



# Mid-Atlantic Steel Framing Alliance

Register For MASFA's Quarterly Dinner Meeting & Get Yourself Connected!  
January 28, 2016, 5 – 8 pm – Maggiano's, Tyson's Corner, VA

## MASFA Dinner Meetings – Get Yourself Connected

**Thursday, January 28, 2016, 5 – 8 pm.** Our dinner meeting is the best place in the Northern Virginia, Washington and Baltimore region to network with people in the cold-formed steel industry: Contractors, suppliers, manufacturers, and designers are always part of the mix. Our dinners provide you the opportunity to:

- 1) Network with industry colleagues during our cocktail hour.
- 2) Learn about important industry topics (many of which include continuing education credits) from various industry experts.

## Topic: Why LinkedIn is a Necessity in the Construction Industry in 2016

1.0 PDH

**Speaker:** Aaron Hockel – Alta Vista Strategic Partners

**Continuing Education Credits Available:** 1.0 Engineering PDH Credits



**Agenda Highlights:** Social media is not just for teenagers. It can really help your business.

Come get answers to the questions you may have, such as:

1. What is LinkedIn?
  - a. Attendees will learn to build a working definition of LinkedIn and understand how it is different from other social networks such as Facebook
2. Why is LinkedIn important?
  - a. Demonstrate to attendees the influence LinkedIn has on the buying process and how their current customers and prospects are already on LinkedIn
3. How can LinkedIn help my business?
  - a. Attendees will see how they can use LinkedIn to connect with customers, prospects, and other industry professionals
  - b. This will include how it can be used by an individual through their personal profile and by a business through an official company page

LinkedIn &  
Your Business

## 2016 Sponsors



## Time/Place/Cost

- Date & Time:** Thursday, January 28, 2016, from 5 pm to 8 pm
- Location:** Maggiano's Little Italy, Tyson's Corner  
2001 International Drive, McLean, VA  
Phone: 703-356-9000
- Directions:** Visit [www.maggiano's.com](http://www.maggiano's.com) for directions
- Attendee Cost:** \$45 for MASFA members pre-registered by January 21, 2016; \$55 for non-MASFA members; and \$60 for members or \$65 for non-members payable at door. No refunds will be provided after January 21, 2016.
- Sponsorship Cost:** \$250 which includes one dinner, a tabletop to display your company's products/services, listings in event promotional material (including mailings), and an opportunity to speak to the group for five minutes.

## Attendees

Name (1) \_\_\_\_\_ Email \_\_\_\_\_  
Name (2) \_\_\_\_\_ Email \_\_\_\_\_  
Name (3) \_\_\_\_\_ Email \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
Phone/Fax \_\_\_\_\_

## Payment

### Registration: (No refunds for cancellations after January 21, 2016)

- Number of MASFA Members attending \_\_\_\_\_(\$45 each) Subtotal: \_\_\_\_\_
- Number of non-MASFA Members attending \_\_(\$55 each) Subtotal: \_\_\_\_\_
- Sponsor the event (\$250) Must be received prior to event. Subtotal: \_\_\_\_\_
- Event fee at Door \_\_\_(Member \$60 each, \$65 Non-member) Subtotal: \_\_\_\_\_
- TOTAL COST: \_\_\_\_\_

### Pay By Check (Check must be received by January 21, 2016 to guarantee registration):

Payable to "MASFA"  Check is in the mail  
Send to MASFA -c/o Nader Elhajj  
3603 McLean Avenue  
Fairfax, VA 22030

### Pay by Credit Card: (Please print)

Name on Card \_\_\_\_\_  
 Master Card  Visa Exp. Date: \_\_\_\_\_

Credit Card Number (please write clearly) \_\_\_\_\_

Billing Address \_\_\_\_\_  
 Same as Above \_\_\_\_\_

Signature \_\_\_\_\_

**Please fax this registration form to (703) 563-9424, Attn: Nader Elhajj**

If you have questions, please contact Nader at (703) 615-2451 or Jeff Klaiman at (703) 691-4040

Mid-Atlantic Steel Framing Alliance, Inc. - [www.masfa.com](http://www.masfa.com)