

Social Media 101 for Contractors



Cordell M. Parvin
<http://www.cordellparvin.com>

FLORIDA TRANSPORTATION BUILDERS' ASSOCIATION

HOME CONTACT US

CALENDAR NEWS ABOUT US WHO WE ARE GOVT AFFAIRS SPECIAL CONSTRUCTION WORKSHOP EDUCATION MEMBERSHIP

WELCOME

To the FTBA Website. Our goal is to foster and promote public understanding and support for an efficient, effective and totally integrated transportation system including air, highway, local streets and roads, railroads, and public mass transit systems. [Learn More](#)

CALLING FOR GRASSROOTS VOLUNTEERS

During the 2010 legislative session, we saw just how pivotal our voice is in creating the political pressure necessary to get lawmakers to take action. Now our help is needed on a national level.

The American Road & Transportation Builders Association (ARTBA) is working to pass a multi-year, rebudget-funded highway and transit investment bill after more than 9 months of extensions and delays by Congress. To move this measure along - which concurrently would allow for more federal transportation dollars to come to Florida - ARTBA is launching a grassroots initiative to pass this transportation funding bill. As an FTBA member, we are asking you to help ARTBA make every effort to convince our members of Congress that the transportation construction industry needs this bill passed immediately.

What Would a Volunteer Do?
 Many FTBA members in urban areas may have several members of Congress to visit. As a result, FTBA is looking for multiple volunteers in each district.

Volunteers for this effort would:
 - Secure face-to-face meetings with U.S. Representatives and Senators within their local congressional district. These meetings should take place starting after the July 4th.

Convention 2010 Registration
 Travis Tritt and Billy Dean
 Headline FTBA Convention
 August 5 - 8, 2010

FTBA PARTNERS

ARTBA American Road & Transportation Builders Association

WB Williams Brothers Construction Co., Inc.
 An equal opportunity employer.

3800 Millon St.
 Houston, TX 77006
 Tel: 713.522.9621
 Fax: 713.520.5247

WHO WE ARE WHAT WE DO HOW WE OPERATE WHY WILLIAMS BROTHERS? WHERE WE ARE

RELIABLE
 We are RELIABLE
 The WB team has maintained a perfect record of on-time project delivery.

RESPONSIBLE
 We are RESPONSIBLE
 We have completed an on-site comprehensive safety program.

EXPERIENCED
 With 50+ years of experience, we have completed over 200 projects more than 50 years.

WB IN THE NEWS

project SPOTLIGHT
 On August 11, 2009, WB was the subject of an article in the Houston area.

50+ years of experience
 Williams Brothers is a vertically integrated, highly skilled, and diversified highway construction company dedicated to excellence in every aspect of business. Williams Brothers currently operates in Houston, Houston's Port Arthur, the Lower Rio Grande Valley, Dallas and San Antonio.

On September 9th, WB received two project awards at the AGC Luncheon in Austin.

The Challenge

Lawyers are: Skeptics

Autonomous

Lacking Social Skills

Abstract Reasoners

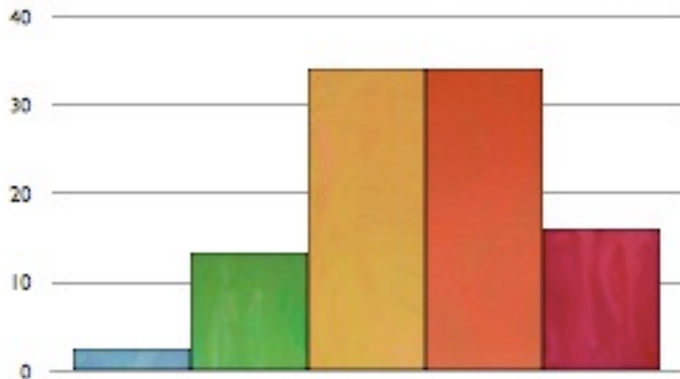
Impatient

Lacking Resilience



Studies of 18 Personality Traits of Lawyers Using the "Caliper Profile"
Dr. Larry Richard, Hildebrandt International

4



Five Kinds of Attitudes About Change

5

What Has Changed



6

What Has Changed

Fort Lauderdale construction



What Has Changed

1-10 Tallahassee



What Has Changed



10

What Has Changed



11

What Has Changed



12

What Has Changed

Orlando Sentinel | ARTICLE COLLECTIONS

Football Fans' Foe Off The Field: I-75

Motorists To Fsu And Uf Games This Fall Have To Face A Pre-game Opponent: A Highway Construction Project.

August 15, 1994 | By Roger Roy of The Sentinel Staff

It won't be long before the thermometer plummets to a crisp 54 degrees and the autumn air is once again full of the sounds of college football - and the smell of hot asphalt.

Fall means time for the gridiron - and gridlock season on Interstate 75 - when thousands of returning students and other fans headed to Saturday games at the University of Florida in Gainesville and Florida State University in Tallahassee pack the busy North Florida highway.

Fans can expect to face worse-than-usual traffic this year on I-75, which is in the midst of a five-year, \$230 million construction project to widen more than 100 miles of the highway from four to six lanes.

13

What Has Changed

The Bradenton Times

FDOT Road Watch Report

Manatee County projects for the Week of Sunday, May 2

Published Sunday, May 2, 2010 6:00 am
by Florida Department of Transportation

Haben Boulevard: From U.S. 301 to U.S. 41: Construction project — This project consists of milling and resurfacing Haben Boulevard, new signage and pavement markings, and the installation of new guardrail and sidewalk. There will be intermittent lane closures, Monday through Wednesday, 8 a.m. to 4 p.m. for final paving operations, weather permitting.

Motorists are advised to use caution while in the area and to expect possible delays. The contractor is AJAX Paving Industries of Florida, Inc. Work is expected to complete in June, 2010.

Anna Maria Bridges: Anna Maria Bridges: At Crescent Avenue and North Bay Boulevard: Construction project — The improvements under this contract consist of repairs to the bridges at Crescent Drive Canal and North Bay Canal within the City of Anna Maria. During the week of Monday, May 3rd, 2010, the contractor will begin mobilizing operations to begin repairs to the North Bay Bridge. Beginning Wednesday, May 5th, 2010, the contractor is scheduled to close the North Bay Bridge to begin construction activities. Detour signs will be in place directing motorists to alternate route. Weather permitting, scheduled activities are anticipated to be in effect for approximately five weeks.

Motorists are advised to use caution and watch for construction workers in the construction zone. This

What Has Changed

The screenshot shows the BNET website interface. At the top left is the BNET logo. To its right is the text "THE CBS INTERACTIVE BUSINESS NETWORK" and a "Log In | Join" link. Below the logo is a navigation menu with items: "Home", "Commentary", "Leadership", "Life at Work", "Business Owners", "Lifestyle", and "CB". A search bar is located to the right of the menu. Below the menu is a "Find Articles In:" section with categories: "All", "Business", "Reference", "Technology", "Lifestyle", and "Newspaper Collection". A green banner below the search bar displays "BREAKING NEWS: Qell Capita Q2net income up 2.4pc".

9B work begins in June

Florida Times Union, May 15, 2010 | by LARRY HANNAN

0 Comments

Stephen Benaski is trying to look at the bright side of having construction right outside of his bar.

"With all these construction workers out in the hot sun, hopefully some of them will get thirsty and want a drink," said Benaski, owner of the Bayard Rooster on Philips Highway just south of St. Augustine Road.

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1990's/Early 2000's PR Tools

PERSONAL CONTACT

NEWSPAPER ARTICLES

TELEVISION PRESENTATION

RADIO

PUBLIC HEARINGS





What is Social Media



Social Media

Facebook Users Are Getting Older. Much Older.

Facebook Users Are Getting Older. Much Older

As you can see in the chart below, the overall number of users (people 13 and older) grew only 2.6% between the fourth of January and the fourth of May of 2010. In comparison, the number of users aged 25+ grew 16.6%. The number of users aged 35+ grew 19.1%, while the number of users under 13 years old grew a meager 0.7%.



Country	Age Group	Jan 4, 2010	May 4, 2010	% Change
United States	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Canada	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
United Kingdom	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
France	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Germany	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Japan	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Brazil	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
India	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Australia	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Spain	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Italy	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Mexico	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Russia	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
China	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
South Korea	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
South Africa	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Indonesia	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Netherlands	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Sweden	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Denmark	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Norway	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Belgium	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Austria	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Switzerland	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Portugal	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Greece	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Turkey	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Argentina	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Colombia	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Chile	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Peru	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Venezuela	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Cuba	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Ecuador	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Bolivia	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Paraguay	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Uruguay	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Costa Rica	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Panama	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Nicaragua	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%
Honduras	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
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	18-24	1,147,000	1,170,000	2.0%
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	25+	1,147,000	1,310,000	14.2%
Cuba	13-17	1,147,000	1,170,000	2.0%
	18-24	1,147,000	1,170,000	2.0%
	25+	1,147,000	1,310,000	14.2%

Social Media Types



22

Social Media Overview

"It's learning how to speak to your customers again and getting into the channels where they are, whether it's Twitter, Facebook, whatever."



Scott Monty

Head of Global
Social Media at Ford

On-Line Conversations

23



Social Media Expands Reach



Strong-Tie Buzz



Weak-Tie Buzz

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Why Use Social Media



Seth Godin

How can you squander even one more day not taking advantage of the greatest shifts of our generation? How dare you settle for less when the world has made it so easy for you to be remarkable?"

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Why Use Social Media

Economical

Efficient

Effective

Engaging



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Why Use Social Media

Social Times™
Your Social Media Success



Report: Facebook and Twitter Slowly Replacing Email

Posted by Mike Newman on February 2nd, 2010 at 10:14 AM

[View Comments](#)

2009 saw a tremendous increase in usage of Social Media sites like Twitter and Facebook, and could easily be termed as the Year of Social Media. This growth in the usage of social and collaboration platforms has led the enterprises to seriously consider using social platforms for business collaborations, according to Mark R. Gilbert, research vice president at Gartner Research.



Due to the increased use of social tools both inside and outside corporate firewalls, and the changing demographics (i.e. within a few years majority of users entering the workforce would belong to the Facebook age and would continue to communicate with colleagues via Facebook and Twitter), Gartner predicts that by 2014 20% of business users will be using social networking services for communication instead of emails.

Gartner claims that Social networking will prove to be more effective than emails in real time communications, such as informing colleagues about status updates, or expertise localization within a business. This is an area which is already well covered by services like Twitter and Facebook. However, users currently use the status



How I Use Social Media

LAW CONSULTING BLOG
MARK & WENDY DE CARVALLO - CLIENT DEVELOPMENT - BILLY LAW GROUP



CORDELL
PARVILLI

20 Things I Wish Someone Had Told Me When I was a First Year Lawyer

Monday, 10/12/09 by CordeLL Parvilli

Recently I saw a blog of Things I Wish Someone Had Told Me when I was a 1st year lawyer. I was a 1st year lawyer. What do you wish someone had told you?



- Here is my list of 20 things I wish someone had told me:
1. You may think your education was completed when you finished law school. In reality it was only begun and you are entering into a more important and challenging phase of learning.
 2. Putting the bar and then when you take partner and events. Being an outstanding lawyer and understanding partner are different concepts.
 3. Find your purpose for being a lawyer, your passion and your core values.
 4. Never be selfish. Always give to get better.
 5. Create a plan each year that includes what you want to learn.
 6. Your mentor is not a given.
 7. Your supervisor is your ally with respect.
 8. Practice, practice, practice, no other word should be as you develop what you do.
 9. Learn to say "no" gracefully and with confidence.
 10. Standing over your clients is the best security you will ever have.
 11. Don't let your work take you away from your family.
 12. Many don't buy into the myth that the only way to develop business is the way you were taught in law school. Develop your own way to develop business.
 13. When client development and building relationships with clients and of your own law firm. There should be no such thing as a free lunch.

People Were Talking About Dell



Randy Cassingham's

This is True[®] Since 1994

"Truth is Stranger than Fiction because Fiction Has to Make Sense."

* Dell Hell

[A Few Reader Horror Stories](#)
[Updates: A Happy Ending?](#)
[Conclusion -- and Lessons Learned](#)

I've recommended Dell computers for many years. But my confidence in them was shaken when I got a new laptop in Fall 2004, and I ended up in "Dell Hell". As you might expect, I run my computers pretty hard since I work 10-14 hours/day, seven days a week to bring you True and other stuff, so I get a new one every three years or so. This time I decided to switch to a full-time laptop; I gave my desktop to my new assistant and ordered up a new Dell Inspiron laptop.

People Were Talking About Comcast

HOME PAGE MY TIMES TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS

The New York Times

Technology

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

Search Tech News & 8,000+ Products

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Select a Product Category

NEW YORK
FILM
ACADEMY

HANDS-ON IN
FILM & ACTING
FOR COLLEGE

Gripping Online? Comcast Hears and Talks Back

By BRIAN STELTER
Published: July 25, 2008

PHILADELPHIA — Brandon Dilbeck, 20, a student at the [University of Washington](#), was complaining recently on his blog, Brandon Notices, about [Comcast's](#) practice of posting ads in its on-screen programming guide.

FACEBOOK

TWITTER

RECOMMEND

COMMENTS

841

USA TODAY Home News Travel Money Sports Life Tech Web

Technology Technology Live Science Fair Science & Space Products Gaming Wi-Fi Center

Social media like Twitter change customer service

Updated 11/18/2008 4:08 PM | Comments 21 | Recommend 7 | E-mail | Save | Print | Reprints & Permissions | RSS



Enlarge By Eileen Glass, USA TODAY

Frank Elisen, director of digital care at Comcast, says Comcast uses Twitter, Facebook, YouTube, blogs and help forums to help customers.

By Jon Swartz, USA TODAY

SAN FRANCISCO — When Wes Harper's high-definition cable service went on the fritz a few months ago, he hopped on Twitter and tried to reach Comcast's customer service reps.

At the time, it seemed the best course of action, given Comcast's sterling reputation on the social-media service.

But Comcast ignored him, pushing Harper, a 26-year-old digital-media strategist in Naples, Fla., to take extreme measures. He began a campaign of "flaming" Comcast with withering tweets.

Eventually, he got Comcast's attention, and the issue was resolved.

Leyl Master Black had quite a different experience. Instead of

Share

Yahoo! Buzz

Add to Mix

Facebook

Twitter

More

Subscribe

myYahoo

Google


More

TWITTER CUSTOMER SERVICE

Twitter has become a staple for dozens of



Listen - They Are Talking



We hate Oshkosh's Road Construction!

Join

Wall
Info
Discussions
Photos
Videos
Events

Basic Info

Name: We hate Oshkosh's Road Construction

Category: Common Interest - Current Events

Description: Every year Oshkosh, WI experiences its two seasons, Winter and "Road Construction". Every year we need to adjust our routes and driving styles to stay out of the way of closed lanes, blocked streets, and rush hour traffic all being combined into half the streets than normal.

This year, 2010, has had more road construction so far than any other year. With all the construction on Highway K1, the Wheel Street bridge being out, construction alongside the frontage roads, the Jackson Street... (read more)

Privacy Type: Open. All content is public.

Contact Info

Website: <http://www.oshkoshwi.org/index.asp>

Location: Oshkosh, WI

Recent News

News:

- May 12, 2010
Group hit 2000 people! Thanks everyone for joining! Also, they are about to begin digging up Main Street which is where I live, about to become even more annoying in Oshkosh! I will be sure to take pictures of the city "workers" not working!
- May 11, 2010-I believe more of Main Street is currently closed off as of yesterday/today...another way to make this more

And Posting Photos of You

We Hate Oshkosh's Road Construction



This is what taxpayers pay for. . .



Hard at work



Listen - They Are Talking

facebook

Fan photos from Ohio has four seasons: Almost Winter, Winter, Still Winter and Construction

Photo 2 of 1 · [Back to Profile](#) · [See All Photos](#)



Real picture from Cleveland

Added March 22

Added by Tommy Seifert to "Ohio has four seasons: Almost Winter, Winter, Still Winter and Construction"

[Share](#)
[Tap This Photo](#)



Listen - They Are Talking



I hate the Marshall MN Road Construction [Like](#)

[Wall](#) [Info](#) [Photos](#) [Discussions](#)

I hate the Marshall MN Road Construction · [Others](#)

[I hate the Marshall MN Road Construction](#) · [Just Others](#)

I hate the Marshall MN Road Construction people are also confused on Seneca and 23 where there are 2 stop signs.
Sunday at 7:31pm

Nerhan Miller Stop means stop
Sunday at 8:52pm · [42 people](#) · [Flag](#)

Loretta Skapleton I agree
Sunday at 9:28pm · [Flag](#)

Matt Pearson I know that drives me nuts
Sunday at 8:33pm · [Flag](#)

I hate the Marshall MN Road Construction Crazy Days was CRAZY for traffic today!!!
July 15 at 9:09am

James Dwan Wood I bet it wasn't!
July 15 at 6:27pm · [Flag](#)

Pamela Giles says ... guess I should of headed to Marshall for crazy days after work today. Forget I home now and not leaving!
July 15 at 6:08pm · [Flag](#)

Suggest to friends

This is going to SUCK!

1,364 People Like This



Photos



And Spreading the Word

Results for Wash DOT 0.06 seconds

[krome](#): RT [@condelparvts](#): RT [@ConstructionMag](#): A nearly \$900,000 change order-yikes! Wash DOT builds highway offramp in wrong direction <http://bit.ly/9imuy1> [Expand](#)
about 1 hour ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)

[condelparvts](#): RT [@ConstructionMag](#): A nearly \$900,000 change order-yikes! Wash DOT builds highway offramp in wrong direction <http://bit.ly/9imuy1> [Expand](#)
about 1 hour ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)

[MTHINKINYU2](#): bout to wash myy hair at 10 on the dot lmao ... i say this everytime but this time im for real
about 17 hours ago via [web](#) · [Reply](#) · [View Tweet](#)

[betterbuilding](#): The Value of Design-Bid-Build? Wash DOT builds highway offramp in wrong direction after communication breakdown: <http://bit.ly/9imuy1> [Expand](#)
about 21 hours ago via [UberTwitter](#) · [Reply](#) · [View Tweet](#)

[ABCWyoming](#): RT [@ConstructionMag](#): A nearly \$900,000 change order-yikes!

Listen - They Are Talking



Tool to Monitor What is Being Said

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Listen - They Are Talking



Provides a Way to Get Feedback

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Why Use Social Media

"Criticism is not your enemy; apathy and indifference are. Any negative response from consumers (whether by blog, e-mail or customer service inquiry) is a cry for help AND an acknowledgement that they care (enough to reach out to you. . .)."



Jeffrey Jaffe
President, Crayon

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Why Use Social Media



Educate

Educate



Educate

twitter Have an account? Sign in

 **SEConstruction**

Location Tampa, FL
 Web <http://southeast...>
 Bio Editor-in-Chief of Southeast Construction magazine

1,845 1,877 100
following followers listed

Tweets 2,879

Favorites

Lists

- [@SEConstruction/contractors](#)
- [@SEConstruction/media](#)
- [@SEConstruction/construction](#)

View all

Following

↓ 

RT @nytenvironment: The 'Super Skimmer' That Wasn't <http://bit.ly/d8ITbA>
about 3 hours ago via TweetDeck

NPR: Introducing UltraViolet: Buy Your Digital Movie Once, Play It Anywhere?—More at <http://n.pr/128626624>
about 3 hours ago via NPR News for iPhone

RT @Towerconst: China's Hisense puts R&D lab in Gwinnett. <http://bit.ly/8XvqLX>
about 3 hours ago via Twitter for iPhone

RT @AlannaMalone: RT @HuffingtonPost OS LEAKING from top of the cap,seepage reported 2 miles away: <http://huff.to>

Educate

twitter Have an account? Sign in

 **ClickSafetyOT**

Location Alamo, CA
 Web <http://www.clicks...>
 Bio I'm a spokesperson for ClickSafety, the leader in online safety training. Follow ClickSafetyOT for industry news, promotions and product updates.

421 303 18
following followers listed

Tweets 181

Favorites

Following



New charges brought in @ReedConstrData's lawsuit against McGraw-Hill Construction: [#McGrawHill #lawsuit #construction](http://ow.ly/LTFp)
6:22 AM Dec 14th, 2009 via web

OSHA's fiscal 2010 enforcement spending to increase by \$25 million: [#OSHA #2010](http://ow.ly/LTAT)
6:22 AM Dec 14th, 2009 via web

RT @AIAStateAffairs: Int'l #Green Construction Code (#GCC) mtgs near Ft. Myers highlighted in @AIAFloridaSW's "Weekly Update": <http://h...>
6:20 AM Dec 14th, 2009 via web

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 **CONSTRUCTIONNews**

Name Construction News
 Bio Construction industry news and latest updates.

44 2,238 118
following followers listed

Tweets 538

Favorites

Following



RT @greenregister: Green Building Foundation Course and Becoming an Eco-refurbisher coming to Glasgow soon <http://www.greenregister.org.uk/>
6:22 AM Nov 17th via web

RT @incemagazine: NICE latest news: Building contracts to be queried: The new Conservative-Liberal Democrat administration is conce...
6:21 AM Nov 17th via web

Educate



corde@parvin: RT @do_what_u_love: Today in 1953 - The Federal Highway Act authorized the construction of 42,500 miles of freeway from coast to coast.
1 day ago via TweetDeck · Reply · View Tweet



XSCAPE2NY: <http://tweetphoto.com/29831207> Who closes the whole highway to do construction on a weekday when people got work (cont) <http://t.l.gd/27371k>
1 day ago via UberTwitter · Reply · View Tweet



hdsize: RT @ARGOP @arkdems Do your 7 Democrat State Senate Candidates support raising taxes to fund highway construction? [#argop](http://ow.ly/24Tdy)
1 day ago via htdroid · Reply · View Tweet



DanielleFusco: RT @ARGOP: @arkdems Do your seven Democrat State Senate Candidates support raising taxes to fund highway construction? [#argop](http://ow.ly/24Tdy)
1 day ago via HootSuite · Reply · View Tweet



Kvasilcs: RT @ARGOP: @arkdems Do your seven Democrat State Senate Candidates support raising taxes to fund highway construction? [#argop](http://ow.ly/24Tdy)

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ARGOP: @arkdems Do your seven Democrat State Senate Candidates support raising taxes to fund highway construction? [#argop](http://ow.ly/24Tdy)
1 day ago via HootSuite · Reply · View Tweet · Show Conversation



LAO Observed: RT @I_405: June 29: There will be no project construction work on the I-405 highway from July 2 through July 5.
1 day ago via TweetDeck · Reply · View Tweet



UCLACommute: RT @I_405: June 29: Because of the July 4th holiday, there will be no project construction work on the I-405 highway from July 2 through July 5.
1 day ago via web · Reply · View Tweet



I_405: June 29: Because of the July 4th holiday, there will be no project construction work on the I-405 highway from July 2 through July 5.
1 day ago via web · Reply · View Tweet



1913DeucesRWild: thank goodness for the highway construction in #stouis being over now. I think they were working on it for half of my lifetime.

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ARTBA

Special Twitter rate 4 Oct. 3-6
ARTBA Nat'l Conv in NYC 1st 5
peeps to email etarrant@artba.org
get special \$950 rate: <http://bit.ly/ahICX3>

8:55 AM Sat 09-Sep-2011

ARTBA launches new Green&Clean project profiling projects nationwide: <http://snurl.com/w15xr>
1:37 PM May 05 via web

Sec. LaHood confirmed at ARTBA P3 conference Jul 22-23:
info here <http://snurl.com/vt9l> and reg. here
<http://snurl.com/vtiab>

6:36 AM Apr 27 via web

Name ARTBA

1 303 22
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Following



RT @K3S: feed of ARTBA's tweets

Educate



facebook

Search



American Institute of Steel Construction

Wall Info NSSAC Extra Fun News Photos

- Hasanain Civil Unique job board and advertising web site for the steelwork industry
21 hours ago · Flag
- Uddavsteel Detailing Weare specialized in providing Design & detailing services to PCBbuilding system ,light steel gauge detailing ,Misc. steel detailing
July 2 at 8:00am · Flag
- Onur Akovali participate us...
<http://www.facebook.com/group.php?gid=211049937038>
June 23 at 5:15am · Flag
- Onur Akovali a successful pushover example is developing now...
It will be visible for everyone soon...
<http://i49.tiny.cc/8f76x.jpg>
June 23 at 5:26am · Flag
- Alwin Jeffrey Caldwell Visit our non official tekla structures forum for free support <http://www.ekstela.net/>

Suggest to Friends

AISC University Relations hopes to inspire engineering and architectural students to study steel by providing them with free educational tools, design and engineering competitions, scholarships, discounts, and free membership.

Information

Location
One East Wacker Drive, Ste 700
Chicago, IL 60601

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- SHOP & LEARN HERE!
- Tire Equipment
 - Heaters
 - Diamond Blades
 - ConstructionComplete
 - Concrete Equipment
 - Buying Guides
- Subscribe to this blog's feed

June 17, 2010

Fitting a Traffic Arrow Board to Your Full-Size Pickup

Traffic Arrow Boards are an important part of construction site safety, particularly in the case of road and highway construction. Arrow boards come in a variety of sizes and sizes to meet the needs of any job. From towable towers to mountable truck units, each can be very useful in the field. If you're considering a truck-mounted unit, you may have some questions about how the board will integrate with your current set up.

Basically, there are four ways you might mount a board to your current vehicle: Towgate Mount, Bed Flat Rack, Bed Floor Rack, and Truck Head Rack. I've posted images of each style below for you to review.



- TALK TO US
- Ask The Expert
 - Give Us Suggestions
- ARCHIVES
- June 2010
 - April 2010
 - March 2010
 - February 2010
 - January 2010
 - December 2009
 - October 2009
 - September 2009

Educate



think harder. concrete.

What is think harder? Why think harder? Get involved About us Think Concrete Blog Minnesota



Think Concrete Blog

Videos Available on Top Decorative Concrete Products

Posted On: July 29, 2010

Here's one for those of you interested in decorative concrete. Concrete Network this week announced that it has produced 28 new online videos featuring what it describes as today's most popular concrete products. Each video focuses on one concrete product and includes a detailed explanation of what the product is...

July 2010

S	M	T	W
27			
28	4	5	6
29	11	12	13
30	18	19	20
31	25	26	27
1			



Recruit

CONSTRUCTION CAREER DAYS IN SOUTH FLORIDA

A large group of people, many wearing orange safety vests, are gathered for a construction career day event. They are standing in front of a red carpeted area with a sign that says "CONSTRUCTION CAREER DAYS 2009".

Annual Job Fair Alerts Students About Opportunities in Highway & Bridge Industry

Florida Transportation Authority
CONSTRUCTION CAREER DAYS
2009

Recruit

The Facebook logo is in the top left corner.

facebook

Bechtel Corporation

Careers on a grander scale

We're Recruiting
Check out our calendar for an event in your area.

What's Hot
We're hiring right now at some cool projects.

Meet Our People
Bechtel employees talk about their work.

Start Your Search

Why Bechtel
Whatever you're looking for in a career, you'll likely find it here.

Where We Work
A lot of companies are multinational. We're global, with projects from Alaska to Australia.

Protect the Planet

#1
FOR
CONSTRUCTION
EMPLOYERS

Connect With More Friends

Start the Facebook experience with more of your friends. See our simple, step-by-step to start connecting.

More Ads

Why Use Social Media



Build Community and Public Support

64

Build Community and Public Support

WORK ZONE MOBILITY AND SAFETY PROGRAM

Project-Level Public Information and Outreach Examples

All the project-level, work zone public information and outreach strategies are used to communicate with road users, the general public, area residents and businesses, and appropriate public entities about:

- Project information
- Road conditions in the work zone area
- Safety and mobility effects of the work zone

Effective use of public information and outreach strategies can lead to improved driver and worker safety, less traffic delay, and reduced driver frustration. The Work Zone Public and Mobility Solutions Guide requires that public information and outreach strategies be included in Transportation Management Plans (TMPs) for significant projects.

According to some states, public information is one of the most cost-effective work zone mobility mitigation strategies, in both urban and rural areas.

The examples on this page are not the only types of public information and outreach strategies, and are not meant to advocate a "one size fits all" approach.

- Examples
- Public Information and Outreach Guidelines from States
- Project Web Sites

Examples

Case - [9/20/14 Connecticut Web Site for Multiple Projects - State DOT Example](#)

The State DOT has developed its public outreach campaign for the 2015 construction season with the project, "Know Where, Know Why." With about 20 major construction projects on State roads this season, State DOT wants drivers to stay informed. Drivers can learn about construction by visiting the 2015 Road Construction Guide at most State Turnpike Restrooms, by visiting the [State DOT State Office](#), [State DOT Web Site](#), and by signing up for Facebook, Twitter and other social media messages. State DOT will also be providing a variety of other construction updates through the Turnpike Campaign to all points of entry, rest areas and trucking associations in the eastern United States.

Build Community and Public Support

facebook

Case Construction Equipment

Wall Info Photos Video Discussions

Norma Jean Wright SCHOUTEN CONSTRUCTION CASE IS THE BEST
July 10 at 1:03pm · Flag

Shaun Cunningham case has the best rubber tyre digger in da world
July 13 at 9:25am · Flag

Axlees Gasperis and case 1840 the best
July 14 at 5:00pm · Flag

Axlees Gasperis case cx 23 the best
July 14 at 5:00pm · Flag

Gary Wheat Potter Equipment in Springfield, Mo. and Harrison, AR, I am now a Territory Mgr / Sale Rep with the Springfield, Mo. location. CALL ME!!!! Check me out on FB... G. >->-
July 14 at 10:45am · Flag

Turners Trucking Trucking <http://www.turnerstruckinglimited.com/>
July 17 at 12:00am · Flag

1,615 People Like This

Build Community and Public Support



facebook

Highway Construction Workers

Wall Info Photos Discussions Reviews Links

Highway Construction Workers - Others **Highway Construction Workers** Just Others

Highway Construction Workers Well...the season is half over and things seem to be going as planned...Be safe out there and Keep us Alive...Drive 45 in OLR work zones....
July 15 at 7:51am

12 people like this

View all 5 comments

Scott Marlon amen to that please drive safe and follow all the construction signs save all of us construction workers from accidents.
July 16 at 9:58am - Flag

Melody Schrader I know I already commented once, but everyone of you have figured out by now, I speak about, Sembock, you have no idea what it's like to have cars coming at you at 70 mile an hour, and knowing your life depends on if they slow down, or are texting or talking on their cell. A whole family can suffer a tremendous loss because of one small error...
See more
July 16 at 12:39pm - 42 1 person - Flag

Build Community and Public Support



facebook

Female Construction Workers

Wall Info Photos Discussions

Female Construction Workers **SIXTEEN MEMBERS! KEEP IT UP!**
July 3 at 1:28pm

Male Hattori likes this.

Female Construction Workers **INVITE EVERYONE YOU KNOW!**
May 29 at 11:17am

Female Construction Workers you guys, we've already sextaped our fan base.
May 27 at 10:46am

View all 5 comments

Female Construction Workers admin #1, will you marry me?
May 27 at 11:57pm - Flag

Female Construction Workers yes admin #2, I believe I will.
May 28 at 2:11am - Flag

Female Construction Workers Quinn Shelby is ok too...
May 27 at 10:46am

Build Community and Public Support



MassDOT

Commonwealth Conversations Transportation

Working smart and working together to address transportation planning and implementation

July 19, 2011

Whittier Bridge Public Meeting

A Public Information Meeting for the Whittier Bridge-05 Improvement Project has been set for the following date and location:

Thursday, August 11, 6:30 - 8:30 PM
Wilson Senior Center
38 Lafayette Road, Salfordbury

The purpose of this meeting is to present the public with an update on the environmental analyses for the highway widening and bridge over crossing alternatives that are being evaluated as part of the Draft Environmental Impact Report/Environmental Assessment process. Following the presentation, MassDOT staff will lead a discussion to answer questions and gather public comment on the alternatives. Comments received will be carefully considered as the alternative evaluation moves forward.

The Whittier Bridge-05 Improvement Project to replace the Whittier Bridge over the Merrimack River is one of the most significant projects to be undertaken by MassDOT as part of Governor Deval Patrick's eight-year, \$5 billion transportation program. The completed project will result in four travel lanes, a shoulder adjacent to the high speed travel lane and a breakdown lane in each direction along the length of the project corridor. The

Feedback? Click here

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Photo album

massDOT flickr

Build Community and Public Support

FLORIDA TRANSPORTATION BUILDERS' ASSOCIATION



Tuesday, July 13, 2010

Gubernatorial Candidates Line Up Behind Florida's Transportation System

Gubernatorial Candidates Line Up Behind Florida's Transportation System

Last week, Attorney General Bill McCollum revealed his plan to create jobs and provide real solutions for Florida's transportation infrastructure and overall economic viability. The Attorney General is the first gubernatorial candidate to release a transportation vision plan of this scale but we are hopeful other candidates will be doing so as Election Day nears. His proposal stands to make a huge impact on the future of Florida's transportation industry and illustrates the economic potential our industry can provide when properly funded. This announcement clearly displays McCollum's understanding that transportation funding creates jobs.

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▼ 2010 (17)

Build Community and Public Support

facebook

Elements Landscape Construction

Wall Info Photos Discussions Reviews Links

Elements Landscape Construction Gearing up for an out of town project in a week or so.....Putting the crew up in an apartment across the street from the job site.....should be a nice change of scenery!
July 8 at 11:55am

Lynn Rasic likes this

Joe McGuire Vandenberg you haven't posted any project pictures this season.
July 8 at 6:35am - Flag

Terry A Donarbeski you + the man i take it want to bid a price
July 8 at 9:45am - Flag

Elements Landscape Construction Crew getting it on in Harrington Park this week! Excited for my clients to see the paver inlays (new fagstone patterned pavers) we are going to install...Phase one of a three phase installation.....What a beautiful day!
June 10 at 3:20am

3 people like this

Elements Landscape Construction Crew working near 12 hour days trying to get us caught up this week. Starting a large scale residential

Build Community and Public Support



FTBA President Bob Barlowe (left) and Contracting CEO/President Dennis Street Johnson (right) holding a ceremonial check for \$30,000 from the FTBA Scholarship Fund. The money was the result of proceeds raised through the Barlowe Contracting Charity Golf Tournament.

Scholarship Program

WB Williams Brothers Construction Co., Inc.
An equal opportunity employer.

3800 Wilson St.
Houston, TX 77006
Tel: 713.522.9821
Fax: 713.520.5247

WHO WE ARE WHAT WE DO HOW WE OPERATE WHY WILLIAMS BROTHERS? WHERE WE ARE

RELIABLE

we are RELIABLE

The WB team has maintained a perfect record of on-time project delivery.

RESPONSIBLE

we are RESPONSIBLE

We place emphasis on our comprehensive safety program.

we are EXPERIENCED

The WB team has led the place over 200 projects more than 30 years.

EXPERIENCED

WB IN THE NEWS

On September 9th, WB received two project awards at the AGC Luncheon in Austin.

project SPOTLIGHT

On August 11, 2010, WB was the subcontractor on two projects in the Houston area.

50th ANNIVERSARY

Williams Brothers is a vertically integrated, highly skilled, and motivated highway construction company dedicated to excellence in every aspect of business. Williams Brothers currently operates in Houston, Houston's Port Arthur, the Lower Rio Grande Valley, Dallas and San Antonio.

Tying it Together

UTAH.GOV SERVICES AGENCIES Search all of Utah.gov

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- Libraries
- TrafficWise
- Zero Fatalities
- Aerodynamics
- Over Night/CRISSED
- Partnership

Welcome to the Utah Department of Transportation

UDOT employees are committed to meeting the challenges of Utah's growing transportation needs. To help keep the public informed of our efforts we have developed this Web site, a [blog](#), a [Facebook](#) and [Twitter](#) page, a [Flickr](#) photostream, a [YouTube](#) channel and a [text update](#) service.

Alternatives Open Houses Planned for West Davis Corridor

Public invited to provide feedback on study's initial transportation concepts

[More >>>](#)

Hot Items

Real Conditions

11-18-2010

COMMERCE LAW

Construction Info

KNOW WHERE KNOW WHY

>15 Utah County

UTAH COUNTY

GO

How to Make Social Media Work



76

How to Make Social Media Work



Instant Communication with
Employees, Community

77

Build Community and Public Support



Customer Plus-Delta
Napsterize Knowledge
Build the Buzz
Create Community
Make Bite-Size Chunks
Create a Cause

Create Client Evangelists

78

Next Step



Create Social Media Plan

79

Next Step



Who is Your Audience?

80

Next Step



What is Your Purpose?

81

Next Step



What is Your Story?

82

Next Step



Search Engine Optimization

83

Search Engine Optimization

Web Images Videos Maps News Shopping Gmail Store

Google road construction companies Search

About 3,890,000 results (0.21 seconds) [Advanced search](#)

Arrow Road Construction Company and Healy Asphalt Company
Arrow Road Construction Company was founded in 1925 and is headquartered in Mt. Prospect, Illinois. Our affiliate company, Healy Asphalt Co. ...
www.arrowra.com/ - [Cached](#) - [Similar](#)

Road Construction Contractors - US (United States) - Page 1 of 8 ...
Looking to source suppliers of Road Construction Contractors in US (United ... Contractors available from Arrow Road Construction Company based in IL ...
www.kalypsosearch.com/us/products/13067.html - [Cached](#) - [Similar](#)

Hubbard Construction Company
The Hubbard Group is a holding company comprised of two of the most dominant heavy ... the European leader in road construction, and a division of Vinci ...
www.hubbardgroup.com/ - [Cached](#) - [Similar](#)

Ranger Construction - Road and Bridge Construction, Site ...
Ranger Construction is a leading road building, sewerwork, asphalt paving company, asphalt resurfacing and excavation contractor headquartered in West Palm ...
www.rangerconstruction.com/ - [Cached](#) - [Similar](#)

Road Construction Companies / Road Construction Companies
Jun 27, 2010 ... RoadConstructionCompanies.com contains list of road construction firms, agent, companies etc. Add new Road Construction Company ...
www.roadconstructioncompanies.com/ - [Cached](#)

General Contractor, Road Construction & Site Preparation in CT ...
Sassano Construction Company is one of the premier site contractors in the ... Sassano Construction Co. 26 Quaker Office Road, Shelton, CT 06484

Search Engine Optimization

Web Images Videos Maps News Shopping Gmail more

Google highway construction companies Search

About 1,200,000 results (0.49 seconds) Advanced search

Everything + More

All results Related searches + More search tools

Highway Construction
Local.com Find Exactly What You Want. Highway Construction near You!

Bridge, Tunnel, and Elevated Highway Construction in the United States
Jun 15, 2010 ... Search or browse our list of bridge, tunnel, and elevated highway construction companies by category or location.
www.mantis.com/.../bridge_tunnel_and_elevated_highway_construction - Cached - Similar

Hubbard Construction Company
Click on the links above to find out more about Hubbard Construction and Stryke Construction. Hubbard Group is part of Eurovia, the European leader in road ...
www.hubbardgroup.com/ - Cached - Similar

Granite Construction Incorporated: Roads & Highway Construction
Roads & Highway Construction From the construction of the first paved roads ... GRANITE Construction Company has remained at the forefront of the heavy ...
www.graniteconstruction.com/roadsconstruction.../roads-highway-construction.cfm - Cached - Similar

Road Construction Contractors - US (United States) - Page 1 of 8 ...
Excavation Contractors, Landscaping Contractors, Pumping Well Installation and Commissioning, Road Construction Contractors available from AJP Contractors, ...
www.kellysearch.com/us-product/130871.html - Cached - Similar

Arrow Road Construction Company and Healy Asphalt Company
Arrow Road Construction Company was founded in 1923 and is headquartered in Mt. Prospect, Illinois. Our affiliate company, Healy Asphalt Co. ...

What Now



64 and Roadmap: Make Your Corporate Websites Relevant by Integrating Facebook, Google, MySpace, LinkedIn, or Twitter

Finally, your corporate website can be relevant again

Over the past few weeks, I've been conducting research to measure how different social networks allow for integration with corporate websites and their users. Over 3 years ago, I wrote a piece on how corporate websites are becoming irrelevant, due to massive disconnect between prospects and customers taking place off the corporate site. This piece, which still gets traffic, has been translated into over a dozen languages. The reader recognizes that corporate sites can no longer operate as sites when content has left.

[Companies must integrate customer behavior on social networks to their corporate website to increase relevancy, word of mouth, and trust.]

A pattern of options creates confusion in the market

Fast forward to 2010, and there are more options for brands to integrate these social features. While many have used community platforms to allow customers to connect to each other on branded domains, this strategy works for loyal customers and often may not reach consumers. Social networks, which have your customers and prospects, have taken

What Now



Making it Work Together

What Now



Create Company Policy for Employees

88

Social Media is 2010 Tool



Branding
Public
Relations
Building
Relationships

Social Media 101 for Contractors

CORDELL
PARVIN LLC

Cordell M. Parvin
<http://www.cordellparvin.com>



Special Session On The DISADVANTAGED BUSINESS ENTERPRISE PROGRAM

A special presentation of the
TWENTY EIGHTH ANNUAL
HIGHWAY ENGINEERING AND CONSTRUCTION
CONFERENCE/EXHIBITION

DISADVANTAGED BUSINESS ENTERPRISE
AN OUTLINE OF THE LTR'S REGULATORY AND GUIDELINES
AND SUGGESTIONS TO MAKE THE PROGRAM WORK
By
Candice M. Parris



ENGINEERING EXTENSION SERVICE

ABOUT THE SPEAKERS



Candice M. Parris



Mr. [Name]

OLD I-90 BRIDGE COLLAPSE

AGC of America



Building Your Quality of Life

AGC Audio Experiences

We Deliver

Stay in Business! Protect/Defend Against False Claims, Antitrust and Other Serious Allegations

Audio Conference
Thursday, May 17, 2007
2:00 - 3:30 PM (EST)

Online Registration
Click here to download the registration form



The construction industry is under increased scrutiny as never before. Recent events remind many of us about how vulnerable businesses and employees might be without awareness and training.

- What is a "false claim" and what could happen to your company if you submit a claim that is exaggerated and cannot be supported?
- When can exposing a DBE working on your construction project lead to a federal prosecution against you?
- Is your company responsible if an employee does not properly complete paperwork verifying OSHA test results?
- Why should you implement a company ethics policy, training and monitoring to avoid these and other potential business ending activities?

Join attorney Conrad Payne as he outlines the most effective methods for avoiding these business ending crises. Mr. Payne, a frequent speaker at AGC Highway & Transportation Division Meetings, specializes in construction and government contract law, the needs of owners, contractors, and engineers in the construction industry in claim preparation and analysis, claims avoidance, alternative dispute resolution, litigation, among other specialties.

Online Registration
Download Registration Form

Florida Transportation Builders Assn

Florida Transportation Builders' Association

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Construction Issues

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 - Construction Industry Council (CIC)
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 - Construction Industry Council (CIC)
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- DBE Issues
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 - AGC of Florida (AGC) Construction Industry Council (CIC)
 - AGC of Florida (AGC) Construction Industry Council (CIC)
 - Construction Industry Council (CIC) Construction Industry Council (CIC)
- OSHA Issues
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