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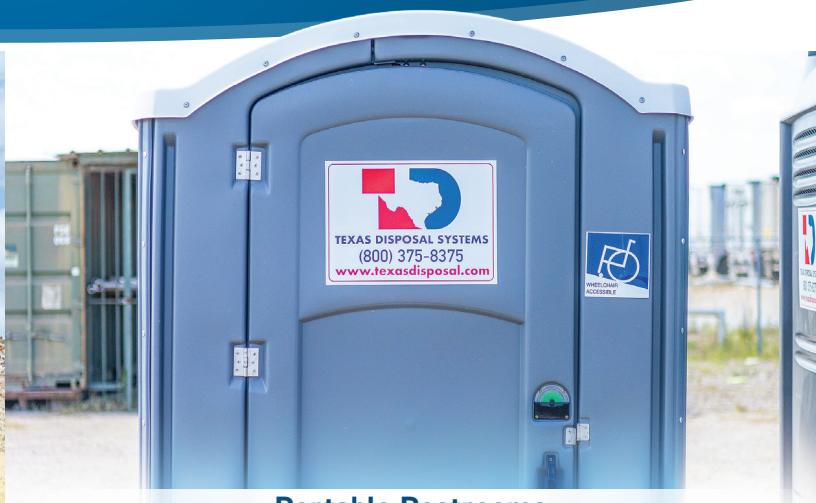


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Austin Build Expo | March 19-20, 2025
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Classes start at 9:30 am



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Our publication welcomes your support and is looking forward to working with the professionals that are exploring their careers and businesses and would love to see participation from YOU.

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Contact Information

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Manager - Business
Development and Recruiting
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Email: jbarry@MedicOne.org

Michael Porter
Founder/CEO
Mobile: 863-221-1228
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If you or anyone you know would like to explore our services further, please feel free to reach out to John Barry or Michael Porter at the contact information provided, or visit our website at www.medic-one.org.



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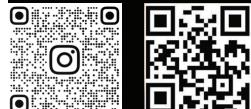
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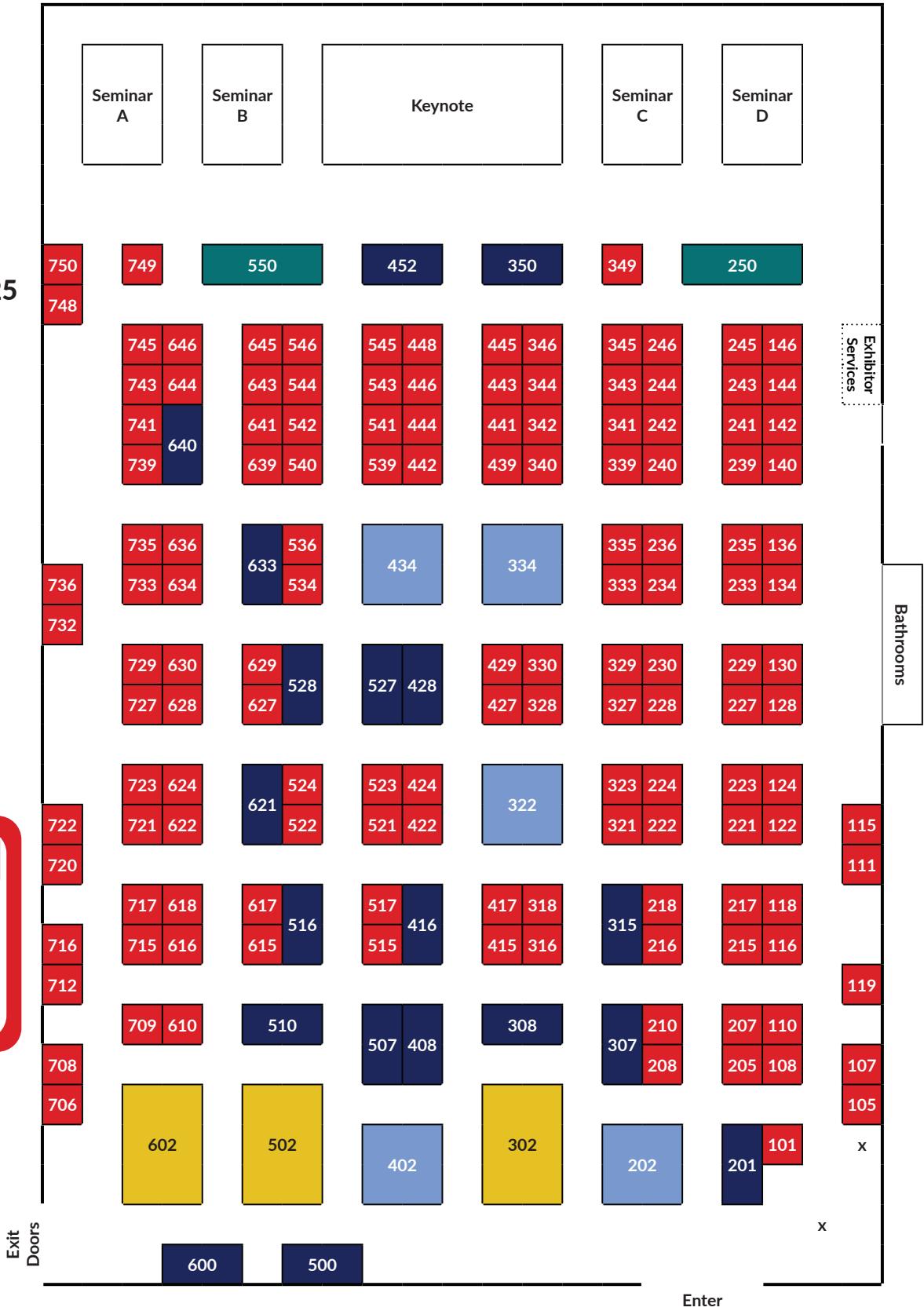
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March 19-20, 2025
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Keynotes: Wed., Mar. 19



How Owners Increase Cash 10X's Without Increasing Debt, Margins, Fees, or Sales

Wed., 11:15am-12:15pm | KEYNOTE AREA



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Discover how one contractor transformed a cash-strapped business into a debt-free success in just three years. Join Scott Beebe (CEPA) to learn practical strategies for managing cash flow, eliminating chaos, and building a thriving business. Walk away with actionable tools to achieve financial stability and independence.



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for homebuilders, remodelers, contractors



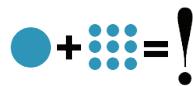
Selling More Profitably

Wed., 1:15pm-2:15pm | KEYNOTE AREA



Tom Woodcock
President | Seal the Deal

In this class we will layout how to determine what associations to join, how to work them and get business from your involvement. The single greatest way to find grouped customers and network contacts is right in your backyard association! Work them to the fullest and you'll never make a cold call again!



for architects, general contractors,
subcontractors, builders, and remodelers

Keynotes: Thurs., Mar. 20



Two Business Systems Owners Install To Grow Cash by 10% and Leave Their Business 30 Days Each Year

Thurs., 11:15am-12:15pm | KEYNOTE AREA



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Discover how to build a business that grows and thrives without you. Scott Beebe shares tools, strategies, and real-life examples to help owners transition from "doing it all" to focusing on what matters. Create a roadmap for growth, succession, and a life of balance and purpose.

for homebuilders, remodelers, contractors

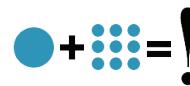


Networking and Association Use

Thurs., 1:15pm-2:15pm | KEYNOTE AREA



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Navigating volatile pricing, supply chain disruptions, and rising interest rates poses challenges for the construction industry. Maintaining business momentum, especially with sales at the forefront, is crucial. Discover strategies from successful contractors to thrive amidst economic shifts.

for architects, general contractors,
subcontractors, builders, and remodelers

Free Seminars Wed., Mar. 19



QuickBooks for Contractors - Beginner

Wed., 9:30am-10:30am | Room 1



Sam Hallburn

Certified QuickBooks ProAdvisor
PBS Accounting and Tax Solutions



This class is an overview of how contractors can utilize the QuickBooks functionality to facilitate job costing, payroll, receivables and the overall benefits of either the online or desktop applications.

for contractors, subcontractors, and anyone curious about the features of QuickBooks



Balancing Personal and Digital Sales

Wed., 9:30am-11:00am | Room 4



Tom Woodcock | President

Seal the Deal



Companies are bombarded with marketing techniques and formats that promise sales results but quite often fall short of expectations. Many of these vehicles are related to digital presentation. Though there is a place for electronic marketing, connecting it to a strategic sales approach is key. Knowing how to balance both while still juggling the many other responsibilities many have is critical. This seminar will give you the balance to make your sales and marketing far more effective.

for architects, contractors, builders, and remodelers



AIA

An Overview of Engineered Wood

Wed., 9:30am-10:30am | Room B



John Grant

Engineered Wood Specialist | APA



With the expanding choice and use of engineered wood products in today's construction market, it's more important than ever to understand how to properly select, install and detail engineered wood materials. This course introduces plywood, oriented strand board, glulam, I-joists and structural composite lumber, as well as the benefits and applications of engineered wood.

for builders, designers, architects, and code officials



AIA

ABC114.1 Introduction to Thin Brick

Wed., 9:30am-10:30am | Room A



Leslie Seaton

Regional Sales Engineer
ACME BRICK



As adhered cladding systems gain popularity, thin brick is becoming a widely used material. This session introduces thin brick, its characteristics, production methods, installation techniques, and comparisons to face brick. Gain essential knowledge on how thin brick is made, installed, and used in modern building design.

for architects, general contractors, subcontractors, builders, and remodelers



ESTIMATING

Introduction to Construction Cost Estimating

Wed., 9:30am-10:30am | Room 2



Saleh Mubarak

Consultant, Author, Public Speaker

Accurate cost estimating is crucial for construction project success. This seminar explores key concepts like detailed vs. approximate estimates, expense types, labor and equipment analysis, and cost database management. Gain practical tips for estimators and project managers to ensure smooth project execution from start to finish.

for all building and construction professionals



GOVERNMENT CONTRACTING

Certify & Prosper: Unlocking Billions in Government Contracting Opportunities

Wed., 9:30am-10:30am | Room 5



Amy Yan | Founder & CEO
C Three Business Consultants



Unlock government contract opportunities with WBE, MBE, SDVOB, and DBE certifications. Boost competitiveness and access lucrative contracts at local, state, and federal levels. Join our class to master certification intricacies, requirements, and leveraging tactics for business success.

for business owners, architects, engineers, general contractors, subcontractors, builders, and suppliers

Free Seminars Wed., Mar. 19



BUSINESS GROWTH

How Owners Find, Hire, Train, and Retain Talent When "Nobody Wants to Work Anymore"

Wed., 9:30am-10:30am | KEYNOTE AREA



Scott Beebe | Founder & Head Coach
Business on Purpose

Discover how to attract and engage ambitious Gen Z talent in the AEC industries. Scott Beebe (CEPA) reveals what younger generations seek—clarity, predictability, and purpose—and provides a free, actionable tool to transform your business culture and motivate new team members. Think differently and inspire lasting engagement.



for all building and construction professionals



BUSINESS GROWTH

Maximizing Business Value: Strategies for Long-Term Success

Wed., 9:30am-10:30am | Room D



Brenda Spencer | Transaction Director
Benchmark International

Explore key value drivers that enhance profitability, operational resilience, and market positioning. This session provides actionable insights to optimize your business for sustained growth in a changing industry. Learn strategies to future-proof your enterprise, ensuring long-term success so your business thrives into the future.



for business owners, managers, and decision-makers
in construction, building, and contracting



WEB MARKETING

Lead Gen in 2025 with AI - Meeting Google Expectations

Wed., 9:30am-10:30am | Room 3



Josh Ramsey
Fractional CMO, Marketing
& Communications Strategist | JRCMO

Discover free and affordable AI tools to boost your marketing and learn the secrets of CRO—turning website visitors into buyers while improving your rankings. No fluff, just expert insights from a 20+ year CMO. Free Google AI gifts from Build Expo and www.JRcmo.com.



for all building and construction professionals



FINANCIAL

Measure Twice, Profit More Than Once: Finance Fundamentals for Construction Entrepreneurs

Wed., 2:30pm-3:30pm | Room 5



John Hannum
Founder and CEO | PPS Solutions

Gain the essential knowledge to confidently manage your growing business's finances. Understand financial statements, key performance indicators, budgeting, planning, forecasting, and hiring financial help. Learn when to bring in a CFO and what to expect from finance professionals to ensure long-term success.



for business owners and those who want to improve
their financial literacy and decision-making skills



AI



ESTIMATING

Estimating with AI

Wed., 9:30am-10:30am | Room C



Paul Wurth
CEO & Founder | Assembli AI

Artificial Intelligence is transforming project estimating and management. This session provides a comprehensive understanding of AI-driven estimating techniques, tools, and best practices. Learn how AI can improve accuracy, efficiency, and decision-making in residential construction. Gain hands-on experience with cutting-edge tools and discover how AI can give you a competitive edge!



for all building and construction professionals



GOVERNMENT CONTRACTING

How to Power Your Pipeline with Government Projects

Wed., 2:30pm-3:30pm | Room 4



Mary-Neil Jackson
Senior Manager of Contractor Engagement
Gordian

Discover how Job Order Contracting can streamline bidding on government projects, filling your pipeline with steady revenue. Learn how JOC differs from traditional methods, strategies for successful bidding, key benefits for contractors and owners, and real-world examples showcasing its potential to grow your business.



for company executives, general contractors, and
specialty/trade contractors

Free Seminars Wed., Mar. 19



WEB MARKETING

5 Core Lessons to Avoid Failing Marketing Strategies. Chief Marketing Officer Real Stories You Need to Hear

Wed., 2:30pm-3:30pm | Room 3



Josh Ramsey

Fractional CMO, Marketing & Communications Strategist | JRCMO

Discover how to stand out in marketing, maximize ad agency effectiveness, streamline touchpoints, and boost lead flow with "Leveraged Marketing." Spend less while achieving more. Join us at Build Expo for insights and free Google AI gifts from www.JRcmo.com.



for all building and construction professionals



TAXES

The Contractor's Tax Toolbox: Proven Strategies to Keep More of What You Earn

Wed., 2:30pm-3:30pm | Room C



Shannon Sheridan

CFO/Fractional COO | ECLIPSE

Learn how to maximize deductions for equipment, vehicles, and subcontractor expenses while properly documenting them to reduce tax liability. Compare business structures to determine the most tax-efficient option. Discover tax credits and incentives, including energy-efficient building credits and accelerated depreciation, to lower your taxable income.



for all building and construction professionals



FUNDING

Ready to Grow? How to Find the Cash to Scale

Wed., 2:30pm-3:30pm | Room A



Mason Brady

President | Brady CFO

You just won the bid, but now you need cash for materials—and your bank won't increase your credit line. Growth requires cash, and we teach you how to get it. Learn how to attract lenders, secure financing, and manage lending relationships to ensure you get a "YES" every time.



BRADY CFO

for all building and construction professionals



SOLAR

What to Be Considered to Introduce Solar

Wed., 2:30pm-3:30pm | Room D



Fumihiro Tanikawa | Director,

PV & Energy management division
KANEKA AMERICAS HOLDING, INC

Gain insights into the pros and cons of various PV technologies and applications. This session covers current PV advancements, their practical uses, and key considerations to help you make informed decisions based on real-world experience.



for builders, roofers, architects, etc.



AI

How to Increase Efficiency Using AI

Wed., 2:30pm-3:30pm | Room B



Shiva Vunduru

Co-Founder
BLDON

Learn to evaluate your company's AI readiness by assessing data infrastructure and adoption levels. Learn how to choose AI-powered tools, train your workforce on AI applications, and integrate AI with ERP, CRM, and project management systems. Learn how to start implementing AI tools and when to scale up.



for general contractors, subcontractors, new businesses



BUSINESS GROWTH

How to Sell Your Company for 7 or 8 Figures in the Next 18 Months

Wed., 2:30pm-3:30pm | Room 2



Amy Walker

Founder | Exit School

80% of businesses fail to sell and close or liquidate. This workshop teaches you to value your company, attract buyers, grow through acquisition, and understand buyer needs to secure a 7-8 figure exit. Don't close your doors—create a profitable exit strategy.



for business owners

Free Seminars Wed., Mar. 19



QuickBooks for Contractors - Beginner

Wed., 2:30pm-3:30pm | Room 1



Sam Hallburn

Certified QuickBooks ProAdvisor
PBS Accounting and Tax Solutions

This class is an overview of how contractors can utilize the QuickBooks functionality to facilitate job costing, payroll, receivables and the overall benefits of either the online or desktop applications.



for contractors, subcontractors, and anyone curious about the features of QuickBooks



Free Seminars Thurs., Mar. 20



Soft Skills for the Project Management Team

Thurs., 9:30am-10:30am | Room 2



Saleh Mubarak

Consultant, Author, Public Speaker

Effective construction management goes beyond technical expertise, requiring communication, leadership, time management, and conflict resolution skills. This seminar explores these soft skills, including emotional intelligence—considered more vital than IQ for success. Gain practical tips to lead teams, navigate change, and thrive in the business world.

for all building and construction professionals



QuickBooks for Contractors - Advanced

Thurs., 9:30am-10:30am | Room 1



Sam Hallburn | Certified QuickBooks

ProAdvisor
PBS Accounting and Tax Solutions

This class is an overview of how contractors can utilize the QuickBooks functionality to facilitate job costing, payroll, receivables and the overall benefits of either the online or desktop applications.



for contractors, subcontractors, and anyone curious about the features of QuickBooks



Frame for Success - Avoid Callbacks

Thurs., 9:30am-10:30am | Room B



John Grant

Engineered Wood Specialist
APA

Based on hundreds of job site inspections, APA staff have identified the most common wood construction framing and sheathing errors found in today's construction market. This session will examine the consequences of these common errors and provide practical solutions for avoiding them.



for builders, designers, architects, and code officials

Free Seminars Thurs., Mar. 20



WEB MARKETING

Don't Fail with META and Social Ads: How AI Can Help

Thurs., 9:30am-10:30am | Room 3



Christian Barry

Fractional CMO and Senior VP
JRCMO

Join the Senior VP of www.JRcmo.com to explore case studies of failed social ad campaigns. Learn how AI fixed the issues, boosted lead flow, and delivered measurable results. Gain actionable insights to optimize your META and social ads for success.

for all building and construction professionals



ABC114.1 Introduction to Thin Brick

Thurs., 9:30am-10:30am | Room A



Leslie Seaton

Regional Sales Engineer
ACME BRICK



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for architects, general contractors, subcontractors, builders, and remodelers



Exceeding Your Sales Goals

Thurs., 9:30am-11:00am | Room 4



Tom Woodcock

President | Seal the Deal

Setting sales goals is important, but having a solid sales strategy is essential to surpass them. This session explores key elements for driving sales success, increasing profits, and boosting employee engagement. Learn practical tools to exceed your sales targets and create lasting enthusiasm for securing more business.



for architects, general contractors, subcontractors, builders, and remodelers



BUSINESS GROWTH

Succession Planning: How Owners Grow Their Business Today, Transition Tomorrow, and Still Earn Income

Thurs., 9:30am-10:30am | KEYNOTE AREA



Scott Beebe | Founder & Head Coach
Business on Purpose



Every business owner will eventually exit—planned or not. Avoid government-controlled probate and build a business that thrives without you. In this dynamic session, Scott Beebe shares real-life transition stories and key strategies to extract value, ensure business continuity, and confidently plan your exit on your own terms.

for homebuilders, remodelers, contractors



AIA

ABC114.1 Introduction to Thin Brick

Thurs., 9:30am-10:30am | Room A



AI



ESTIMATING

Estimating with AI

Thurs., 9:30am-10:30am | Room C



Paul Wurth

CEO & Founder | Assembli AI



Artificial Intelligence is transforming project estimating and management. This session provides a comprehensive understanding of AI-driven estimating techniques, tools, and best practices. Learn how AI can improve accuracy, efficiency, and decision-making in residential construction. Gain hands-on experience with cutting-edge tools and discover how AI can give you a competitive edge!

for homebuilders, remodelers, contractors



Exceeding Your Sales Goals

Thurs., 9:30am-11:00am | Room 4



Tom Woodcock

President | Seal the Deal

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for architects, general contractors, subcontractors, builders, and remodelers



GOVERNMENT CONTRACTS

Securing Government Contracts

Thurs., 9:30am-10:30am | Room 5



Amy Yan | Founder & CEO

C Three Business Consultants



Government contracts offer steady revenue, long-term opportunities, and credibility. This presentation helps businesses navigate the process of securing contracts. C Three Business Consultants provide a step-by-step approach to understanding, preparing for, and winning government contracts. Learn how to position your business to successfully compete in the government marketplace with key strategies and insights.

for homebuilders, remodelers, contractors

Free Seminars Thurs., Mar. 20



MANAGEMENT

Managing the Flow: Cash Flow Strategies for Construction Companies

Thurs., 9:30am-10:30am | Room D



Shannon Sheridan
CFO/Fractional COO | ECLIPSE



Learn essential strategies for financial stability, including building a cash reserve for unexpected costs, accurate job costing to improve cash flow, and tracking profitability to prevent shortfalls. Discover how to manage seasonal fluctuations by diversifying services and creating financial buffers to ensure steady cash flow year-round.

for all building and construction professionals



BUSINESS GROWTH

Growth Through Acquisition: The Short Cut to Success

Thurs., 2:30pm-3:30pm | Room 2



Amy Walker
Founder | Exit School



Want a faster, less risky way to grow? Discover why buying a business can be more cost-effective than starting or expanding from scratch. This session covers key phases of acquisition, from identifying opportunities to closing deals, while minimizing risks and maximizing returns for a smarter, more strategic growth strategy.

for business owners



Win Your Dream Job & Secure the Bonding to Nail It: Strategies to Secure & Maximize Your Bonding Capacity

Thurs., 2:30pm-3:30pm | Room 3



Layton Johns
CFO Advisor | Brady CFO



Want to take on bigger projects but struggle with securing bonds? This session helps contractors understand surety requirements and how to increase bonding capacity. Learn how sureties evaluate financials, strategies to improve liquidity, and the role of subcontractor prequalification and leadership transparency in making your company more bond-worthy.

for all building and construction professionals



FINANCIAL

Nail Your Numbers: Demystifying Financial Information for Building Pros

Thurs., 2:30pm-3:30pm | Room 5



John Hannum
Founder and CEO | PPS Solutions



Take your financial knowledge to the next level by analyzing key insights, trends, and KPIs to drive profitability and growth. Learn to react to business trends, engage confidently with finance professionals, and build a profit roadmap that increases revenue without scaling expenses. Gain the tools to make informed financial decisions.

for all building and construction professionals



QuickBooks for Contractors - Advanced

Thurs., 2:30pm-3:30pm | Room 1



Sam Hallburn
Certified QuickBooks ProAdvisor
PBS Accounting and Tax Solutions

This class is an overview of how contractors can utilize the QuickBooks functionality to facilitate job costing, payroll, receivables and the overall benefits of either the online or desktop applications.



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About TCA

The Texas Construction Association is a membership organization dedicated to creating and maintaining a vibrant and prosperous business climate in Texas to support the Texas construction industry.

Founded in 1998, and located in Austin, Texas, TCA's current make-up includes seventeen member associations with chapters across Texas as well as other, direct members of TCA. Our members, representing over 3,000 Texas businesses, contribute to one of the largest sectors of the state's economy.

TCA's two main focal points are Education and Government Affairs. TCA works to educate our members through the dissemination of information on a variety of topics such as workers' compensation, insurance, liability, mechanic's liens, and, through TCA's Safety Group, information our members can use to ensure safer working environments. Additionally, TCA works in cooperation with other associations, both in and out of the construction industry, to advocate for legislative reforms to improve the ability for specialty contractors and suppliers to grow their businesses.

The Association is governed by a Board of Directors led by a Chairman elected from the membership. The TCA Staff in Austin stands ready to support our members and serve as a resource for anyone interested in the Texas construction industry.

At TCA, when our members work together, powerful things happen! For more information on membership, please contact Patrick Finnegan at 512-473-3773 or email him at pfinnegan@texcon.org.



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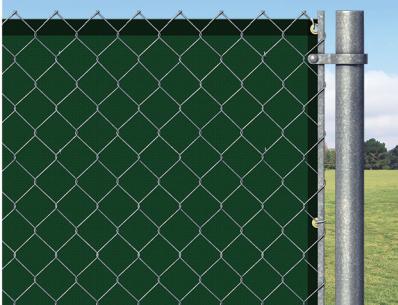
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