

THURSDAY, JUNE 7 – FRIDAY, JUNE 8, 2018 • ANAHEIM, CA

THE BUSINESS OF STRUCTURAL ENGINEERING

An intensive workshop for structural engineering firm leaders & project managers

***Advance the leadership potential
of your best and brightest!***

Earn 7.5 PDHs!

COURSE PARTNERS



The Business of Structural Engineering Workshop

Real-World Skills ... Strategic Insights ... Best Practices for Success

Managing your structural engineering business for success requires technical know-how coupled with a broad awareness of today's best business practices.

Firm managers must know the rules of finance and how they work in the real world, and the ins and outs of managing people, risk and resources, including:

- Understanding Duty to Defend and How to Protect Your Firm
- Avoiding Getting Burned by Electronic Communications
- Driving Financial Performance Through Metrics
- Navigating Your Way Through High Risk Projects
- Transitioning Project Managers to Firm Leaders

Contemporary Best Practices and Critical Operational Management Methods

This workshop highlights strategies for a wide array of critical business topics that will keep your business thriving despite a churning business environment.

Attendees will learn specific skills and techniques to help them manage change and build success in finance, leadership development, contracts and risk. This workshop is presented by the Council of American Structural Engineers (CASE), the leading provider of business practice and risk management information for structural engineering firms. Structural engineering firms are not simply run on technical know-how – you can't be successful without understanding the basics of the business world. ***The Business of Structural Engineering Workshop*** will share challenges facing today's structural engineering firms and how to address them.

What Will Attendees Learn?

Attendees will leave the event with best practices to assist your firm in:

- Reducing claims
- Increasing profitability
- Improving quality
- Enhancing management practices



— WORKSHOP HIGHLIGHTS —

Thursday, June 7

5:30 pm Workshop Dinner and Presentation

Enhance Project Performance through Team Culture: California Pacific Medical Center (CPMC), Van Ness IPD project



Stacy Bartoletti, CEO
Degenkolb Engineers



Jay Love, Senior Principal
Degenkolb Engineers



Photo by Brett Drury

Friday, June 8

6:45 am - 7:30 am Breakfast

7:30 am - 7:45 am Welcome

Corey Matsuoka, SSFM International

7:45 am - 9:00 am

California Duty to Defend Reform (SB 496)

Brett Stewart, XL Catlin Design Professional
Michael Olson, Dealey, Renton & Associates

9:15 am - 10:30 am

Did I Say That!? Electronic Communication, Retention and Back-up in the Engineering Practice

Karen Erger, Lockton
Eric Singer, Ice Miller, LLP

10:45 am-12 Noon

Key Business Metrics

Matt Fultz, Matheson Financial Advisors, Inc.

12:00 Noon - 1:30 pm Lunch

1:30-2:45 pm

Projects with the Largest Losses and Claim Frequency

Tim Corbett, SmartRisk
Brian Stewart, Collins, Collins, Muir + Stewart

3:00 pm - 4:15 pm

Transitioning Project Managers to Firm Leaders

Howard Birnberg, Birnberg & Associates

"It is the business aspect of this profession that can be the most challenging, especially to the younger members of our firms. This workshop provides us with great insight into what other firms do in this business to survive."

Brent Wright, Wright Engineering, LLC

"As engineers we all take pride in our technical work and invest in growing our technical capability. The Business of Structural Engineering seminar is an opportunity to think about the business and managing our exposure to risk."

Stacy Bartoletti, Degenkolb Engineers



REGISTER NOW!
Early Bird Rates until 3/15/18



Earn 7.5 PDHs!**REGISTRATION**

ATTENDEES	Advance	After March 15, 2018
CASE members	___ @\$399 = \$ _____	___ @\$499 = \$ _____
non-CASEmembers	___ @\$499 = \$ _____	___ @\$599 = \$ _____

ATTENDEE INFORMATION

(For multiple attendees, please attach additional copies of this form.)

Name _____

Name for Badge _____

Title _____

Firm _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

PAYMENT INFORMATION☐ AMEX® ☐ Visa® ☐ MasterCard® ☐ Discover®

Card # _____ Expiration Date _____

Name as shown on card _____

Signature _____

Make check payable to ACEC/CASE and send with form/s to:

American Council of Engineering Companies**ATTN: CASE Workshop****1015 15th St, NW, 8th Floor****Washington, DC 20005-2605****Or Fax to 202-789-7220 (secure)****HOTEL INFORMATION**

The designated event hotel is the Marriott Anaheim 700 Convention Way, Anaheim, CA 92802. Book your room for CASE's

Business of Structural Engineering Workshop.

Special rate of \$219 USD/night (+ tax) available 06/07/18 to 06/08/18. Make reservations by calling (877-622-3056) reference ACEC 2018 CASE Planning Meetings/CASE Risk Management Seminar Meeting. The cut-off date for hotel reservations is May 15, 2018.

REFUNDS, CREDITS, SUBSTITUTIONS AND CANCELLATIONS

For cancellations received at least 15 days prior to program date, ACEC will issue a full refund. For cancellations received between 14 days and 3 days prior to program date, ACEC will issue credits toward any ACEC online class, live or on-demand. Credits are valid for 6 months from issue date. For cancellations received 2 days or less before a program date, no refunds or credits will be issued. Refunds or credits will not be issued for "no-shows." Registrants may choose another online class or substitute attendee/s without penalty at any time. Contact education@acec.org for further information.

Additional information is available at www.acec.org, by email to htalbert@acec.org, or by phone 202-682-4377.

**GET FULL PROGRAM & REGISTRATION DETAILS:****<http://bit.do/acec-case2018>**