

YOUNG LEADERSHIP PROGRAM Hosts a Special Presentation for All Chapter Members



Gaining Competitive Marketing Advantage with Excellent Customer Service

Tuesday, April 28, 2009

7:30 – 9:30 a.m. (incl. breakfast)

Georgia Branch, AGC Training Center; 1940 The Exchange, Atlanta, GA 30339

Speaker: Trudy Shay Petty, Petty and Associates, Dallas, TX

While most everyone in construction agrees customer service is important to the success of their business, too few companies truly understand what customer service means and what is required of them to deliver it. Excelling in customer service and enhancing the quality of a "customer's experience" when they do business with your firm can make all the difference in achieving more-than-satisfied and loyal customers. It is also one of the most critical business strategies contractors can use in these tough economic times to help differentiate your company from competitors.

This seminar is an opportunity for you to benefit from a standing-room-only and extremely well-received presentation Ms. Petty made at AGC of America's annual convention in March 2008. Since then, she has been in demand as a speaker on this topic at other AGC Chapters and in contractor firms across the U.S.

Ms. Petty works almost exclusively with the AEC industry and AGC Chapters helping successful organizations become even more high-performing and customer-focused. She has worked with Georgia Branch, AGC and the Chapter's Young Leadership Program (YLP) for the last three years on numerous initiatives including the Chapter's and YLP's successful strategic planning efforts. All industry professionals, regardless of membership in the Young Leadership Program, are invited to attend.

Registration: - Complimentary for YLP members - \$30 for each Georgia Branch, AGC member who is NOT a YLP member. Breakfast is included for all participants and the buffet opens at 7 a.m. Due to limited seating, please register early. Please fill out all fields, **especially email**. We need this to confirm registration and send notices the week of the event!

■ **Attendee Name:** _____ **Company:** _____

Email: _____ **Title:** _____

(Select one): YLP member-Complimentary Non-YLP member-\$30.00/per person

■ **Attendee Name:** _____ **Company:** _____

Email: _____ **Title:** _____

(Select one): YLP member-Complimentary Non-YLP member-\$30.00/per person

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Wachovia Bank/Georgia Branch, AGC; P. O. Box 934023, Atlanta; GA 31193-4023

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Please fax this form to 678.298.4111 or 678.298.4101 by April, 21 2009.

For questions, contact Machell Harper, Director, Member Services at 678.298.4108 or harper@agcga.org.