

**wine**st  
WinEstimator, Inc.



Seattle, Washington USA • March 12-13-14, 2012

**WinEst User Conference**

**2012**

Don't work harder. Work smarter.

ALSO BROUGHT TO YOU BY





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# WinEst User Conference

# 2012

Don't work harder. Work smarter.

*“What can I say?  
It's just a great conference!”*

We routinely get great comments like this from conference attendees because we tailor our offerings for beginners as well as power users, with two distinct tracks: **Power Sessions**, covering the entire range of WinEst tools, and **Introduction to Estimating Technology**, covering all the fundamentals of WinEst, our core application. *And our trainers are among the best you'll find anywhere.*



## NEW THIS YEAR

This year, attendees can opt for the new **WinEst Lab Experience**—an extra half-day on Thursday, March 15, held at nearby WinEst headquarters, that gets you one-on-one training with a WinEst Professional Services Group team member—all for just **\$99 more**. See page 4 for complete details.

## YOU'LL ALSO ENJOY

- direct interaction with WinEst developers and managers—the people who create and support our products!
- the official 2012 User Conference backpack
- all conference materials provided on USB thumbdrive
- networking opportunities with other WinEst users
- a convenient location at the Sea-Tac Airport Embassy Suites Hotel—with easy access to the airport, nearby shopping at Westfield Southcenter Mall and more, plus great accommodations, food and free parking for conference attendees
- a myriad of recreational, shopping and nightlife attractions. You're just twenty minutes away from all that downtown Seattle has to offer.
- daily door prizes, and more.



**KEYNOTE  
SPEAKER  
BROCK HUARD**

ESPN sports analyst  
and former NFL  
quarterback

## SOMETHING FOR EVERYONE

- COMMERCIAL
- RETAIL
- HEALTHCARE
- PUBLIC FACILITIES
- TRANSPORTATION
- RECREATION
- ENERGY & UTILITIES
- CORRECTIONS
- SITE DEVELOPMENT
- GENERAL CONTRACTING
- SPECIALTY TRADES
- ELDERCARE
- SF/MF RESIDENTIAL

**See registration  
info on page 5!**



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**CHOOSE  
THE  
TRACK  
THAT'S  
RIGHT  
FOR YOU**

**TRACK ONE** **Power Sessions**  
*Get the latest on the wide range of WinEst applications and functions. A great overview of all the applications that integrate with other best-of-brand programs like Oracle's Primavera P6, Microsoft Excel and Project, On-Center's On-Screen Takeoff and more—as well as WinEst's latest offerings in the world of BIM, our Enterprise Data Manager, working with assemblies, Modelogix, collaborative estimating with eTeam and much more!*

**TRACK TWO** **Introduction to Estimating Technology**  
*This is the track to get those new to WinEst and digital estimating up and running quickly and efficiently. Get all the WinEst basics, including editing preferences, building your estimate, the WinEst construction calculator, using filters, work-breakdown structures, alternates, file security and more.*

*Please note: this track is limited to twelve attendees on a first-come, first-served basis. Availability will be updated as promptly as possible on the registration website, or you may call to confirm availability.*

DAY	TIME	TRACK ONE: POWER SESSIONS	TRACK TWO: INTRO TO ESTIMATING TECHNOLOGY
Monday	6:00 - 8:00 PM	<b>DINNER &amp; WELCOME RECEPTION</b>	
Tuesday	8:00 - 8:45	<b>CONFERENCE OPENING / KEYNOTE SPEAKER BROCK HUARD</b>	
	9:00 - 10:15	Modelogix	<p><i>The following topics will be covered over two days in an open-agenda, classroom-style format:</i></p> <ul style="list-style-type: none"> <li>• Building the Estimate</li> <li>• The WinEst Construction Calculator</li> <li>• Using/Applying Filters</li> <li>• Modifying the Estimate</li> <li>• Work-Breakdown Structures</li> <li>• Customizing the Toolbar, Status Bar and Formatting Columns</li> <li>• Building Custom Filters</li> <li>• Adding Mark-Ups, Bonds and Taxes</li> <li>• Alternates</li> <li>• Special Views: Other Report Options</li> <li>• Estimate-File Security</li> <li>• Subcontractor &amp; Supplier Bid Lists</li> <li>• Advanced Filters Using Conditions</li> <li>• Using the Markups and Bonds Database</li> <li>• Assemblies</li> <li>• Advanced Assemblies</li> </ul>
	10:15 - 10:30	— Break —	
	10:30 - 11:45	Beginning Assemblies	
	11:45 - 1:00	— Break —	
	1:00 - 2:15	Advanced Assemblies	
	2:15 - 2:30	— Lunch —	
	2:30 - 3:45	Virtual Take-Off	
	3:45 - 4:00	— Break —	
	4:00 - 5:00	Collaborative Estimating with eTeam	
6:00 - 9:00	— Dinner —		
Wednesday	8:00 - 9:15	OST Integrator	
	9:15-9:30	— Break —	
	9:30 - 10:45	Scheduling with Oracle Primavera and MS Project	
	10:45 - 11:00	— Lunch —	
	11:00 - 12:15	Filter Development and Reports	
	12:15 - 1:15	— Break —	
	1:15 - 2:30	Enterprise Data Manager and Custom Reports	
	2:30 - 2:45	— Break —	
	2:45 - 4:00	Intelligent Takeoff	
4:00 - 4:15	Conference Closing		
Thursday (OPTIONAL)	8:30 - 11:30 AM	<p><b>WinEst Lab Experience</b> Limited to twelve attendees, the WLE provides an optional half-day opportunity to meet in a small group with WinEst development/support/management staff, as well as receive thirty minutes of one-on-one time with a PSG specialist. Transportation from the Embassy Suites conference site to WinEst headquarters, just three miles south, will be provided. <i>PLEASE SEE PAGE 4 FOR A FULL DESCRIPTION OF THIS OFFERING.</i></p>	

**SEE  
POWER-SESSION  
DESCRIPTIONS  
ON PAGE  
FIVE**

Please note that all event information is accurate at the time of publication but is subject to change without notice.

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## **ALL-NEW THIS YEAR** **THE WINEST LAB EXPERIENCE**

**Take your 2012 User Conference to the next level.**

WinEst's all-new **Lab Experience** provides an exclusive opportunity for twelve User Conference attendees to join us at WinEst headquarters for an extra half-day of concentrated training with our Professional Services Group (PSG) staff—the very same people who provide our world-class on-line and telephone client support—**for just \$99\***.



**Your WLE morning will include** a full thirty-minute *one-on-one* session with a PSG member, as well as a focused, open-forum session with just nine other attendees, WinEst's PSG manager Ken Regier, development manager Brian Schwenk and company president Steve Watt.

**You just can't get any closer to the world's most knowledgeable WinEst experts than this.**

**Space is very limited; sign up today at [www.wonest.com/userconference!](http://www.wonest.com/userconference!)**

### **HERE'S THE SCOOP!**

Twelve WLE slots are available, on a first-come, first-served basis, on Thursday, March 15. WLE starts promptly at 8:30 a.m. and ends at 11:30 a.m. These thirty-minute, one-on-one timeslots will be assigned at the 2012 User Conference. WLE will be held at WinEst's headquarters, three miles from the Embassy Suites conference site, with transportation provided to those needing it, from Embassy Suites. When not engaged in the one-on-one session, attendees will be in WinEst's training lab for an open-forum Q&A session, hosted by other PSG staff as well as development manager Brian Schwenk and company president Steve Watt.

**For more information, call us at 800.950.2374.**

\*includes WLE session only; does not include extra-night hotel accommodations or other incurred costs.



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## SPACE IS LIMITED— REGISTER TODAY!

Your registration includes

- welcome reception and dinner
- all conference track sessions
- all meals
- all conference materials
- official conference gift package
- daily door prizes.



*Registration after December 31, 2011 is \$795 per person; \$695 for each additional attendee from your firm. Refunds not available after January 13, 2012.*

Register today! Visit [winest.com/userconference](http://winest.com/userconference) or call **800.950.2374.**

*Great location, food and accommodations at the SeaTac Airport Embassy Suites hotel—a Hilton property.*

### ATTENDEES SAY...

“Course content and format were great!”

“The instructor’s level of knowledge was unbelievable.”

“Very beneficial; I will take a lot away with me from this conference!”

“I just wish I’d done this five years ago.”

“*What can I say? It’s just a fantastic conference!*”



## POWER-SESSION (Track One) DESCRIPTIONS

### OST Integrator

Attend this session to learn how WinEst’s OST Integrator can not only increase estimating productivity and accuracy, but also help to reduce the risk of costly errors and omissions. Learn how you can easily link OST “conditions” to items and assemblies in your WinEst estimate—all while maintaining a complete audit history.

### Virtual Takeoff

Attend this session to learn how to take full advantage of Virtual Takeoff. This powerful tool allows you to view and perform takeoffs from project plans while viewing drawings electronically. See examples of assemblies that are enhanced for Virtual Takeoff, and how to execute takeoffs more quickly and more accurately.

### Custom Reports from Enterprise Data Manager

Learn how to create completely customized WinEst reports using Microsoft Reporting Services or Crystal Reports. These tools work directly with estimates stored in EDM, in MS SQL format, allowing complete access to your data.

(continued...)



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## Filter Development and WinEst Reports

Create custom filters to reflect your business' needs. Learn how to share these filters company-wide, ensuring a corporate standard for all estimators. WinEst filters are used for standard WinEst reports, and you'll see how to format page styles to create professional reports for your customers.

## Enterprise Data Manager

*If you aren't yet taking advantage of Enterprise Data Manager, you're missing out.* Attend this session to see how EDM can help to organize all active estimates, estimate revisions and change orders. Learn how to use EDM to store estimates as a "snapshot in time" as it moves through each critical phase of the estimating process.

## Modelogix

If your company is like most, you have significant time and effort tied up in producing conceptual/feasibility budgets. See how Modelogix can dramatically reduce the cost of compiling these kinds of estimates by enabling you to easily tap into your company's past experience. Learn how to quickly build a cost model by filtering past projects, allowing you to quickly build a parametric cost model based on past projects of similar scope.

## Beginning Assemblies

Using assemblies can speed up the whole estimating process while simultaneously helping to ensure that all necessary items and their corresponding costs are captured. In this session, you'll learn how to build a basic assembly from scratch, how to edit existing assemblies and how to take advantage of work already done by creating new assemblies from existing ones.

## Advanced Assemblies

In this continuation of the *Beginning Assemblies* session, you'll learn how to setup and use specification variables and nested assemblies to enhance the efficiency of takeoffs, as well as how to use global specification variables to further streamline the takeoff process.

## Collaborative Estimating with eTeam

WinEst *eTeam* allows multiple estimators to simultaneously work on the same estimate. In this session, you'll learn how to create and build an estimate in a collaborative environment, as well as how to setup estimate templates and how to take advantage of this flexibility by using templates already set-up for collaborative estimating.

## Intelligent Takeoff (ITO)

*Finally—a 3D takeoff tool that's estimator-focused.* If you're tired of reviewing 3D BIM takeoff tools that are based on the *architect's* needs instead of the *estimator's*, you won't want to miss this session. ITO was developed with the understanding that the "black-box" approach to relying on takeoff quantities in a 3D model does not provide the confidence that an estimator truly requires for an accurate, reliable estimate. Attend this session to see how ITO not only allows you to mine the quantities in a 3D model, but also provides the necessary visual confirmation to justify the takeoff.

## OUR CUSTOMERS SAY IT BEST.

"winEst, once again, enabled us to blow away the competition."

"I can view my estimates any way I want. This saves errors, omissions and time."

"I feel great with my recommendation to choose winEst over the others. Thanks again!"

"Neither the economy nor the federal government could have helped us to turn things around, but winEst did."

"The quantity and quality of information that winEst enabled us to present made the other guys look like amateurs."

"winEst is the best! It is so easy to use and so powerful; it makes my life easier in these tight times."

"I just wanted to thank winEst for the excellent training that we got last week."

"winEst has always helped us outclass the competition."

"In this market, winEst has helped me survive."

***Since 1992, WinEstimator has been dedicated to bringing our clients the most powerful, accurate and flexible construction-estimating software possible.***

*WinEst serves a wide variety of industries and customers, from homebuilders and remodelers to global general contractors, specialty trades, government agencies and more.*

*An award-winning leader in cost estimating, BIM and cost-modeling software,*

*WinEst is used by cost professionals in over 80 countries around the world.*



***Visit [www.wineest.com](http://www.wineest.com) for free trial software, informational webinars and videos, additional product and training information and more.***

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