

# Build your Business through Education!

## Business Management for Building Professionals

**Registration Deadline: February 5**

Friday • February 26, 2010  
8:00 a.m. - 5:00 p.m.

**SCC Continuing Education Center**  
301 S. 68th Street Place • Lincoln, NE

**Cost:** NAHB Members \$180  
Non-member \$250

### Course Description

Learn the management skills that give industry leaders the edge. This course will give you a solid foundation in those best business practices so valuable to smaller businesses: planning, organizing, staffing/directing and controlling. By using case studies and sample forms, your instructor will give you practical and applicable tools for management success. As a graduate of this course, you will be able to:

- Discuss common business challenges and learn practical tips and tools to overcome them
- Explain the three basic functional areas within a company
- List the five main tools used to improve a business
- Apply each of the five Ps to the three functional areas of the business
- Identify methods of recruiting, interviewing, training, and retaining quality personnel
- Apply the key measures of business performance to your own business

### Instructor: Beverly Koehn, MIRM, CMP, CGB, CGA, GMB, CAPS, CSP



A Texas native, Beverly Koehn started her career 20 years ago selling homes on site for builders. As her career took off, Beverly moved into customer care management and training. Today, Beverly helps clients enhance the total customer experience not only in the sales venue, but throughout the entire company.

Beverly has helped improve the performance of sales and customer care professionals across the United States and internationally, in the field and in the classroom. Her passion for excellence engages her audience and moves people to act on their training.

She has been a featured speaker at numerous conferences including the NAHB International Builders Show, Australian Remodeling Conference, Sunbelt Builders Show, Southeast Building Conference, Remodeling Show, Pacific Coast Builders Conference, Custom Builder Symposium, Midwest Builders Show, Southern Building Show, Benchmark Conference, AVID Ratings Conference, and World of Concrete Conference.

Beverly has received numerous industry honors including Marketing Director of the Year, Associate Legend Award and Associate of the Year Award. She is a master instructor for the NAHB University of Housing, and holds seven professional industry designations including GMB, CGA, CGR, CGB, CAPS, MIRM, and CMP.

Cancellations: If you cancel within 24 hours of the class, you will forfeit \$100 of your class fee.

Business Management for Building Professionals is approved for the following:

Designation Credit: CAPS, CGA, CGB, CGP, CGR, Master CSP

Continuing Education Credit: CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

For more information, contact Jennie at 402-423-4225.

### Business Management for Building Professionals Registration Form

\_\_\_\_\_ NAHB Member: \$180

\_\_\_\_\_ Non-member: \$ 250

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Bill Me (HBAL Members Only) \_\_\_\_\_ Check Enclosed \_\_\_\_\_

VISA / Mastercard \_\_\_\_\_ Exp. Date \_\_\_\_\_ Name on card \_\_\_\_\_