



AMERICAN COUNCIL OF ENGINEERING COMPANIES

Business of Design Consulting Daily Schedule of Events

DAY ONE- March 29, 2022

- 7:30am - 8:00am** **Breakfast and Registration**
- 8:00am - 12:00pm** **Managing to Succeed in a Challenging Business Environment**
Steve Walker, srwalker & associates
- The Leadership path
 - Personal Vision
 - Strategic planning
 - Trends and opportunities
 - The Discipline of Market Leaders
 - Growth Horizons
- 12:00pm - 1:00pm** **Lunch and Networking with Attendees**
- 1:00pm - 5:00pm** **Pathway to Leadership**
Barbara Irwin, HR Advisors Group, LLC
- Transitioning from Project Management to Leadership
 - Building Relationships
 - Creating High Performance and Diverse Teams
 - Management Best Practices in the E/A Industry

DAY TWO- March 30, 2022

- 7:30am - 8:00am** **Continental Breakfast**
- 8:00am - 12:00pm** **Finance**
Matt Fultz, Matheson Financial Advisors
- Fine-tuning financial management in uncertain times
 - Driving value in a volatile market
 - Long-term financial and valuation results: setting the stage
 - Accounting principles and practical financial tools
- 12:00pm - 1:00pm** **Lunch and Networking with attendees**



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1:00pm - 5:00pm

Business Management & Ownership Transition

Matt Fultz, Matheson Financial Advisors

- Financial exit strategies
- Retirement Planning: Internal ownership transition issues, internal buy-outs, stock plans, ESOPs
- Gearing stock expansion programs to the new market realities
- The "ins and outs" of mergers and acquisitions in the recovery decade

7:30am - 8:00am

Continental Breakfast

DAY THREE- March 31, 2022

7:30am - 8:00am

Continental Breakfast

8:00am - 12:00pm

Contracts and Risk Management

Brett Stewart, Risk Manager, and Michaela Kendall, Underwriting Manager, AXA XL, a division of AXA

- How good is your risk management crystal ball?
- The legal system—friend or foe?
- Importance of Pre-project planning
- Key risk factors that determine project success or failure
- Contracts do's and don'ts
- The quality management process
- Communication and documentation – a two-edged sword
- The construction contract administration process

12:00pm - 1:00pm

Lunch and Networking with attendees

1:00pm - 5:00pm

Maximizing Your Business Development & Marketing ROI

Richard Friedman, Friedman & Partners

- A comprehensive view of your entire "get-work" effort
- Using the five-stage system for a balanced, multi-layered marketing program
- Starting with strategy—finding your differentiators
- Broadcasting your message through brand-building
- Winning with one-on-one selling
- Building a high-touch, high-return customer service program
- The vital role of business development