National Subcontractors Alliance
SUBCON 2020– Charlotte NC
April 22-24, 2020

Guide To:
Accommodations
Meeting Agenda
Charlotte Attractions
LETTER FROM THE PRESIDENT:

John Lloyd, President of Lloyd Construction Services – Savage Minnesota

As President of NSA, I am excited to announce that SUBCON 2020 will be held April 22nd – 24th in Charlotte, North Carolina! We invite you to join us for a full agenda with a balance of work and play. Charlotte is a beautiful city with a rich history that offers something for everyone; whether you are a NASCAR fan like myself, or you enjoy exploring anything from beautiful parks & landmarks to specialty museums.

SUBCON 2020 will remain a valued resource with the inclusion of Mary Byers as our keynote speaker and various breakout sessions that encourage participation, discussion, and clear objectives that give attendees the opportunity to implement new ideas into their own organizations. NSA has had an increase in attendees beyond only Executive Directors & Association Leadership, so SUBCON 2020 will have a track that is focused on subcontracting firms to assist them with improving their organizations in addition to the track for Executive Directors & Association Leadership and the track for the Attorney’s Council. Our goal for this conference is to facilitate a collaborative space to share successful ideas that help associations, as well as their contracting firm members, establish the perfect, 20/20 vision for their organizations.

I have found that even though each affiliate has their own identity, they also share many similarities. Many focus on legislative activities, while others focus on workforce development challenges, education, and networking. Collaborating through NSA allows affiliates to feed off each other to continually make improvements to their own organizations. As President of NSA, I continue to learn from other members around the country and invite you to come learn with me.

NSA’s primary objective continues to be to assist affiliates in becoming more successful and being the leaders & innovators in their respective markets. The board of NSA is exploring options to provide greater value to its affiliates while remaining cost efficient and continues to reach out for national sponsorships to keep costs low for our members.

The construction industry as a whole remains busy; increases in material labor and lack of a trained, qualified workforce continue to present major challenges. Contract terms, change order delays, slow payment practices, and many other concerns unique to subcontractors stifle growth. The good news is, there is no other industry that many of us would rather be in. Our industry is labor intense, but technology is improving in strides to make subcontractors more efficient. Our jobs are very difficult to outsource and we are instrumental in building the infrastructure that is a matter of necessity for all civilization. We construct and assist in engineering the places we live, work, and play. Our work is hands-on & tangible, and we as subcontractors should take pride in the fundamental role we play our communities.

The board is asking you to help us be a part of the solution to make our industry better by collaborating with us to find new and innovative responses to the issues subcontractors are currently facing. By working together with industry allies at the NSA, you will discover new philosophies to help you rise above challenges while also contributing to the success of other affiliates.

I hope to see you all in Charlotte!- John Lloyd
NSA- “SubCon” 2020

Education and Networking Conference for Subcontractors, Association Staff, and Construction Attorneys

Serving Senior Leaders and the Upcoming Generation of Industry Professionals

Charlotte, NC Marriott City Center, April 22-24, 2020

Keynote Speaker, Mary Byers

The author of Race for Relevance:
5 Radical Changes for Associations and Road to Relevance:
5 Strategies for Competitive Associations
The NSA SubCon 2020 Conference will be held at the Marriott City Center located in Charlotte North Carolina. The room block is available to take your reservations. In order to ensure that there are accommodations for all attendees, you are encouraged to make your reservations as soon as possible. Here is how to make your reservation online or by phone:

**MAKING RESERVATIONS ONLINE**

Click here: [Book your group rate for The National Subcontractors Alliance Conference](#)

*Quick Tip* If you receive a notification that the group rates are unavailable through the link, try modifying your dates since one or more days may be sold out within the group. You can also call Central Reservations (1-800-359-3204) to check availability.

**MAKING RESERVATIONS BY PHONE**

1. Dial 1-800-359-3204 toll free. Specify the *National Subcontractors Alliance Conference Room Block*.
2. Provide your arrival date and number of nights.
3. Have a credit card available to hold the room.

**RESERVATION INFORMATION**

- The last day to book within the group block is *March 30, 2020*.
- Check-in time is after 3 pm and check-out time is 12 pm.

The hotel has a 72-hour cancellation policy which means that any cancellations must be processed more than 72 hours prior to the arrival date to avoid a late cancellation fee in

**RESERVED ROOM RESERVATIONS ARE PRICED AT $229.00 PER NIGHT.**
WHAT TO EXPECT: MEETING SCHEDULE AND TOPICS

THE TIMELINE:

♦ **Wednesday April 22nd:**
  “Welcome Reception” 6:00-8:00

♦ **Thursday April 23rd:**
  Breakfast Served 7:30-8:30
  Introductions and “Associations Greatest Hits” & Annual Meeting 8:00-9:00
  Keynote Speaker– Mary Byers OR Attorney’s Program 9:00-12:00
  Lunch Served 12:00-1:00
  Executive Director’s Strategy Academy (Mary Byers) OR Subcontractor’s Workshops OR Attorney’s Program 1:00-4:00
  Evening Social– Comedy Tour and Progressive Dinner 6:00-10:00

♦ **Friday April 24th:**
  Breakfast Served 7:30-8:30
  Attorney’s Report 8:00-9:00
  Executive Director’s Programs OR Subcontractors Workshops 9:00-12:00
  Lunch Served 12:00-1:00
  Executive Director’s & Subcontractor’s Report 1:00-2:00
  Board Meeting 2:00-3:00

♦ **Programs for Association Staff**
  Mary Byers’ Strategy Academy
  What Subcontractors Want: Understand Subcontractor’s Needs to Better Serve Your Association
  Association Advocacy Action: Issues and Tactics for Executive Directors and Volunteers
  *(See the Next Page for More Details)*

♦ **Workshops for Subcontractors**
  Making Decisions at Work: Advice for Yourself and Coaching Others
  Leaders, are they Born or Made: Can you make someone into a Leader?
  Managing Backlog in an Expanding Economy
  Mediation and Arbitration Explained
  Unfair Terms and Conditions in GC’s Subcontracts
  *(See the Next Page for More Details)*

♦ **Attorneys Docket**
  Guest Speaker (s)
  Peer to Peer Exchange
  Legislative Update
Decision making has psychological and moral foundations. An introspective understanding of how we go about making decisions will help us make better decisions and coach others in making decisions that reflect the culture of your company.

♦ LEADERS, ARE THEY BORN OR MADE? Facilitated by David Carson, Mike McDonagh, John Llyod and Jonathan Mitz- Can you make someone into a leader? This is a panel discussion. The panel is composed of an attorney, an executive director and two subcontractors. The panelists will discuss their rise to leadership and the leadership qualities that define their style. Then the panelists will offer their experience coaching others to become leaders. There will be discussion on generational and gender biases, and leadership in the general contractor-subcontractor dynamic. Finally, the panel and the audience will answer the question, are leaders born or made?

♦ MANAGING BACKLOG IN AN EXPANDING ECONOMY: Facilitated by Jonathan Mitz- This is a peer-to-peer exchange program. A few of the questions that will be discussed: How do you say “no” to a general contractor who wants/needs you to bid their work when you already have too much? How are safety, quality and schedule affected by our industry’s full employment? Should Owners’ expectation for high quality and on-time delivery be reduced even as prices go up? What tools do you have in preconstruction and operations to manage things if you have too much work?

SUBCONTRACTOR PROGRAMS – FRIDAY MORNING

♦ MEDIATION AND ARBITRATION (Demonstration)- Facilitated by Margery Newman Do you know the difference between mediation and arbitration? When is it better to mediate, arbitrate or litigate? This program will be presented by attorneys from our Attorneys Council who will stage a mock mediation and arbitration so subcontractors can see the difference.

SMACKDOWN!!! – Unfair terms and conditions in GC subcontracts

Attorneys from the Attorneys Council will try to one-up each other with the worst of the worst clauses they have seen in GC subcontracts. After each round the audience will vote on which attorney had the very worst clause. This program will be fun and informative.
Executive Director Programs:

**EXECUTIVE DIRECTOR PROGRAMS – FRIDAY MORNING**

- **What Subcontractors Want: Understanding Subcontractor Needs to Better Serve your Association:** Facilitated by Jonathan Mitz
  
  Do you, as an Executive Director, really know what is important to a Subcontractor? Getting paid is clearly at the top. There are several other key items of importance, particularly in the dynamic with general contractors, which you as an ED might not be aware. Having a deep understanding of what motivates a subcontractor will assist ED’s in responding to subcontractor needs, advocating legislative change, and developing relevant programming. This session will be led by a subcontractor.

- **Association Advocacy Action: Issues and Tactics for Executive Directors and Volunteers:** Facilitated by Ike Casey
  
  There is much to learn from our peers relative to the advocacy process. The program will do a deep dive into raising money, professional lobbying, political donations, and coalitions. There will be discussion of how to maintain good relations with general contractor associations when your advocacy initiative goes against their members’ wishes. This program is a peer-to-peer exchange facilitated by a senior Executive Director.

Mary Byers “Strategy Academy:

- **Association Trends & Governance Challenges**
  
  The world is changing faster than ever—and smart associations choose to evolve in order to thrive, not just survive. We’ll cover six trends that are changing associations and identify their impact on governance. We’ll also take a look at emerging governance trends and suggest how to get a conversation started about your structure and whether or not it enables the association to best serve members in 2020 and beyond.

- **Strategy and Innovation- Creating a Culture that Supports Both**
  
  At its simplest, strategy is doing something for a reason and innovation is doing something new and different. Together, they create a competitive edge for your association. We’ll look at what’s true for your organization now and what you want to be true in the future, and address the value of permission-giving. We’ll also discuss how to bring volunteer leaders along on the journey.
Funny Bus + Progressive Dinner: You Won’t Want To Miss It

Start off the evening in the Stoke Bar for a short Semi-Private evening reception with delicious hors d’oeuvres and local beer. Then get scooped up by the local open-air Comedy Bus!

You’ll drive through some of Charlotte’s most popular areas, including Uptown, Southend, Plaza Midwood, NoDa, and the Fourth Ward, and take in the views and attractions along the way. Learn cool facts about the city’s history, architecture, and culture. Historical tidbits are given with a dose of mature, adult comedy to get everyone cracking up.

Enjoy the hilarious tour and a stop at a local burger joint for sliders and fries. Continue the tour of the city and end back at Coco and the Director for Coffee and Stoke’s famous Giant Doughnut to share with your group!
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