



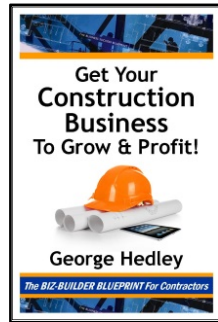
GEORGE HEDLEY CSP LPBC

"Entrepreneur Of The Year"
Award Recipient



The Construction BIZ-Builder

Construction BIZ-Building Programs



George Hedley CSP LPBC

Certified Speaking Professional
Licensed Professional Business Coach

Helping Contractors Get Their BIZ To Work!

- Venture Magazine / Ernst & Young
- "Construction Entrepreneur of the Year" Award
- Successful Construction Company BIZ Owner
- \$50 Million Co. & 150 Employees
- Past President 3 Construction Industry Associations
- Regular Columnist: "Construction Business Owner" magazine
"Metal Construction News" magazine
"Masonry" magazine
"For Construction Pros"
- Author Of:
"Get Your Construction Business To Grow & Profit!"
"Get Your Business To Work!" (Amazon #7)
"The Business Success Blueprint for Contractors"
"Hardhat BIZSCHOOL" Online University For Contractors



Building PROFITS!

- ☐ **Get Your Construction Business To Grow & Profit!**
 - The BIZ-Builder Blueprint For Contractors
 - Build A 'Best In Class' BIZ & Take Your Company To The Next Level
- ☐ **Get Your BIZ To Work!**
 - Steps To Build The BIZ You Want, Get Organized, Grow & Make A Profit
- ☐ **The BIZ-Builder Blueprint For Contractors Workshop!**
 - How To Build A Systemized BIZ That Grows & Always Makes A Profit
 - How To Draft Your BIZ-Builder Blueprint Action Plan
- ☐ **Construction Field & Project Management Systems!**
 - How To Improve & Maximize Construction Field Productivity & Scheduling!
 - Construction Field & Project Management 'Must-Do' Systems
 - Pro-Actively Monitor, Manage & Maximize CHANGE ORDERS
- ☐ **9 Numbers Contractors Need To Know To Make A Profit!**
 - Systems, Strategies & Spreadsheets To Always Make A Profit
 - Calculate Accurate Labor, Equipment, Materials, Overhead & Profit
 - Construction Financial Management For Business Owners & Managers
- ☐ **Accounting Is More Than Numbers!**
 - How Financial Managers Can Add More Value
- ☐ **On-Purpose...On-Target!**
 - How To Balance Your BIZ & Personal Life To Get Everything You Want

Building LEADERS!

- ☐ **Effective Leadership!**
 - How Leaders Achieve HUGE Bottom-Line Results Thru People
 - How To Get Your People On The Same Page Headed In The Right Direction
 - How To Set Goals & Develop Winning Action Plans
- ☐ **Effective Project Leadership & Management!**
 - How To Manage, Motivate & Maximize Productive Field Crews
 - Effective Project & Team Leadership For Managers, Supervisors & Foremen

Building CUSTOMERS!

- ☐ **Sell More Than Low Price!**
 - Grow Your BIZ With Higher Margins & Loyal Customer Relationships
 - BIZ-Development, Marketing & Sales Strategies That Work!
 - How To Draft Your BIZ-Development, Marketing & Sales Plan
- ☐ **Win More Customers & Contracts!**
 - Strategies To Overcome The Low Bid Process & Win More Profitable Work
 - Estimating & Bid Strategies To Win More Profitable Work
 - Strategies To Build Loyal Customers & Get Last Look



Our Goal Is To Make YOUR Meeting A Success!

What they say after George speaks:

- "Not only is George funny, he knows our business!"
- "George is the best presenter we've ever had!"
- "Please bring George back every year!"
- "George's system really works!"
- "George is HUGE!"

GEORGE HEDLEY CSP Hardhat Presentations Hardhat BIZCOACH BIZ-Building Programs

800-851-8553 949-852-2005 Fax 949-852-3002 Newport Beach, CA

Email: GH@HardhatPresentations.com www.HardhatBIZSCHOOL.com www.HardhatPresentations.com



HARDHAT



Certified Speaking Professional
Licensed Professional Business Coach



George Hedley is a hard-hitting speaker and business coach who delivers practical tools and proven steps to get your construction business to work!

Over the last 20 years, George Hedley has presented over **550 energetic programs** to companies and associations.

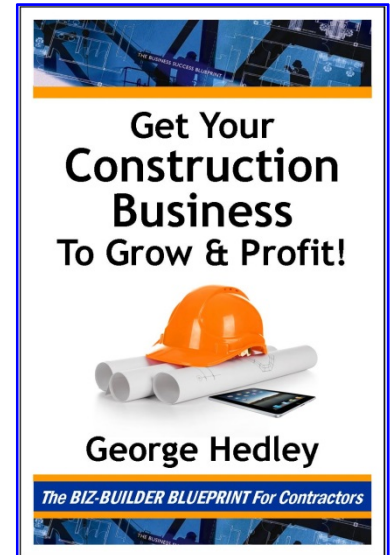
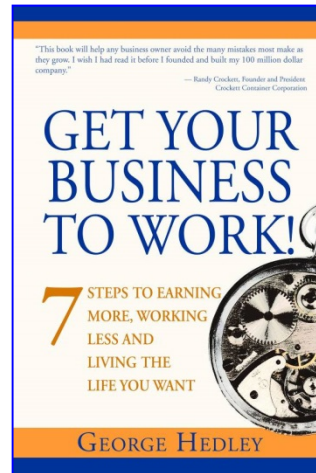
As a nationally recognized 'Certified Professional Speaker' earned only by the top 7% of all members of the National Speakers Association, George knows how to connect with business audiences as few others can.

As a successful **\$50 million** construction company owner and entrepreneur, he understands the needs and challenges of your group. Best-selling author, entrepreneur, business-builder, business coach and professional speaker George Hedley will show your audience how to take your company to the next level.

His hands-on presentations will give you the '**BIZ-BUILDER BLUEPRINT**' to get your business to grow & profit.

George's Perfect Audiences:

- Company Sales Or Manager's Meetings
- Customer Conferences Or Retreats
- Industry Association Conventions
- Business Owners & Managers
- Contractors & Manufacturers
- Distributors & Dealers



George's is the author of several books written to help you grow your business and make more money!

"George, It was great to see your opening keynote speech at our convention last week.

Your presentation was **fantastic!**"

*Ken Osness, VP Franchise Development
DUCTZ International*

"I have been coming to conventions and listening to speakers for years.

Your program was the **best I've ever seen.**"

*Sue Preston
Pacific Southwest Distributors Association*

George's has over 20 hours of online classes available at his Hardhat BIZSCHOOL online university for contractors.

"Let's talk about building your business!"

B U S I N E S S B U I L D I N G P R O G R A M S



92660 949-852-2005 Fax 949-852-3002 Newport Beach, CA
800-851-8553 Email: GH@HardhatPresentations.com www.HardhatPresentations.com





Building Successful Construction Companies!

The Construction Business Expert!

George Hedley is the owner of a successful commercial construction and development company. He founded and built his business from \$0 to \$50 million dollars in only 7 years! As recognition, George received the nationally recognized award: **'Construction Entrepreneur of the Year.'**

As a **'Certified Professional Speaker'** he will help your organization build people and leaders, create long-time repeat loyal customers, focus on bottom-line priorities, install systems that always make a profit, continuously improve, grow equity and build wealth.

Building Business Programs

- Building Leaders
- Building Customers
- Building Profits

"What a pleasure to listen to someone who has actually done it in the construction business, versus someone without actual experience. With over 20 years in construction association management, your seminar was the ultimate! Your motivation alone was worth it."

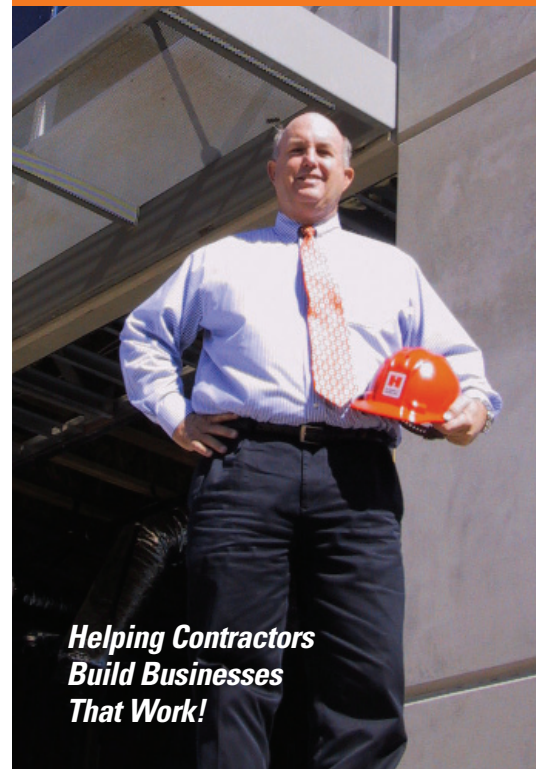
- Charles Kahl, EVP,
Indiana Constructors AGC

"Your program made a significant impact on my business and life. It was eye-opening! Your belief in and dedication to helping others traverse the monumental pitfalls of owning and operating a construction company is inspiring. Thanks 1,000 times!"

- Gordon Miller,
Owner, Sealrite Solutions



George Hedley, CSP
The Business-Builder



**Helping Contractors
Build Businesses
That Work!**



George Hedley is the right call to make your next meeting a success!

George Hedley CSP

Certified Professional Speaker
The Business-BUILDER

Business Building Topics:

- Sell More Than Price!
- Profit-Driven Leadership!
- Clear Targets = HUGE Results!
- The Business Success Blueprint!
- Marketing & Sales Strategies That Work!
- Build An 'On-Purpose...On-Target' Business!

Construction Business Topics:

- Always Make A Profit!
- How To Sell To Contractors!
- Estimating & Bidding Strategies!
- Field & Project Management Systems!
- Construction Financial Management 101
- Leadership For Managers & Supervisors!

George Hedley's Speaker Checklist

- Successful Entrepreneur Over 30 Years
- General Contractor 250 Projects
- Signed Over 10,000 Subcontracts
- Owns \$50,000,000 Construction Company
- Wears Orange Hard Hat and Tie
- Past President Construction Industry Associations
- Earned the Certified Speaking Professional – CSP Designation From The National Speakers Assn.
- Content, Energy, Motivation & Fun
- Really Knows How To Build A Business!



George Hedley

HARDHAT Presentations

3189-B Airway Avenue
Costa Mesa, California 92626
Phone: (714) 437-1122
Fax: (714) 437-1125
Toll Free: (800) 851-8553
E-mail: gh@hardhatpresentations.com

www.hardhatpresentations.com

Contact us for more information, complete program outlines, George's availability and fees, to schedule an event, or discuss your needs.



George Hedley is in the top 7% of all business speakers in the USA!

Learn from one of the best construction business experts in America!

George Hedley CSP, 'The Business-BUILDER' is construction company owner and the recognized authority on how to build a business to consistently produce bottom-line results, loyal customers, leaders and profits. He is the author of several books including: *"Everything Contractors Know About Making A Profit!"* and *"The Business Success Blueprint"* series.

George's expertise is based on his real world experience leading people, running a profitable construction company and getting things done. George's roles have included CEO, business owner, project manager, field superintendent, estimator, general contractor, subcontractor and real estate developer. George also owns **HARDHAT Presentations** and is available to present his keynote speeches and workshops to your company or association.

Join George's Speaking Client List:

World of Concrete	Trainer Glass Company
Tile Contractors Assn.	Star Building Systems
Tilt-Up Concrete Assn.	Calaveras Cement Co.
World Floor Covering Assn.	Timberline Software
National Frame Builders Assn.	Sunstate Equipment
American Fire Sprinklers Assn.	Roto-Rooter
American Subcontractors Assn.	Husqvarna
Associated General Contractors	Con-Expo
National Utility Contractors Assn.	
Plumbing Heating Cooling Contractors Assn.	

George Hedley is a regular columnist in *'Construction Business Owner'* magazine.



Let's Talk About Building Your Business!

I only have time to speak at 50 meetings a year for associations, companies, customer conferences and executive retreats. I've got the tools to get your business to be exactly what you want it to be. My schedule fills fast. **So call now and let's talk!**





GEORGE HEDLEY CSP

"Entrepreneur Of The Year"
Award Recipient



The Business Builder

Biography - George Hedley CSP

Helping Entrepreneurs & Contractors Build Businesses That Work!

George Hedley, CSP, 'The Business-Builder,' is a business building expert. He is an entrepreneur, business owner, and the recognized authority on how to build a growing business into a company that consistently produces bottom-line results, profits, wealth and equity. He has authored several books including: "On-Purpose...On-Target!"; "Everything Contractors Know About Making A Profit!"; "Conversations On Leadership"; "The Business Success Blueprint" series and 'Get Your Business To Work!'

He founded & built his major commercial construction and real estate development company from **\$0 to \$50 million dollars in only 7 years!** For his accomplishments, George received the nationally recognized "Entrepreneur of the Year" award by Ernst & Young and "Venture" magazine. To date, he has built or developed over 250 projects valued in excess of \$500 million dollars, executed over 10,000 subcontracts, and owns & manages over 750,000 square feet of office & industrial buildings.

George's expertise is based on his real world experience: Leading & managing great people; owning & running a profitable company; and getting things done. His business success is the result of long time, repeat customers, focusing on priorities that really count and management systems that always make a profit. As a founder of multiple businesses, his roles have included CEO, business owner, project manager, field superintendent, estimator, general contractor, subcontractor and real estate developer. George is a graduate of the University of Southern California in Civil-Structural Engineering and has served as **President** of five industry associations.

Today, along with managing his company, George owns **HARDHAT** Presentations presenting keynote speeches and workshops to companies and associations. His 'Profit-Builder' Programs include topics on Building Leaders, Building Profits, Building Customers, and Building Wealth. He also holds in-depth 2-day 'Profit-Builder Circles' for business owners. In addition, George has received the prestigious 'Certified Speaking Professional' designation from the National Speakers Association earned by only 7% of the members..

George Hedley's Style...

- Enthusiastic & Motivational
- Ready to Implement Ideas
- Interactive & "Hands-On."
- Lots of Humor & Fun
- Fast-Paced & Great Visuals
- In-depth handouts or workbooks
- Programs can be **customized** for your group

George Hedley will add value to your meeting, convention or workshop. His enthusiastic, hands-on and down to earth speaking style is based on his experience building and owning a profitable business. George's programs are interactive, fast-paced and fun.

You will enjoy his powerful cutting edge content, real-life examples mixed with humor and material ready to apply.

George provides quality handouts and uses professional PowerPoint audiovisuals. George will customize his materials for your audience via an in-depth questionnaire and interview process.

What You Can Expect From George...

- Practical solutions
- A helpful take-charge approach
- An on-going partner in your growth
- Proven track record with formulas for success
- A great attitude that's fun and easy to do business with



When You Hire George Hedley, He Will...

- Make a profitable difference for you and your organization
- Give you great ideas with passion, humor & enthusiasm
- Help you get focused on priorities that really matter
- Show you how to design your business to work
- Present real-life, bottom-line, nuts & bolts tools
- Motivate, inspire and teach
- Involve your people



Entrepreneur Of The Year®
1988 Award Recipient



Suggested Program Ideas...

- | | |
|----------------------------|--|
| Conventions | - Keynote speech plus multiple break-out sessions or workshops |
| Sales Meetings | - George will help you build loyal customer relationships |
| Management Meetings | - George will help your people become great leaders & managers |
| Customer Retreats | - George will show your customers how to make a profit & sell more |

BUSINESS BUILDING PROGRAMS

3300 Irvine Ave #135, Newport Beach, CA 92660 949-852-2005 Fax 949-852-3002
800-851-8553 gh@HardhatPresentations.com www.HardhatPresentations.com





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The Business Builder

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Award Recipient



Speaking Clients - Partial List

Companies

3M
Re-Bath
Chevron
Idealease
Husqvarna
Putzmeister
Roto-Rooter
La Salle Bank
Charlotte Pipe
Sage Software
Parex LaHabra
Tilbury Cement
Bayer Company
Automated Logic
Kohler Company
Saratoga Homes
Carrier Company
Hacker Industries
Johns Manville Co
Miron Construction
Cover-All Buildings
Bomanite Company
Timberline Software
Sunstate Equipment
Marriott International
True Value Hardware
Well Point Healthcare
Hungry Howie's Pizza
Star Building Systems
Calaveras Cement Co.
McShane Construction
United Building Centers
Trainor Glass Company
Amwest Insurance Group
Atlantic Concrete Products
Clockworks Home Services
Pacific Western Distributors
Church & Dwight – Arm & Hammer

Annual Conferences

Snow
Surfaces
Construct
Con-Expo
Flooring Plus
Sage Summit
Custom Home
Michigan Green
World of Concrete
Aqua International
World Of Hardscape
Minnesota Green Expo
Remodeling Leadership Conference
Concrete Construction CEO Conference



Regular Monthly Magazine Columnist

Construction Business Owner
Metal Construction News
Lawn & Landscape
Construction News
Hardwood Floors
Concrete Today
Wood Flooring
Rural Builder
Masonry

Associations

Ceilings Interiors Systems Construction Association
Plumbing Heating Cooling Contractors Association
Construction Financial Management Association
Specialty Equipment Manufacturing Association
Power Communication Contractors Association
Insulation Contractors Association of America
National Association of Electrical Distributors
National Association Surety Bond Producers
Painting Decorating Contractors Association
American Society of Professional Estimators
Architectural Pre-Cast Concrete Association
Farm Equipment Manufacturers Association
National Demolition Contractors Association
National Electrical Contractors Association
National Ready-Mix Concrete Association
American Concrete Pumping Association
Building Officials & Code Administrators
Institute Of Certified Public Accountants
National Utility Contractors Association
American Subcontractors Association
Steel Tube Institute Of North America
American Fire Sprinklers Association
National Frame Builders Association
Construction Specifications Institute
Concrete Steel Reinforcing Institute
Distribution Contractors Association
National Wood Flooring Association
Canadian Construction Association
Mechanical Contractors of Canada
Associated Builders & Contractors
Promotional Products Association
World Floor Covering Association
Concrete Foundation Association
National Chamber of Commerce
Associated General Contractors
Bowling Proprietors Association
Sales & Marketing Association
American Rental Association
Floor Installation Association
American Fence Association
Tilt-Up Concrete Association
Tile Contractors Association
National Tour Association
Self Storage Association

BUSINESS BUILDING PROGRAMS

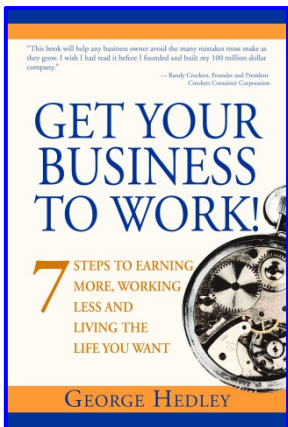
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George Hedley
The Construction BIZ-BUILDER

George Hedley, construction business expert, professional speaker, and author of **Get Your Business To Work** and **The Business Success Blueprint For Contractors!** has created a series of online learning opportunities for you.



In these online courses, George will personally teach you his proven business systems to get your business to work, make more **money**, generate more **sales**, get organized & in-control, **improve** project management, maximize **field** productivity, and always make a **profit**.



Hardhat BIZSCHOOL

Online University For Contractors

Learn How To GROW & PROFIT!

These online courses are designed to help you build and grow your construction business, make more money, get organized, and always make a **profit**. They are professionally recorded and can be viewed anytime over the internet so you can learn at your own pace.

Each of the **5 hour courses** is presented by George Hedley in his practical and 'nuts & bolts' style. You'll watch him teach plus view his PowerPoint slides as he walks you through the fundamentals needed to get your business to work, grow and profit. Each course is broken down into 5 'step-by-step' classes. Plus you'll get a downloadable **detailed workbook** to follow with clearly outlined 'how-to' examples, systems and forms ready to immediately implement.



ONLINE COURSES - 5 Hours Each

Get Your Construction Business To Work!

- The BIZ-Success Blueprint For Contractors & Entrepreneurs

1. Seek BIZ-Opportunities To Grow & Make A Profit
2. Make Tough Decisions To Get Your BIZ To Work
3. Draft Your BIZ-Success Blueprint
4. Targets, Goals, Tasks, Accountabilities & Responsibilities
5. BIZ-Systems: Profitability, Numbers, Sales & Progress



9 Numbers Every Contractor Needs To Know To Always Make A Profit!

1. How To Calculate Accurate Job Costs
2. Construction Accounting Made Simple
3. Determine Overhead, Contracts & Profit Goals
4. The 12 Step Formula To Always Make A Profit
5. Financials, Collections, Controls & Bonding



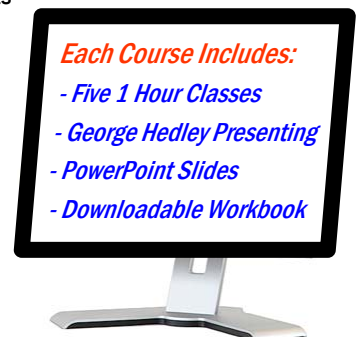
Grow Your Construction Business!

- How To Find New Customers & Win More Contracts

1. Find Profitable Customers, Markets, Projects, Opportunities & Services
2. Develop A Winning Estimating, Bid & Proposal Strategy To Win More Contracts
3. Presentation Strategies To Overcome The Low Bid Process
4. Draft Your BIZ-DEV Strategic Growth Plan & Target Profitable Customers
5. Implement A Pro-Active Marketing & Sales BIZ-Development Action Plan

Construction Field, Project Management and Productivity Systems That Work!

1. Install Written Construction BIZ-Systems That Work
2. Set, Track & Achieve Written Project Targets & Goals
3. Pro-Active Project Management, Budgeting & Contracts
4. Pro-Active Field Scheduling, Meetings & Change-Orders
5. Documentation, Pay, Procurement, Job Costing & Submittals



More Courses - Coming Soon!

George Hedley **HARDHAT Presentations** **Hardhat BIZCOACH**

800-851-8553 gh@HardhatPresentations.com www.HardhatPresentations.com

www.HardhatBizSchool.com





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The Business Builder

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Award Recipient



What They're Saying About....

George Hedley's Presentations

"The most **dynamic**....Our attendees are still **'pumped up'** and excited about implementing the ideas for change and growth...A great job you did...With **humor** and insightful direction...**Terrific job!**"

- Kate Keena, Executive Director, National Chamber of Commerce

"Thank you for contributing to the success of the conference. Your presentation was good education, motivational and your **interactive style was a hit**. Most impressive, to me, was the **homework preparation** you did to **customize** to our audience."

- K. Mihelich, VP, Building Officials & Code Admin.

"Thank you for the **tremendous** presentation. Your performance made our convention the **best ever**. I am being flooded with e-mails, calls and faxes complimenting me on the job you did. The **content, delivery**, contact before and after the presentation were all **100% TOP-NOTCH!** I am recommending all other NASBP regions to contact you for their meetings."

- Dave McKee, Program Chairman, NASBP

"We can count on you to deliver **hard-hitting programs** that meet personal growth and business management needs. Your programs **inspire excellence** and keep them coming back for more!"

- Pam Wagner, VP, National Utility Contractors Assn.

"Your **presentation was great** because you were not only **humorous** and diversified, but had many **serious points**. Your program gave everyone a chance to sit back and **listen, learn and laugh**." You're a great guy with a **HUGE heart!**"

- J. Rance Smith, Pres, Beneco Inc.

"On behalf of both associations, thank you for a **great job!** Your presentations and style were both **energetic** and **motivating**."

- Bart Carrigan, EVP, Michigan Chapter, AGC

- John Mass, EVP, Greater Detroit Chapter, AGC

"You did it! You conducted an **excellent**, thorough, comprehensive presentation. Attendees have told me that your presentation was **one of the best** they've ever seen at an ICAA convention and we've been doing this for 19 years. So, hats off to you! **You were excellent!**"

- Michael Kwart, E.D., Insulation Contractors Assn

"Thanks again for your **excellent** presentation. It was presented in a **concise** and **entertaining** way. Your personal understanding of the construction industry gives your presentations to contractors the **added benefit** of being industry specific. I know that every single participant walked away with information and ideas **they can use immediately** to improve their business & had a **fun time learning**."

- B. Bivens, E.D. Painting & Decorating Contractors Of America

"Your presentation was the **best we have had** in the last two years. It was **fun, humorous &** gave **systems** for instant application."

- Valerie Geiger, V.P. ABC

"Your presentation was **informational** and **entertaining** - a perfect combination of **hard hitting** advice and **challenge** for excellence. You were **highly rated!** Thanks for the **great** presentation!"

- Marilyn Murphy, Pres. Sales & Marketing Assn.

"What a **pleasure** to hear from someone who has actually done it in construction, versus someone telling how to do it without actual experience. With over 20 years in construction association management, **your seminar was the ultimate!** Your **motivation** alone was worth it."

- Charles Kahl, EVP, Indiana Constructors AGC

"Your presentation was positive, insightful and **entertaining**. Those who attended were **enthusiastic** about your **down to earth material** and **engaging style**. Your **personal experience** and success as a contractor gave our members first hand knowledge of how to make their construction company work for them. Your use of **humor to make a point** works superbly. We look forward to the next time."

- E. Bowman, Director, Assoc. General Contractors

"**Excellent** presentation. Your comments and personal insights regarding building your own business were **right on the mark**. George was one of the **best speakers** we've had & **funny** too."

- John Arslain, EVP, Fuchs & Company

"We all agree you did an **outstanding** job. Your program was **entertaining** and **enlightening**, a tough job to do well. Especially when the audience is made up of highly successful, independent business owners

- John Pippin, V.P., Neyra Industries, Inc.

"Thank you for the **outstanding job**. It was obvious that **you** **'captured'** the crowd instantly and kept them the entire program. Your blend of **common sense, innovative ideas** and **humor** was appreciated by all in attendance."

- Curt Peterson, EVP, AGC

B U S I N E S S B U I L D I N G P R O G R A M S

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- Michael Kwart,
Executive Director, ICAA

The Business Success Blueprint



Building Profits!

Business owners want to make huge profits, own a company that produces results without constant supervision or attention, work less, have more time, create equity and build wealth. Only 5% of all business owners ever reach their dream and build successful companies.

George Hedley has authored the '*The Business Success Blueprint*' and it works! The step by step process is his proven system to help owners and managers get their businesses moving toward their goals, get organized and systemized, create loyal customers, develop accountable responsible managers and always make a profit.

George Hedley is a business building expert, entrepreneur and popular speaker. He is now available to present his business building programs to your association or company.

George Hedley, CSP
The Business-BUILDER

*Helping Entrepreneurs
Build Businesses
That Work!*

Steps To Success

- Enjoy Freedom!
- Build Wealth
- Create Opportunities
- Grow Equity
- Leadership & People Systems
- Marketing & Sales Systems
- Field & Project Management Systems
- Develop Accurate Estimating Systems
- Install Financial Systems & Controls
- Build Your Business to Always Make A Profit
- On-Purpose... On-Target Systemized Business
- ON-PURPOSE...ON-TARGET



Building Business Programs

- Building Leaders
- Building Customers
- Building Profits

George Hedley is the right call to make your next meeting a success!

Building Entrepreneurial Excellence.

"Right on target with incredible insight conveys the excitement I felt during your presentation! The best I've heard in 20 years!"

- Don Wagner,
Territory Manager,
Sigler Wholesale Distributors



Learn from the Expert!

George Hedley is a business building expert and author of *"The Business Success Blueprint"* series.

He is an entrepreneur, business owner and the recognized authority on how to build a growing business into a company that works.

As a popular speaker at association conventions and company meetings, George has helped thousands of business owners and managers consistently produce bottom-line profits, loyal customers, great leaders, equity and wealth.

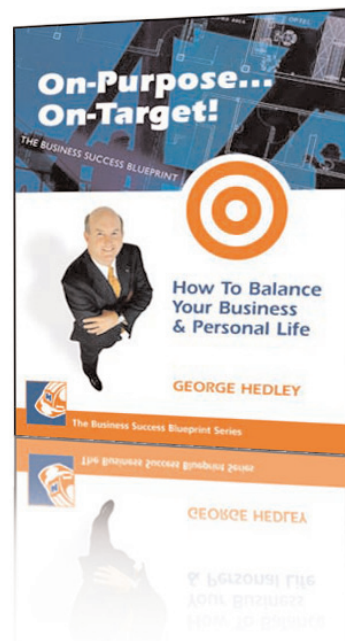
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- Building Profits



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