



**Contractor Success
Webinar Series:
Financial Power Tools and Best Practices
for the Construction Industry**

Series Qualifies for 8 Hours of CPE Credit

(CPE credits are for Indiana and may qualify in other states as well.
Please check with your state's CPA society for determination.)



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Associated Construction Publications
1200 S. Madison, Suite LL20
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Associated Construction Publications and Somerset CPAs Construction & A/E Team invite you to participate in our Contractor Success Webinar Series: *Financial Power Tools and Best Practices for the Construction Industry*. The webinars will be presented by Ken Hedlund and the construction experts of Somerset CPAs plus occasional guest industry experts. These presentations will be beneficial for construction-industry business owners, COOs, CFOs and other key managers.

Webinar #1: Human Resources Deadly Sins

Wednesday, September 15, 2010

11:30 a.m. to 1:00 p.m. (Eastern) - Presentation / 1:00 p.m. to 1:30 p.m. - Open Q&A

You have heard of the Biblical Seven Deadly Sins—Pride, Envy, Gluttony, Lust, Anger, Greed and Sloth. We would like to take this opportunity to introduce you to the some the HR Deadly Sins— Hiring Sin, Dead Man Walking Sin, Promotion Sin, Mentoring Sin and the Fresh Legs in the Fourth Quarter. In this session, we will identify the sins and discuss how to avoid and remediate them.

Webinar #2: Tax Strategies for Contractors

Wednesday, October 20, 2010

11:30 a.m. to 1:00 p.m. (Eastern) - Presentation / 1:00 p.m. to 1:30 p.m. - Open Q&A

Do you know how current tax legislation is affecting contractors and the construction industry? In this webinar, professionals from the Somerset Tax Team will break down the complex contractor taxation rules. Participants will learn techniques for minimizing taxable income while preserving much needed working capital and equity for bonding, borrowing and licensing capacity.

Webinar #3: Tools for Profitability Analysis

Wednesday, December 1, 2010

11:30 a.m. to 1:00 p.m. (Eastern) - Presentation / 1:00 p.m. to 1:30 p.m. - Open Q&A

What do you need to do to hit your profit target? In this session, we will discuss how to calculate your breakeven point, how to use Cost/Volume/Profit (CVP) to plan for a desired level of profit and gain an understanding of the uses, misuses and abuses of CVP analysis. Find out who your profitable customers are so you can target your marketing and where to strategically allocate customer service dollars, marketing dollars and your finite resources.



Webinar #4: Economic, Banking and Surety Update

Wednesday, January 12, 2011

11:30 a.m. to 1:00 p.m. (Eastern) - Presentation / 1:00 p.m. to 1:30 p.m. - Open Q&A

2010 real time data on industry performance and outlook will be presented by Somerset and other industry experts. We will review current economic data and indicators, provide an update on the surety and banking industries outlook and practices, plus assess the ever-changing landscape of the political environment and any significant tax updates. Economic update will be presented by Anirban Basu of Sage Policy Group.

CPE Qualified

Each webinar qualifies for 2 hours of CPE credit. CPE credits are for Indiana and may qualify in other states as well. Please check with your state's CPA society for determination.

How to Participate

Utilizing GoToWebinar and your telephone, you can participate at your desk or in a conference room with a group. There is no limit to the number participants at one location. You may register for any one of the webinars for \$149 each or the entire series at a discounted rate of \$449 and essentially receive 8 hours of consulting with industry experts. The value you receive will be far in excess of the cost.

To register, use this form or go to www.Somerset-Team.com.



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Webinar Registration Form

Please select your webinar option(s) and complete payment information below:

- Webinar #1: Human Resources Deadly Sins - Wednesday, September 15, 2010 (\$149)
- Webinar #2: Tax Strategies for Contractors - Wednesday, October 20, 2010 (\$149)
- Webinar #3: Tools for Profitability Analysis - Wednesday, December 1, 2010 (\$149)
- Webinar #4: Economic, Banking and Surety Update - Wednesday, January 12, 2011 (\$149)
- Series Pass – All Four Webinars (\$449)

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