



Breaking Into New Markets — Refocusing Your Business Development Efforts to Create New Opportunities

Thursday, March 25, 2010
Churchill Valley Country Club

7:15 a.m. - 7:45 a.m. (registration and breakfast)

7:45 a.m. - 9:30 a.m. (seminar)

Fee: \$40 per person

Presented by Scott Humrickhouse
Consulting Group Manager and Shareholder, FMI Corporation

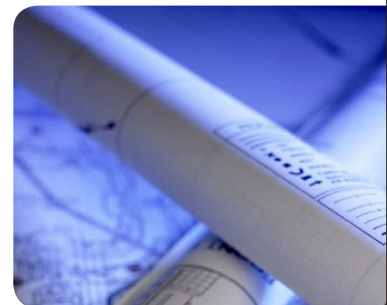
Certain sectors of the construction market have experienced significant slowdowns. However, new opportunities exist in areas such as Energy, Utilities and Governmental sectors. How are you positioned to take advantage of the opportunities that exist in the market place? This session will provide you with insight on how to refocus your business development efforts to receive the maximum return.

Topics to be covered at this session include:

- Distressed Market Drivers — A brief recap of today's current **context**
- How to Assess What New Markets to Pursue
- Today's, but Also TOMORROW's Market Realities
- Strategic Decisions First — How Big? How much equity will you risk? What organizational "sacrifices" are you willing to make?
- Drastic Times Require Drastic Measures — Conscious reallocation of your most precious resource
- Proactive AND Proven Business Development Measures That Work!
 - GIVE and GET for maximum access to opportunities, projects AND customers



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About the Speaker

Scott Humrickhouse, Consulting Group Manager and Shareholder of FMI Corporation

As a Director and Shareholder of FMI, management consultants to the construction industry, Scott provides a wide array of services to contractors and construction materials producers throughout the country. Specifically, he makes significant contributions to his clients' bottom lines by assisting with strategic and business planning, organizational assessments, business development evaluations, market research and management training.

Scott's significant experience in numerous and multiple geographies, where he frequently leads research assignments that yield extensive knowledge of local markets, often allows Scott to bring a "local" flavor to his strategic engagements. He is well versed in industry trends and market developments, and this invaluable expertise is a leading driver in perpetuating long-term relationships with his contracting and construction materials clients. Scott's clients are industry leaders, generating best-of-class results from renewed focus on commitment, accountability and execution.

Additionally, Scott often leads management training initiatives to facilitate the execution of strategic objectives. He regularly addresses industry audiences on topics related to improving business performance, including knowledge-based execution of strategy and successful business development approaches. Scott's enthusiasm for these and other business improvement topics makes him a highly effective trainer and speaker.

Scott holds a bachelor of science degree in business administration from the University of North Carolina at Chapel Hill.

About the Construction Services Group of Alpern Rosenthal

Construction companies require a certified public accounting and business consulting firm that knows your industry and issues that can impact your business. Our Construction Services Group can help you meet financial and tax compliance requirements, as well as evaluate and improve your business practices. We provide traditional and management advisory services to general contractors, subcontractors, heavy highway and bridge contractors of all sizes, operating on local, regional and national levels.

In addition to our own resources, our firm is a member of Construction Industry CPAs/Consultants Association (CICPAC), a national organization, headquartered in Chicago, Illinois. This organization is comprised of CPA firms that have significant practices in the construction industry, and is represented by one firm in each member city. In order to be admitted to CICPAC as a member, a firm must meet certain criteria regarding their services to contractors. As a CICPAC member, our firm can enhance and expand the expertise and services we provide construction industry clients by tapping into a national network of experts.

For additional information about our seminars or the Construction Services Group, please contact Thomas Menk, CPA, Shareholder, Director of the Construction Services Group at (412) 281-1566.

About FMI Corporation

FMI is the nation's largest provider of Management Consulting and Investment Banking to the worldwide construction industry. Founded in 1953 by Dr. Emol A. Fails, FMI delivers innovative, customized solutions to contractors; construction materials producers; manufacturers and suppliers of building materials and construction equipment; facility owners, managers, and developers; engineers and architects; surety companies; and industry trade associations.

FMI's experienced professionals provide services in the areas of strategic planning, leader and organizational development, business development, compensation planning, strategic research, mergers and acquisitions, private equity financing, project partnering and teambuilding, and management and supervisory training.



Registration

Breaking Into New Markets — Refocusing Your Business Development Efforts to Create New Opportunities

Yes — I/we will attend the March 25, 2010 seminar (\$40 per person).

Name _____

Title _____

Name _____

Title _____

Company _____

Address _____

Address _____

Phone _____ Fax _____

e-Mail Address _____

Registering is Fast and Easy!

- Register online at www.alpern.com/news/events/registration.html, or
- Phone in your reservation to Lindsay Brooks at 412.281.7692, ext. 452, or
- Fax this form to 412.471.1996

Please make checks payable to Alpern Rosenthal and return to:

Lindsay Brooks
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