



## New Mexico Chapter

August 19, 2010

# M A T T E R S

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### ABC Women's Leadership Forum

Calling all dynamic women in our industry! Join ABC and the Albuquerque business community to address issues that all women who work in male-dominated industries face. This half day event will be held on **Thursday, September 16<sup>th</sup>** at Sandia Casino and Convention Center, and will consist of a breakfast keynote speaker, four break-out sessions and a lunch keynote speaker. Please plan on joining us! For more information, please see the attached flyer or go to [www.abcwlf.org](http://www.abcwlf.org). **There will be no member lunch in September.**

### ABC to Co-host August Gubernatorial Forum

On **Monday, August 30**, ABC, along with several other associations, including NAIOP and AGC, will host the *General Forum for Governor* featuring Susana Martinez. Be at this key meeting as the Governor's race this year is crucial to the future of our state. **The luncheon is almost sold out!** Contact Roxanne Rivera-Wiest at the ABC office for additional information or register on-line at [www.naiopnm.org](http://www.naiopnm.org).

### ABC PAC Lunch September 24

This year, ABC will be doing our PAC fundraiser just a little differently. We will host our ABC PAC Lunch at the ABC offices and we will "PAC" your lunch for you! Attend this event in this significant election year! It is only through contributing to our candidates that we can hope to change the current administration here in New Mexico to one that is more favorable for business! Join us for lunch on **Friday, September 24<sup>th</sup> from Noon until 2 PM**. We will have a no host bar and special guests Jon Barela and Susana Martinez have been invited! **Members will receive a letter with details.**

### ABC Project Supervision Series – Management Training

ABC's popular Project Supervision Series begins **September 14<sup>th</sup> and runs through March 22<sup>nd</sup>, 2011**. You can take one, several or all of the classes from this innovative series. Each class is taught by a different instructor/member who has expertise in the field. Choose from Planning and Scheduling, Document Control and Estimating, Human Relations and Problem Solving and more. Those who choose to take the entire series will get a 10% discount on the per-class price. In addition, this class is eligible for WIA funding, so if you complete their paperwork in time, **your employees can take this class for ½ the cost!** Please see the attached flyers for details and call Roberta at 830-4222 to get the WIA paperwork.

### Field Trip to Parq Central Hotel

ABC members are invited by **Klinger Constructors, LLC** to tour the Parq Central Hotel on **Wednesday, August 25<sup>th</sup> from 4 to 5 PM**. Register with the enclosed flyer.

### The Contractor's Role in LEED

Mark your calendars for Monday, October 18<sup>th</sup> and Wednesday, October 20<sup>th</sup>. The second in ABC's Educational Series on Green Building – *The Contractor's Role in LEED* will be taught by Julie Walleisa, AIA LEED AP from Dekker/Perich/ Sabatini Architects. The course content will focus on the LEED certification process and integration of LEED milestones into project schedules. It will also focus on how to become a Green Associate and LEED AP. This course will consist of 2 evenings with 2 hours of instruction each night. Please watch your email and see next month's Matters for the registration flyer.

**Save the Date!**

**ABC Annual Trap Shoot**  
**October 8, 2010**  
**Albuquerque Trap Club**

*More information soon!*

**This month's Billboard Sponsored**  
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Construction from the Ground Up

## ABC Welcomes New Members

The following members have recently joined ABC: **Eddy K's Plumbing and Heating, LLC, Nova Construction, Inc., DKI, Waste Management of NM, Rotman & Associates, Inc., EDG Building Construction Division, Wells Fargo Bank, N.A. and New Mexico Mutual.** Welcome to ABC!

## ABC Education Committee Planning CE Classes

CID will require 16 hours of Continuing Education classes for all Plumbing and Mechanical journeymen who wish to renew their licenses beginning in January 2011. ABC's Education Committee will contact all ABC member mechanical and plumbing contractors to get their input and confirm their support for these courses. Please call Roberta at 830-4222 for more information.

## 6 Strategies for Marketing in a Down Economy

Small businesses can always use more (lower cost) ideas for growing in this tenuous economy. Here are some strategies that don't cost a lot of money and can help you during this economy:

- 1. Listen.** Listen to your customers, give them opportunity to vent. This will give you chance to see which way your market is shifting.
- 2. Stay close to your customers.** How about holding small lunch sessions with a customer? No selling. Ask your customers how you can service them better. Answer their questions. These are called lunch-n-learns.
- 3. Be even more responsive to your customers.** Do not lower your expectations. Provide super customer service. If a competitor pulls back/reduces staff, be ready to jump in and fill the gap.
- 4. Review your strategies often.** Be nimble and prepared to change your marketing strategies when you notice a change in your customers' behavior. Their new behavior might be an indicator of the market shifting.
- 5. Try social networking, social media.** Look for novel ways to market. Don't always seek immediate returns. Think of social media as lots of little experiments. If you need help, contact ABC and we will point you in the right direction!
- 6. Stay visible in your market.** You've gotta keep alive out there. You can do this by attending ABC networking events and participating in other community activities.

## 2010 CALENDAR

### August

- 23 Executive Committee (4:00pm)
- 23 Carpentry Apprenticeship Committee (3:30pm)
- 24 Electrical Apprenticeship Committee (3:00pm)
- 25 Board of Directors (11:30am)
- 25 Field Trip to Parq Central Hotel (4:00-5:00pm)
- 26 Plumbing Apprenticeship Committee (3:00pm)
- 30 First Day of Fall Apprenticeship Classes



### September

- 6 LABOR DAY - Office Closed
- 14 CICA meeting (10:30am, APD Police Academy, 5412 2nd St. NW)
- 14 Project Supervisor Training series begins (5:00-7:00pm)
- 15 Safety Steering Committee (9:30am)
- 15 Safety Team meeting (10:30am)
- 15 Sheet Metal Apprenticeship Committee (3:00pm)
- 16 Women's Leadership Forum at Sandia Casino (7:30am-1:30pm)
- 20 Education Committee (10:00am)
- 24 PAC Lunch at ABC Offices (12:00 - 2:00 pm)
- 27 Executive Committee (4:00pm)
- 27 Carpentry Apprenticeship Committee (3:30pm)
- 28 Electrical Apprenticeship Committee (3:00pm)
- 29 Board of Directors (11:30am)
- 29 Drywall Applicator Apprenticeship Committee (3:30pm)
- 30 Plumbing Apprenticeship Committee (3:00pm)

## Board of Directors

### Chairman

Bob Pelletier  
Pelletier Construction Inc.

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### Vice Chairman

Kirk McWethy  
SDV Constructors, Inc.

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## ABC Partner Advantage Program

**Platinum Partner**  
Accounting & Consulting Group  
AnchorBuilt, Inc.  
Mechanical Concepts Ltd. Co.  
Pelletier Construction, Inc.

**Gold Partners**  
Klinger Constructors, LLC

**Silver Partners**  
Aon Risk Services, Inc. of NM  
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