ball \_\_\_\_\_ Incoming Officer Reception \_\_\_\_\_ Awards Dinner

### Seminars (Included in Registration Fee)

**Please Indicate the Number of People Attending Each Event:**

\_\_\_\_\_ Team Building Session \_\_\_\_\_ Panel Discussion \_\_\_\_\_ Government Contracting \_\_\_\_\_ Officer Orientation



## Team Building Session: Three Armed Race

Prepare to laugh a lot with your spouse at this team building exercise. You can also laugh a lot at the other teams as well. Participants will be separated into pairs.

Then the right arm of one participant is tied to the left arm of the other team mate making three arms. Now for the fun part, this third arm is not to be used in this competition. The teams will see which team can build the tallest structure out of Lego's in a specified amount of time. Keep in mind you will be using your left hand and your partners right hand together to build a structure. Teamwork is the purpose of this session and hysterical fun will be the result!

## Panel Discussion: "How Does A Company Weather This Storm?"

Tim Reichardt, Senior Estimator with Hardin Construction, will be moderating a panel discussion with a diverse cross section of construction industry professionals. The panel will consist of a Developer, large General Contractor, medium General Contractor, Subcontractor, and a Supplier.

The panel discussion will focus on how does each different professional plan to make 2010 a profitable year. This seminar will be a great opportunity for everyone to share their experiences and knowledge of how they are surviving a tough market. Plan to be positive and focus on the solutions for your company. With the help of each other's ideas we can learn how to make 2010 a great year!



## Government Contracting Opportunities

Presented by Lou Martinez, Owner of Martinez Engineering & Management Services. Lou brings 35 years of Engineering experience to his seminar. He has worked directly for different branches of the government as well as a design professional. This gives him the unique ability to understand both sides of the development module. In this seminar Lou will explain the different types of government contract opportunities. He will discuss the current trends within the government contracting market. Most of all, he will share with you avenues in which your company will have the best chance to secure government work in the future.



## PCEA Chapter Officer Orientation

**ALL INCOMING CHAPTERS OFFICERS ARE ENCOURAGED TO ATTEND**

The leadership qualities in each person that volunteers their time and talent to our organization are what keeps PCEA a strong and growing association. This program will be broken down into the different offices and led by members that have served in the respective office. This is a very informative program and has proven to be very helpful for incoming officer to familiarize themselves how the association operates and the duties and responsibilities that come with each officer position.

## Jacksonville City Tour

Plan to taste, see, smell, touch, and hear the best of Jacksonville! Travel downtown and hear the exploits of Andrew Jackson and the famous architects that descended upon the city after the great fire of 1901. From the ashes grew the most modern city in the world as we step back in time to tour the architecturally rich St. James Building. The tour continues in the sports complex area, Jacksonville Memorial Wall, and the historic Riverside/Avondale area before stopping at the famous Peterbrooke Chocolatier. On this part of the tour we will go through the production center to introduce you to the history and process of fine European chocolate-making. After the tour, which includes a sample of Peterbrooke's famous chocolate covered popcorn, you can shop to your hearts content in the retail center!

## Gates Architectural Precast Plant Tour

Travel just 15 minutes from the Hotel and visit the largest producer of Architectural precast in the US, Gate Precast Company. Tour Gate Precast's Jacksonville Precast production facility. See how Gate uses the latest technology to transfer design documents to panel tickets, formwork cut sheets, pour tables and final precast product finishing. Lunch will be provided. **Closed toed shoes will be required for this event. Available to members and guests.**

## The Cummer Museum of Art & Gardens

The Cummer Museum of Art & Gardens, built on the site of the home of Arthur and Ninah Cummer, opened it's doors November 10, 1961. From Ninah Cummer's small collection of 60 pieces that launched the museum, the Cummer's permanent collection has grown to over five thousand works of art, encompassing eight thousand years of art history. The museum boasts one of the most important and delightful gardens in Northeast Florida. Located on the banks of the St. Johns River, the gardens have a fascinating history stretching back over 100 years.

## Anheuser-Busch Beermaster Tour

The Beermaster Tour is a unique opportunity to experience a behind the scenes look at the brewing of Budweiser. It includes a visit to the Brew Hall, Primary Fermentation Cellar, Lager Cellar, Packaging Facility, Quality Assurance, and Finishing Cellar, including sampling directly from a Finishing Tank. To commemorate your experience, a variety of gifts are provided for each guest. **PLEASE NOTE THAT CLOSED TOED SHOES AND LONG PANTS ARE MANDATORY FOR THIS TOUR AND REQUIRED FOR EVERY GUEST. ADDITIONAL SAFETY EQUIPMENT PROVIDED.**

## St. Augustine Historic Tour

Your professional tour guide, dressed in period costume, will cover 450 years of colorful history: the Ponce de Leon discovery, the pirate days of Sir Francis Drake, the Spanish and English colonial years, and the Victorian Flagler era. We will tour all the major sites and stop at the Castillo de San Marcos, the fort that was never captured in battle. St. Augustine was also the first winter resort for the rich and famous during the Gilded Age. Hear how Henry Flagler built the most opulent hotels of the day. The second stop will be the Venetian Renaissance gem of Flagler Memorial Church or the Mission de Nombre de Dois. Once this memorable tour is complete, you are on your own for free time and shopping in St. Augustine's unique historic district.

**PCEA**  
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**Charlotte, NC 28216**

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Web Site: www.pcea.org

PCEA is a not-for-profit association



**PCEA 35th Annual  
National Convention  
Jacksonville, FL  
April 28-May 2, 2010**

**Convention Event Sponsor \$ 1,500**  
Corporate Logo on all Convention Literature and Signage  
Special Recognition at the Past President's Reception  
Special Recognition at the National Presidents Ball  
Special Recognition at all Seminars  
Half page advertisement in our National Newsletter  
Opportunity to supply promotional items to all attendees  
Sponsorship of One Tee Box at the Golf Tournament

**Awards Dinner Sponsor \$750**  
Corporate Logo on all Convention Signage  
Corporate Logo on all Award Agenda  
Special Recognition and Introduction at the Awards Dinner  
Opportunity to supply promotional items to all attendees

**Past President Reception Sponsor \$ 750**  
Corporate Logo on all Convention Signage  
Corporate Logo on all Reception Signage  
Special Recognition and Introduction at the Reception  
Opportunity to supply promotional items to all attendees

**Convention Kick-Off Party Sponsor \$ 500**  
Corporate Logo on all Seminar Signage  
Opportunity to supply promotional items to all attendees

**Education Seminar Sponsor \$ 500**  
Corporate Logo on all Seminar Signage  
Opportunity to supply promotional items to all attendees

**Hospitality Suite Sponsor \$ 500**  
Corporate Logo on all Hospitality Signage  
Opportunity to supply promotional items to all attendees

**GOLD GOLF Sponsor \$3,000**  
Includes (8) players, (8) mulligan packages, & **TITLE SPONSOR**  
recognition throughout Convention

**SILVER GOLF Sponsor \$1,500**  
Includes (4) players, (4) mulligan packages, Exclusive Hole sign &  
sponsor recognition throughout Convention

**BRONZE GOLF Sponsor \$750**  
Includes (4) players, Standard Hole sign & sponsor recognition  
throughout Convention

**PCEA PATRON GOLF Sponsor \$500**  
Standard hole sign & sponsor recognition throughout Convention

**GOLF BEVERAGE Sponsor \$500**  
Sponsor recognition throughout Convention (and all the beverages  
you can drink!)

**EXCLUSIVE GOLF HOLE Sponsor \$200**  
Your company sign ONLY at a tee box & sponsor recognition  
throughout Convention

**STANDARD GOLF HOLE Sponsor \$100**  
Your company sign with others at a tee box & sponsor recognition  
throughout Convention