



Granite City Tool

for over 100 years - everything for the stone industry since 1885

Is Proud to Sponsor this industry event!

Stone Industry Education

September 22nd—Minneapolis, MN

Business Success for Fabricators & Commercial Stone Contractors

(9am to 4:30pm)

What makes stone fabricators successful? Whether your interest is the residential or commercial stone market, this event has something for you! The agenda includes break-out sessions to accommodate your learning needs.

Residential sessions

Join instructor GK Naquin as he discusses:

- Analyzing the cost of doing business.
- Benchmarks for financial performance
- Discussion on diversifying your operations

Commercial sessions

Join instructor Charles Muehlbauer as he discusses:

- Stone Anchorage & Cladding.
- Specification compliance.

Learn more....see page 2.

Register Today!

Limited Class Size!

Great Networking!

Just \$99

Registration Includes

Lunch, Networking Reception, \$25 MIA Bookstore Credit & much more

Special Offer

Register 3 people and the 3rd registration is free after two paid registrations of \$99/each.



GK Naquin
Stone Interiors



Charles Muehlbauer
Marble Institute

Brought to you by:



MARBLE INSTITUTE
of America

&

Stone
World

Visit www.stoneindustryeducation.com to register.

Granite City Tool Co., P.O. Box 7520, St. Cloud, MN 56302—(320) 251-8600

If you would like to be removed from our fax list, please contact us at mdowney@granitecitytool.com

Stone Industry Education

September 22nd—Minneapolis, MN

(hosted by Amsum & Ash)

By attending this event, you will gain the following insight:

Residential sections

Join instructor GK Naquin as he discusses:

- **Analyzing the cost of doing business.** Learn more about how adjustments to your operating cost affect your ability to competitively price your product.
- **Benchmarks for financial performance.** Learn how your company compares to other fabricators (note: you'll obtain executive summaries of the 2009 fabricator financial benchmarking surveys produced by the Profit Planning Group on behalf of the MIA). A great resource to review with your accountant and management team.
- **Discussion on diversifying your operations.** Obtain tips to expand your current offering of products and services.

Commercial sections

Join instructor Charles Muehlbauer as he discusses:

- **Stone Anchorage & Cladding.** Learn more about exterior stone Anchorage Systems (Stone panels Handset to Masonry substrates and Stud frame walls, Soffit anchorage, Preassembled steel frame or stone-clad precast systems, Anchor Testing, and Adhered Stone Veneer).
- **Specification compliance.** Obtain tips about specification compliance and how to avoid being caught off guard.

Event Site:



Amsum & ash

30 52nd Way NE, Fridley, MN 55421

What others are saying:

It was eye opening and well worth the time spent—the entire day exceeded my expectations greatly. I would recommend this type of educational/informational event to anyone in our industry!

*- Rick Watson, General Manager
Italbec U.S., Inc., Dania Beach, FL*

For a complete agenda and hotel information go online to:

www.stoneindustryeducation.com



All attendees will benefit from:

- **Equipment needs.** Just look at the sponsor list – many of these companies will be attending the seminar. Spend time face-to-face time discussing your needs with them at this event.
- **Showcasing techniques and tips for templating, fabrication and installation.** You are bound to pick up a handful of ideas of other fabricators attending the event – well worth the price of admission.
- **Marketing your company.** Join the discussion about how to position your company and your product with architects, designers, and homeowners. This will include how offering CEUs (continuing education units) to architects and designers is a win-win proposition for your company.
- **Value of being an MIA accredited fabricator.** Learn first hand from the instructors and how becoming an accredited shop can impact your business.
- **Networking.** The most important reason to join this industry event!