

## Topics

- > Strategic Planning
- > Contracts & Risk Management
- > Business Development
- > Economics of Private Practice
- > Ethics
- > Government Affairs
- > Human Resources
- > Communications/  
Public Relations/  
Community Involvement
- > Leadership
- > Senior Leaders Roundtable

## Locations/Dates

- > Tulsa  
February 11-12, 2010
- > Oklahoma City  
March 11-12, 2010
- > Stillwater  
April 8-9, 2010

ACEC OKLAHOMA

# Leadership for Engineers

6 Half-Day Sessions, 10 Topics,  
26 Hours of Learning

Designed to prepare your firm's future leaders, principals, and owners.

  
**ACEC OKLAHOMA**  
***Leadership for Engineers***  
**Program Schedule**

**Thursday and Friday, February 11-12, 2010**  
**Post Oak Lodge, Tulsa**

**Thursday, February 11, 2010**

- **Orientation** **10:00am – Noon**  
**Barbara Carswell, Capitol Federal Savings**

Do you think 15 engineers will be too shy to get to know each other in a short time? Think again! Barb Carswell is First Vice President at Capitol Federal Savings, Topeka, KS, and has been facilitating leadership groups for years. Barb's high energy presentation and interactive sessions will have class members working, and laughing, together in no time at all. This critical session sets the stage for class members to work together for the next six weeks.

- **Lunch** **Noon – 1:00pm**
- **Leadership** **1:00pm – 3:00pm**  
**Tom Dugger, Last Frontier Council, BSA**

Leadership is the process of influencing people by inspiring them to achieve, by communicating in a manner that they best understand and by building trust such that they will embrace risk. However, the power of leadership tends to distort a leader's perception. A good leader commits to a continual, brutal self examination to minimize this distortion and to maintain a realistic pursuit of the organization's vision.

- **Human Resources/Managing People** **3:15pm – 5:15pm**  
**Larry Atchley, Crafton Tull & Sparks**

Human resource philosophy and functions are often the basis for company planning and meeting client needs. We'll examine systems for performance management and employee relations strategies. The strongest asset for any organization is its people. Maximizing that asset is essential to strong leadership.

- **Reception/Dinner as a Group** **6:00pm**

**Friday, February 12, 2010**

- **Strategic Planning** **8:00am - 10:00am**  
**Kevin Veit, Gabbard & Company**

Strategic planning is an essential process for assessing and evaluating a business and creating a viable, flexible guide for future success. The critical components of a successful planning effort include preparation, establishing a plan baseline and creating the plan. We'll examine the major elements of a strategic plan, including: organizational vision, schedule, responsibilities, accountabilities and metrics.

## Friday, February 12, 2010 (Cont)

- **Government Affairs** **10:15am – 12:15pm**  
**Jim Dunlap, Dunlap Consultants**  
**Steve Hall, ACEC**

The government's leadership influences the overall business climate and an individual firm's success. Business leaders need to know how to participate effectively in the public arena and build consensus. They also need to understand how government affairs activities can help their business succeed and how to encourage active participation at the grassroots level in the firm.

## Thursday and Friday, March 11-12, 2010 Renaissance Hotel, Oklahoma City

### Thursday, March 11, 2010

- **Economics of Private Practice** **1:30pm – 5:30pm**  
**Lee James, CPA, Lee James & Assoc.**

Understanding the role and importance of financial project management is a critical attribute of emerging leaders. It is equally important that they understand fundamental metrics of successful firms, which financial indicators are important and what they mean for future growth. In this session, we will discuss these important financial management issues.

- **Reception/Dinner as a Group** **6:00pm**

### Friday, March 12, 2010

- **Business Development** **8:00am - 10:00am**  
**Brad Thurman, Wallace Engineering**

Instilling and encouraging a strong business development culture in your firm makes great business sense. It can prove to be an important differentiator and can positively influence the firm's project delivery, hiring and recruiting, and career development processes. Developing a business development culture requires understanding the distinction between marketing and business development, exposing false common business development myths, recognizing the many ways in which technical staff can contribute to the business development process, and investing in strategies that yield the highest return-on-investment.

- **Ethics** **10:15am – 12:15pm**  
**Stuart Phillips, SAIC**

Being ethical is defined as "Being in accordance with the accepted principles of right and wrong that govern the conduct of a profession." The core of ethics in the engineering profession include: public interest, truth, honesty, fairness and professionalism. Strong ethics are essential to leadership. Without the trust that ethical behavior promotes, an individual's firm is destined to mediocrity.

**Thursday and Friday, April 8-9, 2010**  
**ConocoPhillips Alumni Center, Oklahoma State University,**  
**Stillwater**

**Thursday, April 8, 2010**

- **Risk Management/Contract Language** **1:30pm – 5:30pm**  
**Wyatt Hoch, Foulston Siefkin LLP**

Carefully wording contract provisions minimizes risk to design professionals. We'll discuss how contract provisions allocate risks between parties and the legal effect of specific contract provisions. Getting contracts right the first time can be the difference between a profitable project and incurring more liability than your firm can afford.

- **Dinner as a Group** **6:30pm**

**Friday, April 9, 2010**

- **Communications, Public Relations,  
and Community Involvement** **8:00am - 10:00am**  
**Ginger D. Homan, Zia Communication & Public Relations**

Firms that build strong brands have stronger profit margins. Learn how to use marketing and communications to grow your brand and your firm. Keeping up with the competition is no longer a winning strategy. Today you have to out-position and out-maneuver them. This discussion will focus on building your brand, when and how to use different marketing tools (public relations, community involvement, social media, marketing materials), and how to measure your results.

- **Senior Leaders Roundtable** **10:15am – 12:15pm**

**Julie Guy, Guy Engineering Services**  
**Mike Homan, Terracon Consultants**  
**Stan Rankin, The Benham Companies**  
**Bob Williams, Poe & Associates**

Take the opportunity to network with a diverse panel of leading industry professionals. This session will culminate the Leadership for Engineers experience. The facilitated session gives participants a chance to ask industry leaders questions concerning the industry, practices, and management.

- **Graduation Celebration Luncheon** **12:15pm – 1:45pm**

# ACEC OKLAHOMA

## *Leadership for Engineers*

### Registration Information

**6 Half-Day Sessions, 26 Hours of Learning Covering 10 Topics  
Designed to Prepare Your Firm's Future Leaders, Principals, and Owners.**

ACEC OKLAHOMA's *Leadership for Engineers* program is **targeted to all rising industry professionals** who are committed to developing their leadership and management skills and abilities, and identified by your firm as a "future leader" of your business. **This may include design firm new principals, middle managers, business and administrative coordinators, marketing managers, HR managers, project managers.....anyone interested in developing solid management skills.**

**The program was created to provide professional and personal leadership development for Oklahoma's most promising professionals in the design community. The program launches up-and-coming professionals on a development track leading to successful general management, project management, and principal positions within design firms.**

This program imparts specific skills and competencies identified as critical for leadership success. These highly interactive sessions are taught by experts in the field of business administration and people management in professional services firms.

**SPACE IS LIMITED TO THE FIRST 15 REGISTRANTS. No exceptions.**

Firms nominating an individual are making a commitment of that person's time to attend ALL sessions regardless of work conflicts. For that reason, the application **MUST BE SIGNED** by a firm Principal to verify the firm's commitment to the individual as well as the program.

Please carefully read the following information carefully.

- **Registration Deadline: December 15, 2009**
- **Participation: Participation is limited to 15 (first come, first serve).** You may only register one member from your firm.
- **Cost:** \$1,295 per person. Tuition includes all meeting materials, breakfasts, dinners and lunches where applicable. **Tuition does not include lodging or travel expenses.** ACEC OKLAHOMA has negotiated favorable rates at each location. Participants will be responsible for making their hotel reservations. Hotel information will be provided upon registration.
- **Registration:** Return the completed registration form as soon as possible to reserve a spot. **A deposit of \$650.00 or Payment in Full MUST ACCOMPANY THE REGISTRATION.**
- **Payments/Cancellations/Refunds:** Full payment must be received by December 15, 2009 or registration will be cancelled. Cancellations received from December 15, 2009 to January 15, 2010 will forfeit the \$650 deposit, or, if already paid in full, will receive a 50% refund of the total registration fee unless another registrant can be confirmed, in which case a full refund will be made. The firm's "slot" may be transferred to another member of the same firm. **No refunds after January 15, 2010!** Please make checks payable to ACEC OKLAHOMA, 201 N.E. 27<sup>th</sup> Street, Suite 135, Oklahoma City, OK, 73105.
- **Attendees: MUST BE PRESENT FOR ALL SESSIONS!!!!**
  - If more than half of one session is missed, that session must be attended the following year to graduate.
  - Only the attendee registered may attend the sessions. Substitute attendees will not be accepted.
  - Attendees **MUST** participate in all planned events, including staying overnight at the program hotel/location.
  - Attendees must provide picture (jpeg) and full personal and professional biography by January 15, 2010.
- **Professional Development Hours:** 26 PDHs will be earned, and certificates will be provided at the completion of the program.

# *Leadership for Engineers*

## Nomination Form

Date: \_\_\_\_\_

Name of Nominee: \_\_\_\_\_

Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: State Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Nominee Certification: I have read the requirements in "Attendees" above, and agree to the participation provisions set forth.

Nominee's Signature: \_\_\_\_\_

\* \* \* \* \*

### Firm Certification of Nominee

On behalf of the nomination above, I do hereby certify that I have read all of the above requirements, and that I fully support the nominee's participation in ACEC OKLAHOMA's "*Leadership for Engineers*" program.

I further certify that our firm will assure that the nominee will fully participate in the program as required above, and that accommodations will be made to assure that nothing interferes with the nominee's attendance and participation in the program.

Principal's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Send completed form and payment/deposit to:

**ACEC OKLAHOMA**  
**201 N.E. 27<sup>th</sup> Street, Suite 135**  
**Oklahoma City, OK 73105**