



CRA NEWSLETTER

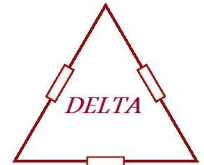
AUGUST, 2009

SOMETHING DIFFERENT IS HAPPENING...

CRA 2009... DELTA Convention!

Del·ta [del-tuh] “A quantitative Change”

First, we understand that funds are stretched. You may even think you shouldn't take that vacation this year. Well, we are holding the convention in beautiful Albuquerque NM in September which might serve both a vacation and a business need. We even reversed the normal events so that you have more free time to experience the Southwest culture, visit Santa Fe, or head home early if you'd like to.



The Sandia Resort is unusual, a casino and has a fantastic golf course on site.

This is a year like no other. The economy, the banks, the government are all doing things that affect our business and our industry. Nothing is the way it was just a couple years ago and the forward visibility is the shortest it has ever been.

It is for this reason that the CRA is a must-do event in September of this year. Like the business environment, *nothing at the CRA is going to be like it has been before.* We have put together a convention that is in tune with what is happening and that is looking at what is likely to happen in the next couple of years.

We have an ample display area with vendors who are motivated to bring value to your business and help you position for the new construction economy with advanced technology, new processes and better economy.

In addition to the formal presenters, we will sponsor a "round-table" session to put members from different markets together for an hour or so with a list of discussion points to discuss and share strategies on making the best of a tough economy. We feel that this will help members feel more open about their ideas and also foster some new and important friendships and alliances.

Albuquerque is a great place where most people haven't visited and we have put time in the schedule to enjoy it...

A fantastic education program that can help you gain sales and avoid missing opportunities as well as a vibrant display area with vendors more motivated than ever before to help your business. Oh yea, a great golf course right on the property....

Now that's different, and that's focused and that's value.

* Would you like to engage with a “Sales-Human-Relations” expert about dealing with today’s over-stressed customers and buyers?

* Would you like strategies to help them put you onto their side of the table to find solutions and differentiate yourself from the price warriors in the marketplace?

The Delta Conference will have that!

* Would you like to hear from one of the top construction industry research organizations on what has happened, what is likely to happen and how you can position yourself to get a share of stimulus project work and to prepare for the inevitable recovery?

If you would, then the Delta Conference of the CRA is the place to come. Learn a lot, see the newest technology and have some fun in a place most people haven’t experienced.

If you wondered if you should skip this year’s CRA Convention; perhaps in these tough economic times you even skipped the IRGA. Consider the DELTA between having experienced it and missing it. We are all feeling the crunch of the unprecedented changes.

Economic, Industry, Pricing, Competition, Technology, Focus, Customers, Banking and Finance, Government, Risk, and Opportunities.

We have the lineup of experts to focus you on the most important challenges of today’s reprographics marketplace.

The theme of this year’s convention is DELTA. (Change) and that’s what this conference is focused upon.

Gary Marquardt

***Convention Dates: Wednesday, Thursday and Friday, SEPTEMBER 16-18, 2009
Sandia Resort and Casino, Albuquerque, NM***

EDUCATIONAL PROGRAMS

NOTE: New Schedule for educational sessions

Wednesday, 9/16/09

8:00AM Breakfast Buffet and Keynote Address by **Gregg Schoppman, FMI Corporation**

10:30AM Breakout session , **Gregg Schoppman, FMI Corporation**

12:00PM Lunch and **Round Table Discussion Groups**

Gregg Schoppman is a consultant with FMI, management consultants and investment bankers for the construction industry. Gregg specializes in the areas of productivity and project management. He also leads FMI’s project management consulting practice. Prior to joining FMI, Gregg served as a senior project manager for a general contracting firm in central Florida. He has completed complex and sophisticated construction projects in the medical, pharmaceutical, office, heavy civil, industrial, manufacturing, and multi-family markets. Gregg has expertise in numerous contract delivery methods as well as knowledge of many geographical markets.

Gregg will address details of what has happened to the construction economy. He will discuss how to determine what the bottom is and what the recovery will look like. He will also address how we should position ourselves to participate in the stimulus funding when it hits construction. The rules have always been different when government money is involved and that is increasing with this unprecedented level of expenditures. Timing of when the money will hit projects and what and where we have to be to get a shot at this work.

Thursday, 9/17/09....

8:00AM *Breakfast Buffet and Keynote Address by **Jim Ryerson, Sales Octane, Inc.***
10:00AM *Two Breakout sessions, **Jim Ryerson, Sales Octane, Inc.***
12:00PM *Exhibit Hall Opens (Lunch will be served in hall)*

Jim Ryerson is the Founder and President of Sales Octane, Inc., a group of individuals dedicated to helping others apply time-honored sales principles to grow themselves and their business. The author of two books Jim takes practical real-life experience and motivates everyone involved in the sales process. Using a mixture of solid sales techniques and concepts from the psychology of selling Jim's enthusiasm and energy captivates the audience and motivates everyone in attendance to a new level of sales success.

Jim is a proven expert in human relations who will help us understand how people deal with the stress of a severely down economy and business deterioration and how to read the various types of personalities in ways that can help you assist the customers while maintaining the value and soundness of your services. Members will see how to recognize and adjust their approach to people of different personality types and learn simple rules and tactics to get them on your side of the table with you to find solutions.



Big Brothers Big Sisters !
of Central New Mexico

KEEP THIS TRADITION ALIVE

Year after year the CRA has produced record breaking charitable donations to the President's choice foundation. Should this year be any different? Certainly not! The act of giving is a selfless, rewarding and praiseworthy experience and we are looking to you (members and vendors) to keep the tradition alive.

Let's prepare to dig deep and go the distance for the Big Brothers, Big Sisters and find the means to show those kids and volunteers what we're all about. If you have any questions about suitable auction items, please don't hesitate to reach out to me for clarification. The bigger, the better!

Many thanks in advance for your generous support.

Frank Loughan
Auction Chairman

IMPORTANT DEADLINES COMING UP...

* **AUGUST 17** Hotel room reservations at the Sandia Resort, call **877-272-9199** and mention that you will be attending the CRA Convention.

* **AUGUST 10** Early Bird [Convention Registration](#). We accept checks or credit cards.

* **AUGUST 6** Golf Outing at the Sandia Golf Club on Friday, September 18

ALL REGISTRATION FORMS ARE ON www.CRAI.org

GOLF TOURNAMENT ON SITE

There are still openings for the Friday morning September 18th, golf outing. It's only \$150 per person (includes breakfast buffet, cart 18 holes of golf and more....) If you need rental clubs, it is only \$40 per set (registration forms are on www.cra1.org). Check in registration will be from 6:00 AM to 7:45 AM. So come early to get loosened up at the driving range and grab some breakfast before hitting the greens.

Exhibitors: We are still looking for hole sponsors, to make this a successful event. Please contact me at 515-244-1611 or Shirley at 630-351-2202.

Thanks as always for your support.

Trent Ainsworth

Golf Chairman

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