

# Want the tools to build a successful business?

## Attend Rocky Geans Construction Business School



### Six reasons to attend:

**1**

You're looking for proven growth strategies

**2**

You're working 80 hours a week and still not making the money you deserve

**3**

You wear every hat in your company and never take a vacation

**4**

You can't sleep at night thinking about your company's problems

**5**

You're new to contracting and want to build a solid business from the ground up

**6**

You're a good contractor but you lack confidence in your business and management skills

### This two-day business school covers:

- Bidding
- Employee Management
- Estimating Strategies
- Financial Statements
- Job Costing
- Job Scheduling
- Managing Field Operations
- Managing Markups
- Marketing Concepts
- Strategic Planning

Your office manager will benefit from the school, too!

### The program also provides:

*A 250+ page reference book with the field-proven strategies that you'll use to build a successful business.*

*A friendly and relaxed atmosphere that's conducive to learning—Rocky's teaching style invites interaction and he is committed to making a difference in people's lives by sharing his experiences and business strategies.*

*Networking with people that face the same issues as you.*



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### 2017-2018 Business Schools

**Westfield, Indiana**

December 14 & 15

Hosted by Concrete Foundations Association

**Ft. Myers, Florida**

January 11 & 12

Hosted by Somero

**Oklahoma City, Oklahoma**

February 8 & 9

Hosted by The Stamp Store

**Carson, California**

March 1 & 2

Hosted by Multiquip

**Reynoldsburg, Ohio**

March 8 & 9

Hosted by Buckeye Ready Mix

**Boise, Idaho**

March 15 & 16

Hosted by Multiquip

**Lewisville, Texas**

March 22 & 23

Hosted by Multiquip

### Information and Registration

Visit [www.rockygeans.com](http://www.rockygeans.com) for more information and to register.

### Price

\$695.00

The fee may be reduced by a host company or industry association. Visit website for details.

***Class size is limited to 25 participants. Register today at [www.rockygeans.com](http://www.rockygeans.com).***

## About Rocky Geans

*I was a high school dropout with no business experience. After one too many hard lessons in the construction business, I decided to learn everything I could about good business practices. I started teaching and consulting to help others avoid the problems I encountered.*

— Rocky Geans

Rocky started working in his father's concrete construction business after school and on weekends when he was nine years old.

He dropped out of high school when he was a sophomore and joined the Marines. After his military service, he joined his dad in the construction business.

Rocky Geans became the president and owner of L.L. Geans Construction Co. in 1986 and ran the company until his retirement in 2017.

With more than 44 years experience as a concrete contractor, Rocky is a past Master Trainer and a Craft Instructor certified by the National Center for Construction Education and Research. He has been a leading force behind the creation and development of events and groups within the American Society of Concrete Contractors.

Recognized as one of the most influential people in the concrete industry, Rocky's teaching, organizational processes, and business tools have been proven to increase growth strategies for small businesses around the country.

## Testimonials

*I attended 2 years ago and again this year. Before seeing Rocky present, my company was in the red 20%. After attending this business school and talking to Rocky we are making a profit.*

Tony Murray  
A. Murray Construction, Tyler, Texas

*This training exceeded my expectations. I enjoyed personal growth and got the practical tools to implement what I already knew I needed to do. I'm glad I sent four of my employees to this too.*

Dave Deaton  
Carolina Pool Plastering  
Charlotte, North Carolina

*I love what you guys do. This class addresses the common problems that concrete companies have every day. This is my second year attending Rocky's business school. This is priceless information.*

Justin Benjamin  
Finished Concrete Inc.  
West Branch, Michigan

*Everything I learned is great to use in my business and personal life.*

Christine Green  
Edwards Concrete  
Winter Garden, Florida

*I will save 10 times the cost of this course in six months of implementation of these systems. This course is a must!*

David Epp  
Epp Concrete Construction  
Lincoln, Nebraska

*These seminars have had a very positive effect on our company. The momentum our team brought back from the Dallas business school continues to drive change at Jagger Scored Stained Concrete.*

Thomas Jagger  
Jagger SSC, Austin, Texas

*This has been the most important catalyst of change for my company. This is the kind of training the industry needs.*

Chris Becker  
Becker Architectural Concrete  
South St. Paul, Minnesota

*I am looking forward to the business school in 2008. I want to come back and go over all of my improvements.*

Steven Craig  
Elite Concrete, Edmond, Oklahoma

*Rocky has given me new heights to strive for as I improve my business.*

Domenic Mattei  
Custom DesignCrete Inc.  
Crescent, Pennsylvania

*The format of the business school and the presenter cannot be beat.*

Barbara Sargent  
Kemiko Concrete Products  
Leonard, Texas

*This seminar is relevant and useful to all different sizes of companies.*

Grechen Fokran  
Intra-ROC Industries, Cove, Oregon

*After attending, it was like having a brand new business. We hired an administrative assistant. This has been the best training event I've been to in my 23 years as a contractor. I feel like I have a brand new business.*

Ted Mechnick  
Split-Rok Construction Company  
Brick, New Jersey

*I wish I had this when I started back in 1990. It would have saved so much money and headaches.*

Brian Cook  
Ozark Patterned Concrete Inc.  
Lowell, Arizona



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