

**BAY AREA CHAPTER**



NORTH BAY SAN FRANCISCO GREATER OAKLAND  
SAN MATEO SANTA CLARA

*A SMACNA Chapter Education Program*

# **Making Decisions About Market Opportunities**

In this half day workshop, you will learn how to improve your chances of success when deciding to enter a new market, such as doing business in a new geographical location or adding HVAC service or a new trade. The framework developed by the New Horizons Foundation and Arizona State University helps you decide whether you should enter this new market or not. You will receive the 10-step decision making framework, and learn from 30 stories of SMACNA contractors that entered new markets. Additionally, we will go through a market entry decision during the workshop to simulate the different factors necessary for a well-informed decision. Quoting from a SMACNA leader that reviewed the new tool: *“If I had access to this framework, I would have avoided some very costly mistakes.”* Join us to learn from your peers’ successes and failures entering new markets, to improve your chances of success.

**Target Audience:** Owners and Management

Presented by

**Mounir El Asmar, PhD**

**Monday, September 25, 2017**

**8:30 am—12:30 pm**

No Cost for Member Firms

**Bay Area SMACNA Training Room**

7677 Oakport Street, Suite 805

Oakland, CA 94621

510-635-8212

## About the Instructor:



**Dr. Mounir El Asmar** is a faculty member at Arizona State University's School of Sustainable Engineering and the Built Environment, in the Del E. Webb School of Construction. He also is a Senior Sustainability Scientist with the Global Institute of Sustainability, an Honors Faculty with the Barrett Honors College, and Co-Director of the National Center of Excellence on SMART Innovations. Dr. El Asmar possesses M.S. and Ph.D. degrees in Civil and Environmental Engineering with a focus on Construction Engineering and Management from the University of Wisconsin-Madison; a B.E. in Mechanical Engineering from the American University of Beirut; in addition to minors in Economics, Business Operations and Technology Management.

Through his use-inspired research activities, Dr. El Asmar has focused on improving the performance of the built environment and the stakeholders delivering it. He uses mathematical and statistical modeling of industry data to enhance performance through Innovative Project Delivery and developing Decision -Making Tools. He has successfully conducted more than \$2 million dollars of research for diverse organizations, ranging from the U.S. Department of Transportation (USDOT); to the Construction Industry Institute (CII); the Design-Build Institute of America (DBIA); the Water Research Foundation (WRF); the National Cooperative Highway Research Program (NCHRP); the New Horizons Foundation (NHF); the U.S. National Science Foundation (NSF); as well as public and private organizations in the U.S., Europe, and the Middle East.

Dr. El Asmar was invited to discuss his research at more than 100 national & international venues. His technical papers are published in several archival journals and his scholarship received more than 20 recognitions and awards, including the ASCE Journal of Construction Engineering and Management 2010 Best Paper Award, the Construction Industry Institute (CII) 2014 Distinguished Professor Award, and most recently ASCE's prestigious 2015 Thomas Fitch Rowland Prize.

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**Register via fax to 510-635-0320 or e-mail [npirrone@bayareasmacna.org](mailto:npirrone@bayareasmacna.org)**

Name \_\_\_\_\_ Company \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Attendee Names \_\_\_\_\_

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\_\_\_\_\_ Total # Attendees \_\_\_\_\_