



CONSTRUCTION WRITERS ASSOCIATION  
Celebrating its 50th anniversary 1958-2008

**CWA Fall Midyear Conference  
Hotel Allegro Chicago, Illinois  
October 15-17, 2008**

**SMART MOVE-GAINING AN EDGE  
2008 Conference Schedule**

**Wednesday, October 15**

2:00PM -4:30PM

**Board Meeting**

6:00PM -7:30PM

**Welcome Reception**

Concrete Products, Penton Media, 330 North Wabash, Suite 2300, Chicago

**Thursday, October 16**

7:30AM - 8:30AM

**Breakfast**

8:30AM -10:00AM

**Electronic-Getting Wired!**

Bill Wilson, Editorial Director, Roads and Bridges Magazine, Moderator

**How to Create Compelling Webinars**

Craig Erpelding, Penton Media

Barbara K. Iverson, PhD, Columbia College

**How to Create Effective Videos for the Web**

Adam Terese, Scranton Gillette Communications

**Benchmarking Your Effectiveness**

Shannon Darmody, Reed Building and Construction Group

10:00AM - 10:15AM

**Break**

10:15AM - 11:30AM

**Green Construction Today**

Jay W. Schneider, Senior Editor, Building Design and Construction, Moderator

David Dwyer, American Renewable Energy

George Tuhowski III, Greenbuild 2007 Legacy Project

William McConnell, Portland Cement Association

11:30AM -12:30PM

**Lunch-your choice—on your own**

12:30PM

**Depart for Tour**

1:30PM - 4:30PM

**Tour of the Smart Home at the Museum of Science and Industry**

**Smart Home-Technology In and Out: Green + Wired**

*Transportation provided to and from museum*

6:00PM - 7:00PM

**Networking Reception**

7:00PM - 9:00PM

**Awards Dinner**

**Friday, October 17**

7:30AM - 8:30AM

**Breakfast**

8:30AM -10:00AM

**Crisis Communication-Interactive Workshop**

David Brimm, Brimm Communications, Inc.

*This breakout session will give editors and PR reps the opportunity to share ideas on effective implementation.*

10:00AM -10:15AM

**Break**

10:15AM -11:45AM

**Integrated Project Delivery Panel**

Tudor Van Hampton, Midwest Bureau Chief, ENR, Moderator

Steve Weiss, Weiss Architects

Andy Stapleton, M.A. Mortenson Company

Tabitha S. Stine, P.E., American Institute of Steel Construction

12:00PM -1:00PM

**Box Lunch**