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## **METALCON's 2015 Education Program Combines the Best of 25 Years with the Newest Trends for Business Success**

*June 22, 2015, Newton, MA* – For construction professionals in the field and those in the front office, METALCON 2015 has education sessions to improve their field techniques, management skills and business success. Each year METALCON attracts metal building, residential and roofing contractors, architects, engineers, developers, facility managers, fabricators and building owners from more than 52 countries who want to learn more about metal.

An impressive lineup of experts in metal, construction, leadership and business development will share their knowledge with these attendees at the 25<sup>th</sup> annual METALCON. This conference and exhibition takes place at the Tampa Convention Center in Tampa, Florida, from Wednesday, October, 14 through Friday, October 16, 2015. It is the only event focused on the application of metal in residential, commercial, industrial, institutional and municipal construction.

Leading the group of experts at the 2015 METALCON is keynoter Clyde Fessler, retired Vice President of Business Development for Harley-Davidson Motor Company. Fessler led the turnaround that brought the company back from the brink of disaster to its place as the leading motorcycle brand in the world. He will take attendees on an exciting journey of how he achieved this feat. He'll share how the five P's: People, Passion, Product, Price, and Promotion can bring success to anyone in a competitive environment. His fascinating session takes place Wednesday, October 14, from 10:15 to 11:45 am.

"We're thrilled to have Clyde Fessler at METALCON. He has an amazing story to tell and his forward thinking philosophies fit perfectly with companies involved in our event. Since METALCON began in 1991, we have seen a continuous stream of product innovation and manufacturing development at this event. And the industry experts in the full conference program will add ideas about business development and field techniques to complete the cycle of knowledge," notes Claire Kilcoyne, METALCON Show Manager.

Learning begins early at METALCON with special sessions on Tuesday, October 13. General education programs run Wednesday through Friday mornings. The exhibit hall is open Wednesday and Thursday, October 14 and 15, from noon to 6 pm, and Friday, October 16, from 10 am to 2 pm.

The round-up of programs on field techniques starts with the popular STUD University on Tuesday and Wednesday. This combines classroom and hands-on workshops that offer an easy-to-understand, yet comprehensive exploration of framing with cold-formed steel.

Returning popular programs include: Understanding Metal Roofing, the Devil is in the Details, and Successful Flashings for Standing Seam Roofs. New offerings give attendees insight on the newest benefits of retrofit roofing; what chemicals in metal construction products might be dangerous; and how recent research findings prove metal roofing's long-term value.

This year's schedule has an extensive offering of business topics, such as dealing with emerging trends, legal issues, leadership techniques, and business succession strategies. Some specific management topics are: Learn How to Think Like Your Clients; How to Win More Customers and Contracts; How to Compete on Value in Any Marketplace for Greater Profitability; Change Your Business Strategy to include Retrofit Metal Roofing; Get Your Business to Work for You! 7 Steps to Earning More, Work Less & Living the Life You Want; and Developing Today's Managers and Tomorrow's Senior Executives. A unique group of specialists come together in the comprehensive, two-part A/E/C Emerging Leaders Workshop: Developing the Best Project Managers into the Best Principals.

Residential roofing contractors will learn new strategies in the two-part program on the 12 Easy Steps to Closing More Sales of Residential Metal Roofing.

More specialty programs highlight the newest practices and equipment in roll forming for the metal construction industry; copper installation techniques and procedures; IAS accreditation and an AC478 workshop. For steel industry insiders the Focus on Steel Conference on Tuesday evening provides market intelligence and vital, targeted information that attendees can use in making thoughtful business decisions.

The education continues in the exhibit hall where attendees can learn about the latest products from the companies who make them. Attendees can also delve into a wide spectrum of topics at Learning Zones, mini-theaters located throughout the exhibit hall. These free 15-minute sessions focus on subjects such as roof details, field techniques and product applications.

Contractors can also apply their skills in the popular MCA Metal Roofing Championship Games. In this Battle by the Bay feature, contractors sign up each day to compete for \$100 prizes in a number of different challenges. This year's games will allow three individuals or teams of two people to compete in each of five games. The games will be held each of the three show days during exhibit hall hours. This year's expanded game line up is: Triangle Fastener's Screw Gun Challenge (3 individual competitors); Roof Hugger's Retrofit Challenge (3 competing teams); New Tech Machinery's Standing Seam Install with DI Metal Works' Panel Seaming Challenge (3 competing teams); The S-5 Snow Retention System Install Challenge (3 competing teams); and Triangle Fastener's "JJ's Give it a Boot" Challenge (3 individual competitors). These games are great to watch and even better to participate in and win. Judges for the competition will be members of the local Florida chapter of the Metal Building Contractors and Erectors Association (MBCEA).

METALCON is Sponsored by The Metal Construction Association and produced by PSMJ Resources, Inc. It is supported by 60 participating associations and 20 media partners.

For details on the education program or general information about METALCON, visit [www.metalcon.com](http://www.metalcon.com) or contact [Paulo@metalcon.com](mailto:Paulo@metalcon.com) at 800-537-7765 x145 to learn more about exhibiting.

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