THE BUSINESS OF DESIGN CONSULTING

A management intensive program for developing A/E firm leaders

Advance the leadership potential of your best and brightest!

March 23-26, 2016 • Denver CO

Earn 22.5 PDHs!
Managing your A/E business for success requires technical know-how coupled with a broad awareness of today’s best multi-disciplinary business practices.

Firm managers — especially up-and-comers — 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:

- Navigating the intricacies of human relations and associated legal elements
- Creating and managing client relationships and client expectations
- Managing risk and drafting/adapting contracts
- Knowing the fundamentals of business development
- Strengthening financial and accounting skills with an eye toward connecting firm financial performance to building firm value

**Contemporary Best Practices and Critical Operational Management Methods**

The multi-day agenda 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 performance management, strategic planning and growth, finance, leadership, ownership transition, contracts and risk management, marketing, and more!

“Year after year, attendees attest The Business of Design Consulting Program consistently meets objectives and fulfills expectations.”
Denver, CO

COURSE HIGHLIGHTS

REGISTER NOW!
Early Bird Rates until 2/12/16

Day One: Wednesday March 23
12:00 Noon -1:00 pm
Registration
1:00-5:00 pm
Rod Hoffman, S&H Consulting

LEADERSHIP
- The leadership path
- Personal vision

STRATEGY, PLANNING AND GROWTH HORIZONS
- Strategic planning
- Trends and opportunities
- Discipline of market leaders
- Growth horizons

Day Two: Thursday March 24
7:45 - 8:30 am breakfast
8:30 am -12 Noon
Rod Hoffman, S&H Consulting

EXECUTION AND PERFORMANCE
- Change and transition
- The change game

PERFORMANCE MANAGEMENT AND GENERATIONS
- Elements of performance success
- Generations in the workplace
- Challenges and best practices

12:00 Noon - 1:00 pm lunch
1:00 – 5:00 pm
Brett Stewart, Catlin Design Professional

CONTRACTS AND RISK MANAGEMENT
- 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

Day Three: Friday March 25
7:45 - 8:30 am breakfast
8:30-12:00 Noon
Colvin Matheson, Matheson Financial Advisors

FINANCE
- 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

12:00 Noon - 1:00 pm lunch
1:00 – 5:00 pm
David Cohen, Matheson Financial Advisors

BUSINESS MANAGEMENT AND OWNERSHIP TRANSITION
- Financial exit strategies when market conditions are at all-time lows
- 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

Day Four: Saturday March 26
7:45-8:30 breakfast
8:30 am -12:00 Noon
David Stone, Stone and Company

MARKETING AND BUSINESS DEVELOPMENT
- 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

“Business of Design Consulting speakers always earn high marks on preparation and subject knowledge, as well as clear and engaging presentation styles.”
Earn 22.5 PDHs!

Registration

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<thead>
<tr>
<th>ATTENDEES</th>
<th>Advance</th>
<th>After February 12, 2016</th>
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<tr>
<td>ACEC non-members</td>
<td>___@$1,725 = $ _____</td>
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ATTENDEE INFORMATION

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

Name_____________________________________________________

Name for Badge_________________________________________________________________

Title_________________________________________________________

Discipline____________________________________________________

Role in Firm_________________________________________________________________

Firm_________________________________________________________________________

Address_______________________________________________________________________

City __________________________ State ________ Zip ___________

Phone _________________________ Fax _______________________

E-mail _______________________________________________________

PAYMENT INFORMATION

❑ AMEX®  ❑ Visa®  ❑ MasterCard®  ❑ Discover®

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Name as shown on card__________________________________________

Signature ____________________________________________________

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

American Council of Engineering Companies
ATTN: Business Resources and Education
1015 15th St, NW, 8th Floor
Washington, DC 20005-2605
Or Fax to 202-789-7220 (secure)

Hotel Information


Refunds, Credits, Substitutions and Cancellations

For cancellations received by ACEC at least 30 days before the program date, ACEC will issue a full refund of registration fees, less $100 administration fee. For cancellations received by ACEC between 29 and 15 days before the program date, ACEC will issue credits toward future ACEC education seminars. Credits are valid for six months toward any ACEC education seminar. For cancellations received by ACEC 15 days or less before a program date, ACEC will issue no refunds or credits. In addition, ACEC will issue no refunds or credits for “no-shows.” Substitute attendee registrations may be made at any time.

Additional information is available at www.acec.org, by email to Education@acec.org, or by phone 202-347-7474, ext. 338.