COAA WFP CONFERENCE 2010 TRADESHOW LAYOUT
Dear Conference Participants,

Welcome to the 2nd Annual COAA WorkFace Planning (WFP) Conference! On behalf of the Construction Owners Association of Alberta (COAA), we would like to thank you for your continued support of the WorkFace Planning model.

When WorkFace Planning was introduced as a Best Practice in 2006, the model was created to primarily focus on the construction phase of a project. Over the past four years, the model has evolved and the focus of WorkFace Planning has expanded to all phases of the project life cycle. We are defining the four project phases as:

- Concept: deciding what to build
- Creation: designing it
- Construction: building it
- Commissioning: ensuring it works

WorkFace Planning has also grown to the point where there are a number of automation tools and services that exist to assist in its implementation.

We would like to thank all of our sponsors for their support and commitment to the practice of WorkFace Planning. We would also like to thank the many speakers for donating their time and sharing their knowledge. Finally, we would like to thank you for believing in WorkFace Planning and for taking the time to attend and participate in this conference.

During and after the conference, we will welcome your comments and recommendations, as they will help to shape the future direction of the WorkFace Planning Model.

Sincerely,

The COAA WFP Conference 2010 Organizing Committee
OUR CONFERENCE THEME

This is the 2nd Annual COAA WorkFace Planning conference. This year the theme is “WorkFace Planning from Concept to Commissioning”.

To effectively improve productivity at the workface, we need to start WorkFace Planning early in the project, when it is being conceived.

WorkFace Planning continues throughout the life of the project, including readying the project to be commissioned.

SPONSORS

GOLD
- ASCENSION Systems Inc.
- Bentley

SILVER
- INTERGRAPH
- JACOBS

BRONZE
- PHOENIX Industrial
- DRIVER'S
- CH2MHILL
- LeDucor Group
- Polytechnic
THANK YOU FOR YOUR SUPPORT

COAA is fortunate to have a strong list of member companies and volunteers. Putting this conference together requires the support of a large number of speakers and their employers; we could not do it without you. Our sponsor support is also essential to staging this event. Finally, if it was not for the contributions of COAA members, the WorkFace Planning model would not exist.

WORKFACE PLANNING IN CONTEXT

The COAA WorkFace Planning Model has grown from an idea by COAA’s members - created in Alberta - to a model being required on billions of dollars worth of projects and examined by over 100 countries. While it has progressed significantly from its inception, the model continues to be updated and expanded by COAA volunteers and the construction industry. We sometimes focus on how far we still need to go and forget how far we have already come.

CONFERENCE HIGHLIGHTS

- 1.5 information-packed, knowledge-sharing days
- 1 conference-wide session
- 2 expert panel discussions
- 15 informative track presentations
- Tradeshow exhibition fully integrated into agenda
- Breakfast and lunch provided to all delegates
- Scheduled networking opportunities
- Audience capture technology will be used
AGENDA AT-A-GLANCE: DAY 1

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<td>Break/Tradeshow</td>
<td>Plaza 3 and 4: Advanced Sessions</td>
<td>Plaza 5: Introductory Sessions</td>
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<td>Owner Requirements</td>
<td>Bringing Together Project Lifecycle Data...</td>
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<td>WFP in an EPC Environment</td>
<td>Metrics: What We Know / What We Are Learning</td>
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<td>Building Work Packages</td>
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<td>Procurement and Supply Chain...</td>
<td>Software for Automating WFP: Use-Case Scenarios</td>
<td>Owner’s Expectations Re: WFP</td>
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<td>WFP: Lessons Learned, Benefits Obtained</td>
<td>WFP: From the Captain to the Cook</td>
<td>Application of Project Control Fundamentals</td>
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<td>4:00 PM</td>
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<td>Front-End WFP: What does it include?</td>
<td>From Area to System-Based Construction</td>
<td>WorkFace Planning 101</td>
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INDUSTRY EXPERT PANEL

**START TIME 6:30 P.M.**

Senior representatives from owner, contractor and engineering firms will discuss where they see WorkFace Planning now and in the future. This presentation is based on our conference theme: *WorkFace Planning from Concept to Commissioning*.

**SPEAKERS**

Al Wahlstrom | Director, Central Construction, Suncor Energy Inc.

Niels Frederiksen | Vice President, Operations, Jacobs Engineering Group Inc.

Rich Sapinsky | Engineering Project Manager, Jacobs Engineering Group Inc.

**MODERATOR**

Lloyd Rankin | Researcher, COAA WorkFace Planning Committee

**NOTES:**

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TECHNOLOGY EXPERT PANEL

START TIME 7:30 P.M.

Senior representatives from technology firms will discuss tools that can help implement WorkFace Planning from project conception to commissioning. The moderator is an experienced project manager and will challenge the panel to provide specific examples of how technology can be used to help solve the problems associated with successfully executing a large construction project.

SPEAKERS

Michael Buss | Vice President, Intergraph Canada

Dr. Ted Blackmon | Director of Construction Solutions, Bentley Systems Inc.

Bill McSherry | Director, Ascension Systems Inc.

MODERATOR

James B. Porter Jr. | Former Chief Engineer and Vice President, Engineering and Operations, DuPont Canada Inc.

NOTES:
CONFERENCE-WIDE SESSION

Members of the COAA WorkFace Planning Committee will demonstrate how WorkFace Planning would look if implemented at the very beginning of a project and continued through until the end of commissioning. Examples of how specific issues related to implementation will look will be provided through a combination of short videos and examples.

SPEAKERS

Ron Embury | Engineering Team Leader, Nova Chemicals Corporation
Jose Herrero | Vice President, Fluor Canada Ltd.
Ken Kohlruess | Vice President Operations, Commonwealth Construction Company Ltd. (CH2M HILL)
Tannis Liviniuk | Lead Construction Analyst, Cenovus Energy Inc.

MODERATOR

Lloyd Rankin | Researcher, COAA WorkFace Planning Committee

NOTES:
Mr. James B. Porter, Jr.

Jim was Chief Engineer and Vice President of Engineering and Operations for DuPont Canada Inc. until his retirement in September, 2008. Jim joined the company in 1966 as a Chemical Engineer in the Engineering Service Division (ESD) field program at the Engineering Test Center in Newark, Delaware. He left the same year for a tour in the United States Army and returned in April, 1968 as a Technical Services Engineer at DuPont’s Chattanooga, Tennessee fibers plant.

Jim was named Vice President of Engineering on November 1, 1996. He became Vice President of Safety, Health & Environment and Engineering on February 1, 2004. He assumed the position of Chief Engineer and Vice President - DuPont Engineering and Operations on July 1, 2006.

Jim has served as chair for the Construction Industry Institute (CII) and he was the 2004 recipient of CII’s Carroll H. Dunn Award of Excellence. In 2005, he received the Engineering and Construction Contracting Association Achievement Award and in 2007, he was honored with the Society of Women Engineers Rodney D. Chipp Memorial Award. In 2008, he was the first recipient of FIATECH’s “James B. Porter, Jr. Award for Technology Leadership”. He is a member of several Boards of Directors and is on the Chemical Heritage Foundation Board and the Argonne National Laboratory Board of Governors.

Today, Jim is the founder and President of Sustainable Operations Solutions, LLC which provides consulting services to help companies make significant and sustainable improvements in workplace safety, process safety management, capital effectiveness and operations productivity.

Born in Knoxville, Tennessee, he received a Bachelor of Science degree in Chemical Engineering from the University of Tennessee in 1965.

**MAKING GOOD PROJECTS GREAT**

This presentation will focus on the business value delivered by implementing current project management best practices in a disciplined manner and how the benefits can be greatly increased through regional standardization of processes like Workface Planning among owners, contractors, vendors and labour. The value proposition will be discussed across all aspects of the project process and will include perspectives on specific best practices with a focus on Workface Planning.
BRINGING TOGETHER PROJECT LIFECYCLE DATA FOR CONSTRUCTION

ADVANCED LEVEL  START TIME 10:00 A.M. | PLAZA 3

Construction projects in today’s market have become more complex. Information from multiple systems and contractors needs to be effectively managed to execute construction projects in the most efficient manner.

This is particularly true when projects are fast-tracked in parallel with engineering and purchasing activities. Industry reports show that more than half of potential tool time is wasted on labour standing by waiting on information or equipment. Construction companies need to take advantage of WorkFace Planning to execute projects faster and more accurately than ever before.

SPEAKER

Chuck Gill | Executive Business Manager, Materials and Construction, Intergraph Canada

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OWNER REQUIREMENTS: CREATING CLEAR DELIVERABLES

These owners have been attempting to apply WorkFace Planning to various projects they have been executing. During this session they will share their knowledge and focus on the clear deliverables an owner should specify to their construction and engineering firms.

SPEAKERS

Terry Ukrainec | Manager, Major Projects Execution, Syncrude Canada Ltd.
Duncan Lancaster | Project Manager, Shell Canada
Sean Przy | Construction Manager, Major Projects, Nexen Inc.

MODERATOR

Jim Lozon | President, The Collaboration Group Inc.

NOTES:
Construction performance and productivity improvement are key focus areas in any nation’s construction industry, as the construction industry’s contribution to the national economy is substantial.

The decline in construction productivity across the world has been reported by many researchers and organizations. Finding innovative solutions to improve construction productivity will save billions of dollars and make construction a professional and attractive business.

The “Top Ten Targets for Improving Construction Productivity” project investigates ten strategic areas, including both soft and hard issues of productivity, to develop innovative and sustainable solutions for the construction industry.

**SPEAKER**

Dr. Janaka Ruwanpura | Canada Research Chair, Director and Associate Professor in the Project Management Specialization in the Schulich School of Engineering at the University of Calgary

**NOTES:**

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AUTOMATION AND INTEGRATION:
WFP IN AN EPC ENVIRONMENT

Lowell Wiles of Jacobs Engineering Group Inc. will speak about how Jacobs combines Front-end Engineering, Systems Automation and WorkFace Planning to create construction success.

SPEAKER

Lowell Wiles | Vice President, Global Construction, Jacobs Engineering Group Inc.

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METRICS: WHAT WE KNOW AND WHAT WE ARE LEARNING

As companies attempt to implement WorkFace Planning, they are confronted with challenges regarding what to measure, how often to measure and which measurements will lead to a better understanding of project performance. This session will attempt to address these issues and stimulate audience participation and discussion on this important topic.

SPEAKER

Anthony Van Tol | WorkFace Planning Manager, Suncor Energy Inc.

NOTES:
BUILDING WORK PACKAGES

INTRODUCTORY-LEVEL  START TIME 11:00 A.M. | PLAZA 5

A discussion on how to break up a project, which includes Work Breakdown Structures (WBS), Construction Work Packages (CWP), and Field Installation Work Packages (FIWP).

The focus of this session will be to provide an overview regarding how a project should be broken up, what should be contained in a Field Installation Work Package and the conditions that should be satisfied prior to a package's release.

The speakers will also briefly discuss how packages will be monitored and controlled throughout the life of the project.

SPEAKERS

Geoff Ryan | WorkFace Planning Manager, Graham Industrial Services Inc.
Paul Lange | Vice President, Support Services Industrial, Ledcor Group of Companies
Scott Wilson | Project Engineer, JV Driver

MODERATOR

Lloyd Rankin | Researcher, COAA WorkFace Planning Committee

NOTES:
PROCUREMENT AND SUPPLY CHAIN IN A WORKFACE PLANNING ENVIRONMENT

As companies move to a WorkFace Planning approach to construction, how materials are procured, stored, and allocated to the field needs to be re-examined. This presentation provides an owners perspective on the issues that need to be addressed to more effectively address procurement and supply chain issues. Procurement and construction contractor perspectives will be included in the presentation.

SPEAKER

Bill Somerville | Manager, Contracts and Supply Chain Management, Major Projects (Synthetic Oil), Nexen Inc.

NOTES:
SOFTWARE FOR AUTOMATING WFP: BENTLEY CONSTRUCTSIM

This presentation will provide an overview of how Bentley’s ConstructSim software program automates WorkFace Planning via demonstration of use case scenarios for Early Planning (Path of Construction), Virtual Work (Package Development), Look-ahead Planning & Progress Tracking and Testing & Turnover Systems.

SPEAKER

Dr. Ted Blackmon | Director, ConstructSim Solutions, Bentley Systems Inc.

NOTES:
OWNERS EXPECTATIONS REGARDING WORKFACE PLANNING

A discussion on what owners hope to achieve by implementing WorkFace Planning. The owners will discuss a variety of issues including how extensively they plan on implementing WorkFace Planning and their expectations for contracting and engineering firms.

SPEAKERS

Andrew Hardy | Project Execution Leader, Imperial Oil Resources

Dennis Krenz | Area Project Manager, U & O, Agrium Inc.

Carl Souchereau | Director, Project Management Office, TransAlta Corporation

James B. Porter, Jr. | Chief Engineer and Vice President of Engineering and Operations (retired), DuPont Canada Inc.

MODERATOR

Jim Lozon | President, The Collaboration Group Inc.

NOTES:
WORKFACE PLANNING: LESSONS LEARNED AND BENEFITS OBTAINED

ADVANCED LEVEL  START TIME 3:00 P.M. | PLAZA 3

The moderator and panel will bring examples from various companies (owner, contractor and engineering firms) to start the discussion. The audience will be placed in working groups and by sharing their experience and knowledge, the groups will create a lessons-learned repository that will be available on the COAA website and used to provide feedback to the WorkFace Planning Committee. This feedback will help to drive future development of the COAA WorkFace Planning model.

SPEAKER

Jim Craig | Director of Construction Operations, Jacobs Engineering Group Inc
Darrell Coughlin | General Manager, Construction & Planning, Flint Energy Services
Theresa Hewitt | EPC Manager, Kiewit Corporation

MODERATOR

Lloyd Rankin | Researcher, COAA WorkFace Planning Committee

NOTES:
WORKFACE PLANNING: FROM THE CAPTAIN TO THE COOK

ADVANCED LEVEL  START TIME 3:00 P.M.  PLAZA 4

In order for WorkFace Planning to be successfully implemented, you need to ensure all the players on your project are aligned. This session will provide a model so that everyone understands their roles and their mission.

SPEAKER

Bill McSherry | Director, Ascension Systems Inc.

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APPLICATION OF PROJECT CONTROL
FUNDAMENTALS IN A WFP ENVIRONMENT

Owners’ thoughts on how project controls needs to address the issues associated with implementing WorkFace Planning. Rather than focus on a specific project, the speakers will address the generic issues that need to be addressed when applying WorkFace Planning to a large construction project.

SPEAKERS

Jimmy Dees | Department Manager, Project Business Services, Syncrude Canada Ltd.

Niteen Chavan | Team Leader, Project Controls, Syncrude Canada Ltd.

NOTES:
FORNT-END WORKFACE PLANNING: WHAT DOES IT INCLUDE?

Since WorkFace Planning was introduced there has been a clear need to expand the model into the front end. This session will discuss the recent completed initiatives regarding the front end, projects underway and areas under consideration. In short, the session will be addressing what the front end includes and where it needs to go.

SPEAKERS

Ben Swan | Director, Element Industrial Solutions

Glen Warren | Vice President, Major Projects, Ledcor Group of Companies

MODERATOR

Lloyd Rankin | Researcher, COAA WorkFace Planning Committee

NOTES:
TRANSITIONING FROM AREA TO SYSTEM-BASED CONSTRUCTION

ADVANCED LEVEL  START TIME 4:00 P.M. | PLAZA 4

Transitioning from area-based to systems-based construction has been problematic for all owners. This speaker will discuss steps their organization is taking to apply WorkFace Planning principles to the transition from area-based construction to systems-based construction.

SPEAKER

Sean Przy | Construction Manager, Major Projects, Nexen Inc.

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WORKFACE PLANNING 101

A session on the basics of WorkFace Planning. Participants will be exposed to a high-level overview of what WorkFace Planning is and how it differs from traditional approaches to planning and executing construction projects. This session is tailored to new WorkFace Planning users who are interested in developing a basic understanding of the COAA WorkFace Planning Model principles.

SPEAKER

Lloyd Rankin | Researcher, COAA WorkFace Planning Committee

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