



2019 Small Firm Winter Seminar Schedule

Thursday, February 7

4:00pm – 6:00pm **Small Firm Council Steering Committee Meeting**
Karen Friese, SFC Chair, K Friese + Associates

Friday, February 8

7:30am - 8:30am **Breakfast**

8:00am - 10:00am **Small Firm Council CEO Roundtable**
Moderator: Karen Friese, SFC Chair, K Friese + Associates

10:00am - 10:30am **Morning Break**

10:30am – 12:00pm **Presentation: *Insurance for Your Small Firm***
Charlie Geer, ACEC Business Insurance Trust/Greyling, a Division of EPIC
All businesses in the design field are subject to multiple levels of liability. However, with limited resources, it is imperative that small firm leaders are educated on the essential types of insurance required for their businesses, as well as how to ensure they are not paying for unnecessary services. This presentation will provide expert opinion on how small firms can limit their costs as well as general liability by examining the insurance needed in the modern world.

12:00pm - 1:00pm **Lunch**

1:00pm - 5:00pm **Small Firm Council Seminar: Part 1- *What You Need to Know When You Grow***
Mark Goodale, Morrissey Goodale
This session will teach the ins and outs of how the structure, culture, and business of your firm will change as you increase in size and project load, as well as ways to retain employees and projects when you want to stay the same.

3:00pm - 3:30pm **Shared Afternoon Break**

5:00pm – 6:15pm **Small Firm Council Reception**
Join fellow attendees for a networking reception and informal opportunity to discuss your struggles and best practices for surviving in the A/E/C industry as a small firm.

6:30pm – 8:30pm **Social Event**

Saturday, February 9

7:15am - 8:00am **Shared Breakfast**

8:00am - 12:00pm **Small Firm Council Seminar: Part II- *What You Need to Know When You Grow***
Mark Goodale, Morrissey Goodale

12:00pm – 12:30pm **Wrap-up Roundtable**
Karen Friese, SFC Chair, K Friese + Associates